

rePurpose Verified Plastic Recovery Pledge Standard

Version: 1

Effective date: 28 August 2026

Scheme owner: [rePurpose Global Inc.](#)

Independent Auditor: BSI Group, or another legally separate, competent, and independent third-party verification body approved by rePurpose where applicable.

Certification mark: “This Product Funds Plastic Recovery”, “This Company Funds Plastic Recovery” or “Certified Plastic Recovery Pledge”.



Certificate validity: Up to 36 months, unless a shorter period is stated on the certificate, required by law, or required by rePurpose based on risk, subject to annual monitoring and continued satisfaction of certification requirements.

Applicable markets: Global, subject to additional requirements by law in respective jurisdictions.

Record retention period: Minimum 5 years after certificate expiry, unless a longer period is required by law, audit procedures, or applicable certification requirements.

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1. Overview

1.1 Plastic pollution and the need for plastic recovery funding

Plastic pollution is a significant environmental challenge. Although reduction, reuse, redesign, recycling, and improved waste-management systems remain essential, large quantities of plastic waste continue to be inadequately collected, sorted, transported, and recovered, ultimately resulting in exacerbated global plastic pollution. In regions where waste-management infrastructure is insufficient, plastic waste may leak into terrestrial and marine environments. Out of the 460 Mt of plastic produced each year, approximately 110 Mt are mismanaged, and 28 Mt leak into the natural environment annually (Systemiq, 2023; OECD, 2023).

A total of USD 5.22 trillion from both public and private sources should be mobilized to scale up interventions to reduce plastic pollution by 90% by 2040 (Systemiq, 2023). Private sector funding can support the expansion and operation of plastic recovery systems globally by helping to finance collection, aggregation, sorting, transportation, processing, and responsible recovery activities. Brands and companies participate in the rePurpose Verified Plastic Recovery Pledge Program to contribute financially to such recovery activities through a structured and verifiable system.

The Program is designed to enable participants to communicate that they fund verified plastic recovery without overstating the environmental meaning of that participation.

1.2 About rePurpose Global

rePurpose Global is a leading plastic action platform and social enterprise dedicated to combating the global plastic waste crisis. It is legally registered as a public benefit corporation in the United States of America. Its mission is to finance and scale solutions to combat plastic waste and drive an inclusive, global circular economy. rePurpose Global develops and manages plastic recovery programs through a network of verified recovery projects across the globe. These projects operate in regions where additional waste-management capacity is needed and may involve local collection, sorting, processing, and recovery partners.

1.3 Purpose of the Standard

The rePurpose Verified Plastic Recovery Pledge Standard establishes a transparent and verifiable framework under which participants may seek certification for financial contributions to verified plastic recovery through rePurpose Global and use the approved rePurpose certification mark.

This Standard applies to participating companies, products, product lines, product portfolios, or other approved scopes identified in the certification file. It is intended for applicants and

participants seeking certification under the rePurpose Verified Plastic Recovery Pledge Program.

This Standard does not establish the full project-level requirements for recovery project eligibility, recovery activity eligibility, recovery pathway rules, or VPRU generation. Those requirements are addressed through rePurpose's project and recovery documentation, as referenced in Section 8.

This Standard defines the requirements for participation in the rePurpose Verified Plastic Recovery Pledge Program, including certified scope definition, minimum financial contribution levels, participant revenue verification, financial contribution verification, certification-related use and allocation of Verified Plastic Recovery Units, certification decision-making, certificate issuance, certification mark and claim use, monitoring, non-conformities, suspension, withdrawal, complaints, appeals, and recordkeeping.

Certification under this Standard verifies that the participant has met the applicable requirements of the rePurpose Verified Plastic Recovery Pledge Program for the certified scope. It does not verify that the participant's plastic footprint has been measured, offset, neutralized, or eliminated.

1.4 Acknowledgements

rePurpose would like to sincerely thank the following external expert advisors for their invaluable contributions to this Standard:

- Emilie Devenport
- Danielle Jezienicki
- Kamal Raj

We are grateful for their critical insights and support, which have significantly enhanced the quality of our certification program.

2. Terms and definitions

For the purposes of this Standard, the following definitions apply.

Allocation means the assignment of one or more VPRUs to a participant. Once allocated, the same VPRU shall not be allocated to another participant.

Annual requirements means the requirements that must be satisfied during each certification year or annual reporting period, including applicable financial contribution requirements, revenue verification where required, monitoring, claim and mark-use compliance, cooperation



with any applicable independent conformity assessment, and continued conformity with this Standard during the certification period.

Applicant means an organization seeking certification under this Standard.

Certification mark means the approved rePurpose mark bearing the claim “This Product Funds Plastic Recovery”, “This Company Funds Plastic Recovery”, “Certified Plastic Recovery Pledge”, or another approved mark issued under this Standard.

Certification period means the period during which certification is valid, as stated on the certificate. Unless a shorter period is stated in the certificate, certification agreement, service agreement, or required by applicable law, the certification period may be up to three years from the date of issuance.

Certified scope means the company, brand, product line, product portfolio, geographic market, sales channel, or other defined scope to which certification applies, along with any geographical or other constraints.

Contracted recovery quantity means the quantity of verified plastic recovery that rePurpose agrees to deliver or enable under the participant's service agreement.

Financial contribution means the annual monetary sum required from the participant under the applicable revenue tier and service agreement to fund verified plastic recovery through rePurpose-approved recovery projects.

Independent Auditor means a legally separate third-party auditor, verification body, or conformity assessment body approved by rePurpose to assess conformity with this Standard for participants using the certification mark.

Independent Conformity Certificate means the certificate, verification statement, or conformity statement issued by an Independent Auditor confirming conformity with this Standard.

Monitoring means periodic review after initial certification to confirm continued conformity with this Standard, including review of participant conformity, certificate information, mark use, claims, revenue evidence, contribution status, recovery allocation, complaints, and non-conformities relating to certified claims.

Participant means an applicant that has entered into a valid agreement with rePurpose and has been certified under this Standard.

Plastic recovery means the collection, aggregation, sorting, transportation, processing, recycling, co-processing, reuse, or other responsible management of plastic waste through a rePurpose-approved recovery pathway, supported by documented evidence and chain-of-custody controls.

Recovery pathway means the approved end-of-life or management route through which recovered plastic waste is handled after collection and sorting, such as recycling, reuse, co-processing, or another responsible management route approved by rePurpose, provided the route is documented, traceable, and supported by sufficient evidence.

Recovery project means a project, facility, or implementation partner approved by rePurpose to conduct collection, aggregation, sorting, transportation, processing, recycling, co-processing, or another approved recovery activity.

Reconciliation means the review of the participant's contracted recovery quantity against verified recovery delivered and VPRUs generated and allocated at or before the end of the applicable 12-month delivery period.

rePurpose Certification Team means the function within rePurpose Global responsible for administering certification under this Standard, including application review, evaluation, review, certification decision, certificate issuance, monitoring, non-conformities, suspension, withdrawal, complaints, appeals, and certificate page updates.

rePurpose Scheme Certificate means the certificate issued by rePurpose confirming that a participant conforms to this Standard.

Revenue documentation means records reasonably sufficient to verify the participant's applicable revenue tier and certified scope. Such records may include audited financial statements, management accounts, tax filings, sales reports, ecommerce reports, accounting system exports, officer attestations, CPA confirmations, or other reliable records accepted by rePurpose.

Revenue tier means the participant's revenue category used to determine the minimum financial contribution required under this Standard.

Verified Plastic Recovery Unit or **VPRU** means one kilogram of plastic waste that has been collected, recovered through an approved pathway, verified in accordance with this Standard, recorded by rePurpose, and made available for allocation.

Verified Plastic Recovery Unit Database or **VPRU Database** means the controlled internal system, registry, or database maintained by rePurpose to record VPRU generation, availability, allocation, allocation identifiers, allocation status, and related supporting records. The VPRU Database is used to maintain traceability of VPRUs and to support controls against duplicate allocation and double counting.

3. Scope of Certification

3.1 Activities covered by this Standard

This Standard applies to the rePurpose Verified Plastic Recovery Pledge Program. Under the Program, participating organizations make an annual financial contribution to fund verified plastic recovery through rePurpose-approved plastic recovery projects.

The Standard governs participant eligibility, certification scope definition, revenue-tier determination, minimum financial contribution, revenue verification, generation of Verified Plastic Recovery Units, chain-of-custody controls, allocation of Verified Plastic Recovery Units, rePurpose certification, use of certification marks and claims, monitoring, non-conformities, suspension, withdrawal, complaints, appeals, and independent third-party conformity assessment.

This Standard is intended to support global compliance with legal requirements for sustainability labels and environmental claims by ensuring that scheme terms are publicly available where required, participation is open under transparent, fair, and non-discriminatory terms, requirements are developed with relevant expert and stakeholder input, non-compliance procedures are defined, and claims are subject to independent third-party conformity assessment.

3.2 Certification model

rePurpose Global administers the Verified Plastic Recovery Pledge certification scheme and is responsible for maintaining this Standard, operating the certification process, approving eligible recovery projects, operating the Verified Plastic Recovery Unit (VPRU) database, and overseeing certification activities in accordance with this Standard.

Certification under this Standard is issued by rePurpose Global following evaluation, review, and certification decision by the rePurpose Certification Team.

Use of the certification mark under this Standard requires certification by rePurpose Global and independent third-party conformity assessment by BSI Group or another legally separate, competent, and independent verification body approved by rePurpose. This requirement applies to participants using the certification mark in any market.

A participant may propose an alternative verification body for rePurpose review, but the verification body must be approved by rePurpose before conducting conformity assessment under this Standard. The verification body must meet the qualification, impartiality, independence, and legal requirements of this Standard and applicable law.

The Independent Auditor shall be legally separate from rePurpose Global and from the participant. The Independent Auditor shall conduct conformity assessment in accordance with this Standard, applicable auditor procedures, and any applicable legal requirements.

Where applicable law requires independent conformity assessment before use of the certification mark, the participant shall not use the mark in that jurisdiction until the Independent Auditor has issued the Independent Conformity Certificate or applicable assessment output.

Where applicable law permits a transition, implementation, or post-certification verification period, the Independent Conformity Certificate or applicable assessment output shall be obtained within the timeline required by applicable law and, where no shorter period is required, no later than six months from the participant entering into the applicable service agreement, receiving certification under this Standard, or transitioning from a predecessor rePurpose certification.

Any reference to a verification body's accreditation shall be limited to the scope expressly confirmed by that verification body and shall not imply that assessment under this Standard is conducted under an accredited certification scope unless expressly stated.

3.3 Certification scope

Certification may be issued at the level of a legal entity, business unit, defined company scope, product, product line, product portfolio, SKU set, geographic market, sales channel, or another approved scope identified in the certification file. The certified scope shall be clearly identified before certification and shall be stated in the rePurpose Scheme Certificate.

The certification mark shall not be used for products, brands, territories, channels, entities, or business activities outside the certified scope.

3.4 Certification scope types

Certification may be issued under one of the following scope types.

Certification scope type	Description	Mark-use limitation
Company Certification	Applies to the legal entity, business unit, or defined company scope identified in the certification file. Company Certification may cover multiple products, product lines, brands,	The Company Certification mark and approved company-level claims may be used in company-level communications and on or in relation to products within the certified legal entity, business unit, or defined

	operations, or sales channels only where they are expressly included in the certified scope. Certification does not automatically extend to parent companies, subsidiaries, affiliated entities, sister brands, shareholder-level entities, or other separately incorporated businesses unless they are expressly included in the certified scope and assessed under this Standard.	company scope, provided the use does not state or imply that any individual product, SKU, product line, or product portfolio has received Product Certification. The Product Certification mark and product-level claims shall not be used unless Product Certification has also been granted for the relevant product, product line, product portfolio, SKU set, geography, or sales channel.
Product Certification	Applies to a clearly defined product, product line, product portfolio, SKU set, geography, or sales channel identified in the certification file. The certified scope shall identify the included product(s) using product names, SKUs, or other appropriate product identifiers where available, together with any geographic or channel limitations.	The Product Certification mark and approved product-level claims may be used only on packaging, product pages, ecommerce listings, retailer listings, advertisements, and communications for the certified product, product line, product portfolio, SKU set, geography, or sales channel. Where certification applies only to a specific geography or channel, the certification mark and approved claims may be used only for that approved geography or channel. Product Certification does not authorize use of the Company Certification mark or company-level claims unless Company Certification has also been granted.

Both Company Certification and Product Certification may authorize use of the general “Certified Plastic Recovery Pledge” mark where approved by rePurpose, provided the accompanying claim, placement, and surrounding context accurately reflect the certified scope. Company-level certification shall not be presented as Product Certification, and Product Certification shall not be presented as Company Certification.

The participant shall not state or imply that certification applies beyond the certified scope.

4. Scheme governance and responsibilities

4.1 Scheme owner and certification team

rePurpose Global is responsible for developing and maintaining this Standard, taking relevant stakeholder reviews into consideration, approving verified plastic recovery projects, maintaining project protocols, operating the Verified Plastic Recovery Unit (VPRU) database, maintaining allocation records, assessing participant conformity, approving certification mark use, maintaining public certificate pages where required, and managing non-conformities, complaints, appeals, suspension, withdrawal, and misuse of the certification mark.

Certification decisions shall be made by the rePurpose Certification Team. Personnel shall be competent for their assigned functions, including evaluation, review, certification decision, monitoring, complaints, and appeals.

The rePurpose Certification Team shall report independently from commercial operations and shall identify, assess, and manage risks to impartiality associated with the administration of the certification scheme. Appropriate organizational and procedural controls shall be maintained to ensure objective certification decisions.

Commercial personnel responsible for selling to, negotiating with, renewing, or managing the participant relationship shall not make the final certification decision for that participant. Certification decisions shall be subject to review by competent personnel who are independent from commercial responsibility for the participant relationship.

The rePurpose Certification Team shall protect confidential information obtained during certification activities and shall inform the participant in advance of information it intends to place in the public domain, except where disclosure is required by law, certification procedures, audit procedures, or this Standard.

4.2 Public availability of scheme requirements

rePurpose shall publish the current Standard publicly. The Standard shall include or reference general certification requirements, claims rules, mark-use rules, and the complaints procedure.

rePurpose shall maintain a publicly accessible certificate page or equivalent verification mechanism for certified participants. The public record shall identify the participant, certified scope, certification status, certification validity period, applicable Standard version, and Independent Conformity Certificate status where applicable. Where recovery allocation has been completed, the public record shall also state the verified recovery quantity allocated and

the applicable allocation identifier, where applicable. Confidential commercial information, including exact revenue documentation, participant contracts, pricing terms, project security information, personal data, and commercially sensitive operational records, shall not be disclosed unless required by law, regulators, accreditation bodies, certification procedures, auditor procedures, or this Standard.

4.3 Open, fair, and non-discriminatory access

The scheme shall be open to all applicants willing and able to comply with the requirements of this Standard. Participation decisions shall be made under transparent, fair, and non-discriminatory conditions.

Access to the certification process shall not be conditional on company size, membership in an association, number of certifications already issued, or any other condition unrelated to certification requirements.

rePurpose may reject, condition, restrict, or suspend an application or certification where the certification scope cannot be clearly defined, the applicant fails to provide adequate documentation, the intended claim wording is misleading, the applicant refuses independent conformity assessment, or the applicant's business activities, products, public claims, regulatory history, intended mark use, or reputational profile create a material risk of misleading consumers, undermining the credibility of this Standard, or conflicting with the purpose of the Program.

4.4 Expert and stakeholder consultation

rePurpose shall develop and revise this Standard in consultation with relevant experts and stakeholders. Consulted experts may include experts in plastic waste management, chain-of-custody systems, environmental standards, brand engagement and circular economy policy.

rePurpose shall maintain records showing the categories of experts and stakeholders consulted, the issues reviewed, and how relevant input was considered.

4.5 Responsibilities of rePurpose Global

rePurpose shall administer the certification scheme in accordance with this Standard, including maintaining the Standard, operating the VPRU database, administering certification activities, supporting independent conformity assessment, and maintaining controls to prevent double counting, duplicate allocation, false claims, and misleading use of the certification mark.

4.6 Responsibilities of the participant

The participant shall provide accurate revenue documentation, define the certified scope truthfully, satisfy the required financial contribution through payment or an approved payment arrangement, use the certification mark only within the certified scope, comply with the claims rules, notify rePurpose of material changes, opt in to and cooperate with independent auditors, and stop using the mark if certification is suspended, withdrawn, expired, terminated, or otherwise no longer valid, subject only to the transition and sell-through provisions in this Standard.

The participant shall notify rePurpose without undue delay of any change that may affect certification. Such changes include legal form, ownership, contact information, certified scope, revenue basis, service agreement, payment status, product portfolio, packaging artwork, claim wording, distribution territories, public communications, outsourced activities, participation in any other relevant plastic recovery, plastic credit, contribution, offset, environmental certification, or environmental claim scheme; or any other matter that may affect conformity.

4.7 Responsibilities of the Independent Auditor

The Independent Auditor shall conduct independent conformity assessment for participants using the certification mark under this Standard.

The Independent Auditor shall be legally separate from rePurpose Global and the participant and shall maintain impartiality, competence, confidentiality, and conflict-of-interest controls appropriate to its role.

The Independent Auditor shall review evidence sufficient to determine whether the participant, rePurpose Certification Team, recovery records, allocation records, and claim use conform to this Standard and any applicable legal requirements.

The Independent Auditor shall issue an Independent Conformity Certificate only where conformity is confirmed. It shall not issue such a certificate where evidence is insufficient, material non-conformities remain open, recovery quantities are not fulfilled, or the proposed claim would be misleading.

5. Participant eligibility and application

5.1 Eligibility requirements

An applicant shall be eligible where it has a clearly defined certification scope, submits adequate revenue documentation, enters into a valid service agreement with rePurpose, satisfies, or agrees to satisfy, the required financial contribution through payment or an approved payment arrangement; and accepts the claims and mark-use rules.

The participant shall also agree to cooperate with the Independent Auditor or other approved verification body as required for independent conformity assessment under this Standard.

rePurpose may conduct a risk-based integrity review where an applicant's or participant's business activities, products, public claims, regulatory history, litigation history, reputational profile, or intended use of the certification mark may create a material risk of misleading consumers, undermining the credibility of this Standard, or conflicting with the purpose of the Program.

An integrity review may result in acceptance, conditional acceptance, enhanced monitoring, restricted claim permissions, refusal of certification, or suspension, withdrawal, or reduction of an existing certification. Decisions shall be documented and applied consistently.

rePurpose may also require case-by-case pre-approval of certification mark use, taking into account the product, packaging, surrounding claims, visual presentation, distribution channel, certified scope, and overall consumer impression.

The applicant shall not use the certification mark until certification has been granted.

5.2 Application information requirements

The applicant shall provide all information required to complete the certification process via an intake form available on the rePurpose website or another submission process approved by rePurpose.

At minimum, the application shall include the applicant's legal name, registered address, certification contact, certified scope sought, applicable brands or product lines, relevant markets, intended certification mark use, revenue basis, revenue documentation, and any other information reasonably necessary to determine the certified scope and assess conformity with this Standard.

Where certification applies to a product line, brand, geographic market, or other limited scope, the applicant shall provide evidence sufficient to distinguish the certified scope from the applicant's wider business.

The application shall also disclose participation in any other plastic recovery, plastic credit, contribution, offset, environmental certification, or environmental claim scheme that relates to

the same certified scope or reporting period. rePurpose may request additional evidence to confirm that recovery outcomes, allocations, financial contributions, or claims are not double counted or represented inconsistently across schemes. Participation in another scheme shall not automatically disqualify the applicant, provided the applicant can demonstrate that claims, contributions, allocations, and recovery outcomes are not double counted, overstated, or misleadingly represented. rePurpose may refuse, restrict, or condition certification where, based on a risk assessment, participation in another scheme creates a material risk of double counting, claim conflict, misleading consumer communication, unverifiable allocation, or reputational harm to the credibility of this Standard.

5.3 Application review

The rePurpose Certification Team shall review the application before evaluation begins. The application review shall confirm that the information provided is sufficient, the certified scope is defined, the applicable Standard version is identified, and any known differences in understanding have been resolved.

The application shall be rejected or suspended where the certified scope cannot be defined, evidence is insufficient, the intended claim is misleading, conflicts of interest cannot be managed, or certification would not be credible.

5.4 Certification agreement

Before certification is granted, the participant shall enter into a legally enforceable certification agreement or service agreement with rePurpose Global.

The participant shall also agree to independent third-party conformity assessment by the Independent Auditor or verification body.

The certification agreement shall identify the certified scope, certification requirements, participant responsibilities, rePurpose responsibilities, mark-use conditions, monitoring obligations, confidentiality provisions, complaints and appeals processes, and conditions for suspension or withdrawal.

The certification agreement shall require the participant to comply with this Standard at all times during the certificate validity period and to implement applicable changes communicated by rePurpose or required as a result of Independent Auditor review, monitoring, legal requirements, or scheme changes.

5.5 Participant obligations during evaluation

The participant shall make all arrangements necessary for evaluation. This includes providing access to relevant documents including, but not limited to, financial records, sales records,

packaging or claim materials, public claim materials, and other information reasonably required to assess conformity.

The participant shall make claims regarding certification only within the certified scope. The participant shall not use certification in a manner that brings rePurpose, the certification scheme, or the Independent Auditor, into disrepute, and shall not make any statement concerning certification that is misleading, unauthorized, or inconsistent with this Standard.

The participant shall inform rePurpose without undue delay of changes that may affect certification. Such changes include legal form, certified scope, revenue basis, service agreement, payment status, product portfolio, packaging artwork, claim wording, distribution territories, public communications, or any matter that may affect conformity.

5.6 Access for independent auditor assessment

Where the participant uses or intends to use the certification mark, the participant shall permit rePurpose to share certification information with the Independent Auditor and shall provide the Independent Auditor with access to records reasonably necessary to assess conformity with this Standard.

This may include, but is not limited to, revenue documentation, financial contribution evidence, certified scope, public claim materials, packaging artwork, plastic recovery allocation records, complaints relating to certified claims, and evidence of corrective actions.

Confidential business information shall be protected in accordance with the confidentiality obligations of rePurpose and the Independent Auditor.

6. Financial contribution methodology

6.1 Program principle

Participants shall make an annual financial contribution to fund verified plastic recovery through rePurpose-approved recovery projects.

Minimum contribution requirements are determined according to published revenue tiers established and maintained by rePurpose. Revenue tiers are intended to provide a proportionate framework for participation by organizations of different sizes. The applicable revenue tier determines the participant's minimum financial contribution and associated contracted recovery quantity. It does not measure the participant's plastic footprint, product-level plastic impact, or actual plastic usage.

Certification under this Standard is based on the participant making a qualifying revenue-linked financial contribution in accordance with the applicable revenue tier, service agreement, and certification requirements.

For purposes of certification under this Standard, the required financial contribution may be satisfied through completed payment or through an approved payment arrangement established in the participant's service agreement or certification agreement. A payment arrangement must create a binding obligation to pay the required financial contribution within the applicable timeframe. An intention, pledge, or non-binding statement of future support is not sufficient to satisfy the financial contribution requirement.

Financial contribution requirements are annual requirements unless otherwise stated in the certification agreement or service agreement. A certificate with a multi-year certification period does not waive or replace the participant's obligation to satisfy applicable annual financial contribution requirements. Continued certification and continued certification mark use are conditional on the participant satisfying the applicable annual financial contribution requirements for each certification year or annual reporting period. A binding installment schedule, including quarterly installments, set out in the participant's service agreement or certification agreement qualifies as an approved payment arrangement, provided the participant remains current with that schedule.

rePurpose is responsible for delivering or enabling verified plastic recovery through rePurpose-approved recovery projects in accordance with the participant's service agreement and this Standard. Because recovery delivery, project documentation, VPRU generation, and VPRU allocation may occur after the initial certification decision, certification may be granted where the participant's financial contribution has been verified, recovery delivery has been contracted or commissioned, and rePurpose has sufficient evidence that the contracted recovery quantity will be delivered within the applicable 12-month delivery period.

The initial certification decision focuses on whether the participant's certified scope, revenue evidence, revenue tier, financial contribution, service agreement, contracted recovery quantity, and approved claim use conform to this Standard. Recovery delivery and VPRU allocation are monitored and reconciled during the certification period and at or before the end of the applicable 12-month delivery period.

Participants may choose to contribute above the applicable minimum where they wish to support greater plastic pollution mitigation, including by selecting contribution levels that more closely reflect their own plastic usage or broader plastic impact goals.

6.2 Revenue definition

Revenue means gross revenue generated by the certified scope during the most recently completed calendar year or reporting period, less returns, discounts, rebates, and other allowances applied in accordance with the participant's ordinary accounting methods.

Where certification applies to the whole company, revenue shall include the whole company. Where certification applies to a specific brand, product line, product portfolio or geographic market, revenue shall include only the revenue attributable to that certified scope.

For international companies, the applicable revenue basis shall be the revenue attributable to the certified scope. Where certification applies to a specific product, product line, product portfolio, geography, sales channel, or business unit, the revenue tier shall be based on revenue attributable to that certified scope. Where certification is company-wide, global company revenue shall apply unless otherwise defined in the certification file.

6.3 Revenue tier methodology and contribution schedule

The current revenue tier schedule shall be published by rePurpose and maintained in this Standard. Revenue thresholds and minimum contribution levels are established by rePurpose to provide a proportionate and scalable basis for determining participants' minimum financial contributions, taking into consideration accessibility, expected recovery delivery, and the costs of administering, monitoring, and independently verifying the Program.

These tiers establish minimum contribution levels only and do not preclude participants from making higher financial contributions. The tiers do not measure the participant's plastic footprint, product-level plastic impact, actual plastic usage, or comparative environmental performance. Participants are encouraged to contribute above the applicable minimum where they wish to support greater plastic pollution mitigation and may also consider contribution levels that more closely reflect their own plastic usage or broader plastic impact goals. By setting clear minimum contribution levels, the Program supports consistent recovery outcomes while enabling a wider community of businesses to participate in collective plastic action.

Any revisions to tier thresholds, contribution levels, recovery quantities, or related pricing shall be documented through formal version-control procedures and reflected in subsequent versions of this Standard or other controlled scheme documents.

The applicable revenue tiers, minimum annual financial contributions, and associated contracted recovery quantities are set out in Annex A, Revenue Tier and Contribution Schedule, which is maintained by rePurpose as a controlled scheme document and forms part of the scheme documentation for this Standard. rePurpose may periodically review and update Annex A. Any revisions to tier thresholds, contribution levels, recovery quantities, or related pricing shall be documented through formal version-control procedures and reflected in the controlled schedule.

6.4 Acceptable revenue evidence

Participants shall submit evidence sufficient to determine the applicable revenue tier. Acceptable evidence includes audited financial statements, certified accountant or auditor attestations, official tax filings, annual reports, system-generated accounting reports, ecommerce revenue reports, management reports, or equivalent financial documentation.

Revenue documentation shall identify the participant, the certified scope, the calendar year or reporting period, and the total revenue used to determine the applicable contribution tier.

Where the participant seeks to exclude returns, discounts, rebates, or allowances, such exclusions shall be reflected in the submitted financial documentation or attested by a financial professional.

6.5 New businesses and estimates

Where an applicant has not completed an accounting year, the applicable tier may be determined using a bona fide estimate supported by reasonable evidence. The participant shall reconcile the estimate after the first completed fiscal year or reporting period.

If actual revenue places the participant in a higher tier, the participant shall make an additional contribution or stop using the certification mark until the deficiency is resolved.

6.6 Ineligible funding sources

Funds collected from consumers, employees, or third parties as pass-through donations shall not count toward the participant's required financial contribution unless those funds are recognized as participant revenue or are otherwise contractually treated as the participant's own contribution and clearly disclosed.

Participation in this voluntary certification scheme does not, by itself, satisfy any Extended Producer Responsibility, producer-responsibility, mandatory recovery, packaging-fee, regulatory payment, or other legal obligation.

Participants may not count legally required EPR payments, fines, penalties, mandatory remediation payments, mandatory compliance-market obligations, legally required environmental payments, or mandatory recovery obligations toward the qualifying financial contribution under this Standard.

If a jurisdiction expressly recognizes voluntary recovery contributions toward a legal obligation, the participant remains responsible for confirming that treatment with qualified counsel and competent authorities.

Certification under this Standard does not constitute legal confirmation of EPR compliance or any other regulatory compliance obligation.

7. Revenue verification

7.1 Scope-specific revenue verification

Where certification is sought for a specific product line, product portfolio or geographic market, rather than the entire company, the participant shall provide relevant evidence to demonstrate revenue attributable to the certified scope.

Such evidence may include, for example, an exported report from a third-party bookkeeping or sales system showing a totaled summary report of participant income category totals, such as a profit and loss report from QuickBooks, a Shopify report, an ecommerce sales report, an accounting system export, a management report, or other equivalent evidence.

Where the submitted revenue documentation does not clearly isolate the certified scope, rePurpose may request an external accountant attestation, management report, or other evidence sufficient to determine the applicable tier.

Independent Auditors shall review the financial contribution evidence as part of the conformity assessment process described in Section 10.

7.2 Language, currency, and translation

Documentation may be submitted in the participant's primary business language and currency. rePurpose or the Independent Auditor may require translation or currency conversion where necessary for certification, monitoring, regulatory inquiry, or independent conformity assessment.

7.3 Confidentiality

Revenue documentation shall be treated as confidential. Public conformity certificates or certificate pages shall not disclose exact revenue unless disclosure is legally required.

7.4 Submission deadlines and deactivation

Participants shall submit annual revenue documentation and required supporting records within 60 days after the end of the applicable calendar year or reporting period, unless otherwise agreed in writing by rePurpose.

If required documentation is not submitted by the final deadline, notice will be provided by rePurpose followed by a cure period of 30 days. If the delinquency persists, certification shall be suspended in accordance with the non-compliance and suspension protocol of this Standard and the participant's right to use the certification mark shall cease until conformity is restored.

8. Plastic recovery delivery

8.1 Approved plastic recovery project network

Plastic recovery in alignment with the financial contributions made shall be delivered only through [active rePurpose recovery projects](#). Projects are developed following documented criteria as per the publicly available [rePurpose Verified Plastic Recovery Protocol](#), covering legal authorization, operational capability, worker safeguards, traceability, data quality, recovery pathway eligibility, and auditability.

8.2 Plastic recovery delivery timeline

rePurpose shall deliver or enable verified plastic recovery equal to at least the contracted recovery quantity stated in the participant's service agreement. Unless otherwise agreed and disclosed, contracted recovery shall be fulfilled within 12 months from the start date or reporting date of the service agreement.

VPRUs shall not be allocated to the participant until the corresponding financial contribution has been received by rePurpose. Where an approved payment arrangement is established under Section 6.1, VPRUs shall be allocated in proportion to amounts received under that arrangement. Reconciliation under Section 9.6 shall assess verified recovery delivered and allocated against the funded portion of the contracted recovery quantity; any unfunded balance shall be recorded as outstanding contribution and not as a delivery shortfall.

rePurpose may also leverage legacy VPRUs generated from its projects that have not yet been allocated to any other participant.

If recovery delivery or allocation is delayed, the participant's certification file shall disclose the status of delivery and the expected completion period. Where public disclosure is required by law, the relevant public certificate page or rePurpose allocation records shall also disclose the applicable status of delivery.

8.3 Chain-of-custody requirement

All recovery outcomes shall be supported by an end-to-end chain-of-custody system. The system shall trace plastic waste from collection or aggregation through sorting, transport, processing, and final recovery.

The chain-of-custody shall contain sufficient evidence to support the recovered quantity, recovery pathway, project location, date or period of recovery, and final recovery outcome.

8.4 Evidence requirements

Evidence may include collection logs, aggregation records, weighbridge tickets, scale records, transport documents, sorting records, facility intake records, processing receipts, invoices, photographs, GPS evidence, recycling certificates, co-processing certificates, and final recovery confirmations.

8.5 Data quality controls

rePurpose shall maintain controls to identify missing records, duplicate entries, unusual weights, inconsistent dates, unapproved facilities, and other anomalies.

Recovery data shall not be used for VPRU generation until it has passed the required data checks.

8.6 VPRU generation

One Verified Plastic Recovery Unit represents one kilogram of plastic waste that has been collected, recovered through an approved pathway, verified, and recorded by rePurpose.

VPRUs shall be generated only after the corresponding recovery has occurred and evidence has been reviewed.

8.7 Allocation

Once generated, VPRUs may be allocated to a participant. Participants are allocated VPRUs from a bank of rePurpose verified projects, and allocation instances are maintained in a digital and verifiable format.

Allocated VPRUs shall not be sold, transferred, or reallocated except for justified cause and only where double counting is prevented. Under no circumstances may allocated VPRUs be used to support another participant's claim.

8.8 Internal recovery system controls

rePurpose shall maintain processes for project qualification, plastic recovery data intake, evidence review, quantity validation, VPRU generation, VPRU allocation, double-counting prevention, duplicate-allocation prevention, and corrective action.

9. Certification procedure, monitoring, and reconciliation

9.1 Types of assessment

Certification under this Standard may involve initial certification, annual monitoring, re-certification, scope extension, scope reduction, suspension, withdrawal, and reinstatement.

Initial certification shall be completed before first use of the certification mark and will comprise verification of the participant's financial contribution in line with this Standard. Monitoring shall be completed at least once every 12 months after initial certification where ongoing use of the certification mark is authorized. Re-certification shall be completed before certificate expiry or where a suspended certification is to be restored.

Certification is valid for the certification period stated on the certificate and must be renewed or re-certified before expiry for continued use of the certification mark. Unless a shorter period is stated on the certificate, required by law, or required by rePurpose based on risk, certification may be valid for up to 36 months, subject to annual monitoring and continued satisfaction of certification requirements.

Scope extension or reduction assessment shall be required where there is a material change to the certified scope, revenue tier, service agreement, financial contribution, recovery allocation, claim wording, certification mark use, ownership, or any other matter that may affect conformity.

9.2 Initial certification

The rePurpose Certification Team shall evaluate whether the applicant conforms to this Standard before certification is granted. The evaluation shall include review of the certified scope, revenue evidence, applicable revenue tier, service agreement, financial contribution evidence, contracted recovery quantity, planned recovery pathway, certification mark use, and any prior non-conformities where applicable.

Where the contracted plastic recovery has not yet been fully completed at the time of initial certification, rePurpose shall evaluate the participant's financial contribution, service agreement, contracted recovery quantity, and planned recovery pathway before certification is granted. Certification may be issued only where rePurpose has sufficient evidence that the participant has made the required contribution and that recovery will be delivered through rePurpose-approved projects within the applicable 12-month delivery period.

9.3 Evaluation

The rePurpose Certification Team shall assess whether the participant conforms to this Standard. The evaluation shall include review of the certified scope, revenue evidence, applicable revenue tier, service agreement, financial contribution evidence, contracted recovery quantity, recovery delivery status, VPRU allocation, claim wording, certification mark use, public certificate information, and prior non-conformities where applicable.

Where non-conformities are identified, rePurpose shall inform the participant of the non-conformities and of any additional evaluation needed to verify correction.

Evaluation results shall be documented before certification review and decision.

9.4 Review

The rePurpose Certification Team shall assign one or more competent persons to review the evaluation results before certification is granted. The reviewer shall not be the commercial account owner responsible for selling, renewing, or managing the participant's contract.

The review shall determine whether the evidence is sufficient to support a certification decision and whether all applicable requirements have been met.

9.5 Certification decision

The rePurpose Certification Team shall retain authority and responsibility for certification decisions.

Certification shall be granted only where the reviewer or decision-maker confirms that certification requirements have been fulfilled, the certification agreement has been completed, all major non-conformities have been closed, the applicable financial contribution has been paid or an approved payment arrangement has been verified, and the participant's intended claims are consistent with the certified scope.

Where certification is refused, rePurpose shall notify the applicant and provide the reason for refusal.

9.6 Monitoring and 12-month reconciliation

Monitoring and certification review under this Section shall be carried out by the rePurpose Certification Team. Where independent conformity assessment applies, the Independent Auditor shall review monitoring and reconciliation evidence within the scope of its engagement and issue any applicable independent conformity assessment output in accordance with Section 10.

Following certification, the rePurpose Certification Team shall monitor recovery delivery and allocation against the participant's service agreement. Monitoring may include review of outstanding project data, recovery records, chain-of-custody evidence, VPRU generation, VPRU allocation, payment status, claim use, certification status, and any information that was not available or finalized at the time of initial certification.

The purpose of monitoring is to confirm that the funded recovery has been delivered as contracted, that supporting records are complete, and that the participant's certification status and claims remain accurate, substantiated, and consistent with this Standard.

At or before the end of the applicable 12-month delivery period, rePurpose shall reconcile the participant's contracted recovery quantity against verified recovery delivered and VPRUs generated and allocated.

Where the reconciliation identifies a shortfall, delay, unsupported recovery quantity, missing evidence, or other non-conformity, rePurpose shall require corrective action. Depending on the nature of the issue, corrective action may include additional recovery delivery, additional documentation, claim correction, suspension, withdrawal, or other action necessary to restore conformity.

Annual monitoring shall be completed within 60 days of the monitoring due date unless an extension is approved by rePurpose. Where applicable, material monitoring findings shall be shared with the Independent Auditor.

9.7 Certification status

The Program may use the following certification statuses.

Status	Meaning	Mark use
Pledge Certified — Pending Independent Assessment	Initial certification has been granted by rePurpose based on approved certified scope, completed certification agreement or service agreement, verified financial contribution or approved payment arrangement, approved	Permitted once initial certification is complete, claim and mark use have been approved by rePurpose, and use is consistent with the certified scope, unless applicable law or auditor requirements require completion of independent conformity assessment before mark use. The participant shall obtain the Independent Conformity Certificate or applicable assessment output in accordance with Section 10.



	claim and mark use, and contracted or commissioned recovery delivery. Recovery may be in progress. Independent conformity assessment has not yet been completed.	
Active Pledge Certified	Certification is active and the required Independent Conformity Certificate or applicable independent assessment output has been issued. Recovery delivery, project documentation, VPRU generation, and VPRU allocation may still be in progress unless otherwise stated in the certification file or public certificate record.	Permitted where certification is active, claim and mark use have been approved by rePurpose, use is consistent with the certified scope, and any applicable conditions of the Independent Conformity Certificate or assessment output are satisfied. The participant shall not claim that a specific recovery quantity has been completed unless the corresponding VPRUs have been generated, verified, and allocated.
Suspended	Certification is temporarily invalid pending corrective action, payment cure, claim correction, auditor finding resolution, recovery or allocation issue resolution, or other action required by rePurpose or the Independent Auditor.	Not permitted unless expressly authorized in writing by rePurpose and permitted by law.
Withdrawn or Expired	Certification is no longer valid because it has expired, been withdrawn,	Not permitted, subject only to approved transition or sell-through provisions.

	cancelled, terminated, or not renewed.	
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Active Pledge Certified status confirms that the participant's revenue-linked financial contribution has been verified and that recovery delivery has been contracted or commissioned. It does not authorize the participant to claim that a specific recovery quantity has been completed unless the corresponding VPRUs have been generated and allocated.

9.8 Certification Data

rePurpose shall maintain a certification file for each participant. The file shall include, at minimum, the application, certified scope, revenue evidence, revenue tier determination, service agreement, financial contribution evidence, contracted recovery quantity, VPRU allocation records where available, approved claim language, mark-use approval, certification decision, certificate issued, monitoring records, non-conformities, corrective actions, and independent conformity assessment records.

10. Independent conformity assessment

10.1 Applicability

Use of the certification mark under this Standard requires independent conformity assessment by BSI Group or another legally separate, competent, and independent third-party verification body approved by rePurpose. This requirement applies to all participants using the certification mark.

The participant shall obtain independent conformity assessment from an Independent Auditor in accordance with this Standard. Where applicable law imposes additional requirements for environmental claims, sustainability labels, certification marks, or conformity assessment, the participant and Independent Auditor shall also comply with those applicable legal requirements.

Independent conformity assessment is an additional requirement for use of the certification mark and does not replace certification by rePurpose under this Standard.

10.2 Timing

Where independent conformity assessment applies, the participant may use the certification mark only in accordance with the applicable legal requirements.

Where the participant receives initial certification before independent conformity assessment is complete, the Independent Conformity Certificate or applicable assessment output shall be obtained no later than six months from the participant entering into the service agreement, receiving certification under this Standard, or transitioning from a predecessor rePurpose certification, unless a shorter period is required by applicable law or by the Independent Auditor.

Where applicable law requires independent conformity assessment before use of the certification mark, the participant shall not use the mark in that jurisdiction until the Independent Auditor has issued the Independent Conformity Certificate.

10.3 Scope of independent assessment

The Independent Auditor shall verify conformity with this Standard based on participant details, certified scope, financial contribution evidence, service agreement, contracted recovery quantity, VPRU allocation records where available, approved claim language, certification mark use, certification status, and any applicable non-conformities or corrective actions.

Where recovery delivery has not yet been completed at the time of initial independent assessment, the Independent Auditor may assess whether the participant's financial contribution has been made in accordance with this Standard and whether recovery delivery has been contracted, commissioned, or otherwise planned through rePurpose-approved recovery projects within the applicable 12-month delivery period.

In the case of initial certification where plastic recovery has been commissioned but not yet delivered, the Independent Conformity Certificate may be issued based on the financial contribution made in accordance with this Standard, the certification file, and the planned recovery delivery pathway, provided this is permitted by applicable law. During the annual monitoring period, the reconciliation with verified plastic recovery delivery must be completed.

The Independent Auditor's initial assessment may therefore focus on the verified financial contribution and conformity of the certification file, with recovery delivery and VPRU allocation reviewed through monitoring and reconciliation after the 12-month delivery period or at the next required monitoring event.

10.4 Scope of independent audits for verifying plastic recovery

The Independent Auditor shall review the current evidence supporting the rePurpose plastic recovery and VPRU allocation system.

The review shall assess whether the system provides an audit trail from plastic collection and recovery activities, whether recovered quantities are accurately recorded, and whether allocation of VPRUs to participants is in alignment with the service contract.

The review must also ensure that allocations are made in a way that prevents double counting and duplicate allocation.

Where independent conformity assessment applies, the Independent Auditor's review may include participant-level allocation records, certificate page information, and VPRU allocation controls necessary to assess whether allocations supporting certified claims are traceable, recorded, and not double counted.

10.5 Monitoring and reconciliation by Independent Auditor

Where independent conformity assessment applies, the Independent Auditor shall review monitoring and reconciliation evidence at the applicable monitoring interval.

This may include recovery records, chain-of-custody evidence, VPRU generation, VPRU allocation, certificate page records, payment status, claim use, and any outstanding data that was not available or finalized at the time of initial certification.

The purpose of independent monitoring is to confirm that the participant's revenue-linked financial contribution was made in accordance with this Standard, that recovery delivery has been implemented or reconciled against the service agreement, and that the participant's claims remain accurate and substantiated.

10.6 Independence

The Independent Auditor shall be independent from both rePurpose Global and the participant.

The Independent Auditor shall not operate recovery projects, own or manage the VPRU database, sell rePurpose services, prepare the participant's certification application, or design the participant's consumer-facing claims.

The Independent Auditor shall maintain impartiality, competence, confidentiality, and conflict-of-interest controls appropriate to its role.

10.7 Independent Conformity Certificate

The Independent Auditor shall issue an Independent Conformity Certificate only where conformity with this Standard and applicable legal requirements is confirmed.

The Independent Conformity Certificate shall identify, at minimum, the participant, certified scope, certification status, applicable Standard version, issue date, validity period, and any other information required by applicable law.

rePurpose shall maintain a publicly accessible webpage of conformity certificates issued by Independent Auditors for purposes of complying with local jurisdictions.

Where certification is suspended, withdrawn, expired, reduced, or terminated, the certificate page shall be updated to ensure that it does not indicate continued certification beyond the valid scope.

10.8 Effect of non-conformity

The Independent Auditor may withhold, qualify, suspend, or withdraw its Independent Conformity Certificate in accordance with its own procedures where conformity with this Standard or applicable legal requirements is not demonstrated.

Where an Independent Conformity Certificate is withheld, suspended, withdrawn, or qualified, rePurpose shall review the participant's certification status and may require corrective action, claim correction, certificate page update, suspension, withdrawal, or other action necessary to prevent misleading claims.

11. Use of certification mark and claims

11.1 Claims covered by this Standard

The primary claims authorized under this Standard are:

“This Company Funds Plastic Recovery.”

“This Product Funds Plastic Recovery.”

“Certified Plastic Recovery Pledge.”



This claim means that the product, company, brand, or other certified scope is within the certified scope of a participant that has made a qualifying financial contribution under this

Standard and that rePurpose has delivered, or is delivering, verified plastic recovery through rePurpose-approved recovery projects in accordance with the participant's certification status.

The claim shall not be used to imply that the participant's plastic footprint has been measured, that the participant has offset its plastic use, or that the product has no plastic impact. Any claim about a specific recovery quantity may be made only where rePurpose has confirmed that quantity for claim use in the participant's public certificate record, allocation record, or other written approval.

This claim may be used only in accordance with the applicable legal requirements and the independent conformity assessment provisions in Section 10.

11.2 Right to use the mark

The certification mark and approved certification claims may be used only after rePurpose has granted initial certification and verified that the participant has satisfied the applicable certification preconditions, including execution of required agreements, payment of the required financial contribution or an approved payment arrangement, approval of the certified scope, and approval of claim and mark use. Where independent conformity assessment applies, the participant shall obtain the Independent Conformity Certificate or applicable assessment output in accordance with Section 10.

Approved claims and certification mark use are valid only during the active certification period and only within the certified scope. A participant may use the certification mark only while certification is valid, only within the certified scope, and only in accordance with the mark-use conditions approved by rePurpose. Certification mark rights continue only while certification is active and the participant remains in conformity with this Standard. A multi-year certification period does not provide unconditional mark-use rights for the full certificate term. Mark-use rights may expire, suspend, terminate, or be restricted before the stated certificate expiry date where the participant fails to satisfy applicable annual requirements or otherwise ceases to conform to this Standard. Participants shall not use expired, suspended, withdrawn, cancelled, terminated, or out-of-scope certification claims.

The certification mark and rePurpose Scheme Certificates remain the property of rePurpose Global. The participant receives a limited, revocable, non-transferable right to use the certificate and certification mark during the valid certification period.

Before first public use, the participant shall submit proposed creative containing the certification mark or associated certification claim to rePurpose for review and approval, including packaging, websites, ecommerce pages, retailer listings, advertisements, social media, point-of-sale materials, and other consumer-facing communications where applicable. rePurpose shall review proposed uses for consistency with the certified scope, mark-use rules, and prohibited claim restrictions. Approval shall be documented in the participant's certification



file. Material changes to approved creative, claim wording, placement, surrounding text, imagery, certified scope, or channel of use shall require re-review before use.

Participants shall notify rePurpose of new uses of the certification mark and approved claims and shall provide information on mark and claim use during monitoring, annual reporting, or upon request.

The mark shall be displayed only in approved formats. Participants shall not crop, distort, modify, translate, recolor, or combine the mark with other claims except as authorized in the rePurpose Claims and Label Use Guide.

The right to use the certification mark expires when the certificate expires, is suspended, withdrawn, terminated, or reduced in scope, subject to the suspension, transition, and sell-through clauses in this Standard.

Misuse of the certification mark, use outside the certified scope, misleading claim presentation, or failure to disclose material uses may result in corrective action, suspension, withdrawal, cancellation, contractual remedies, or legal action where necessary.

11.3 Transitional provisions for predecessor certifications

Participants transitioning from a predecessor rePurpose certification to this Standard may continue using the predecessor certification logo or claim for up to 90 days from the date certification under this Standard is granted, provided the participant remains in good standing.

During this period, the participant shall update packaging, artwork, digital assets, and related claim materials to align with this Standard.

After the 90-day transition period, newly manufactured, printed, packed, labelled, or released products shall use only the certification mark and approved claim authorized under this Standard, unless rePurpose provides written approval otherwise.

11.4 Access to public certificate information

rePurpose shall maintain a publicly accessible certificate page or equivalent verification mechanism for certified participants, as described in Section 4.2.

Participants shall make the applicable public certificate page or equivalent verification mechanism reasonably available to consumers when using the certification mark in consumer-facing communications. Access may be provided through a QR code, URL, hyperlink, website certification page, product information page, retailer product listing, or another reasonable mechanism appropriate to the medium.

Where the certification mark is used on product packaging, digital commerce pages, or other primary consumer-facing materials, participants should provide access to the applicable public certificate page or equivalent verification mechanism where practicable. Participants are not required to include a separate QR code, URL, or hyperlink with every individual use of the certification mark, provided consumers can reasonably access the supporting public certificate information.

The public certificate information shall identify the participant, certified scope, reporting period where applicable, certification status, certification validity period, Independent Conformity Certificate status where applicable, and verified recovery quantity allocated where applicable.

11.5 Claims not covered by this Standard

This Standard does not authorize any other claims except the ones approved through this Standard. Participants are prohibited from making broad environmental, recyclability, circularity, climate, biodegradability, plastic-neutrality, plastic-offsetting, or product-impact elimination claims connected with this certification unless such claims are separately substantiated and approved in writing by rePurpose.

Unauthorized claim type	Examples
Plastic-impact elimination	"This product has no plastic impact", "plastic neutral", "plastic negative"
Broad environmental claims	"Eco-friendly", "green", "better for the planet"
Circularity or recyclability	"Circular", "fully recyclable", "zero waste"
Climate claims	"Carbon neutral", "climate positive", "low carbon"

The certification mark shall not be combined with visuals, symbols, colors, surrounding statements, or other claims in a way that implies any unauthorized claim.

11.6 Visual presentation

The certification mark shall not be displayed in a way that overstates the certified benefit. Nature imagery, green leaves, oceans, wildlife, or similar visuals shall not be used in a way that implies broad environmental superiority unless separately substantiated.

11.7 Misuse of certificates or marks

Incorrect references to certification, misleading use of certificates, misuse of certification marks, or use of the mark outside the certified scope shall be addressed through appropriate action.

Such action may include corrective action, suspension, withdrawal, publication of certification status, notification to regulators or marketplaces, and legal action where necessary.

12. Non-conformities, suspension, withdrawal, reinstatement, and sell-through

12.1 Non-conformities

A non-conformity occurs where a participant, project, scheme process, claim, record, or certification mark use fails to meet the requirements of this Standard.

A major non-conformity is a failure that affects the credibility, accuracy, legality, scope, or integrity of certification. Examples include failure to make contributions per the Standard, submitting false revenue documentation, false payment or contribution evidence, unsupported recovery quantities, misuse of the certification mark, use of the mark outside the certified scope, extending product certification to an entire company, using claim logos after expiration of the agreement with rePurpose or after suspension, misleading consumer claims, refusal of audit access, failure to close required corrective actions, breach of the Claims and Label Use Guide or public certificate requirements, or any statutory, legal, or regulatory restriction placed by regulators that limits use of the mark or certified claim.

A minor non-conformity is an administrative or limited failure that does not materially affect certification integrity, provided it is corrected within the required timeframe.

12.2 Corrective action

Where a non-conformity is identified, the participant or responsible party shall submit corrective action to rePurpose via email within a defined timeframe.

The standard corrective action period shall be as follows unless rePurpose or the Independent Auditor requires a shorter or longer period:

Non-conformity type	Standard corrective action period
Major non-conformity	45 days
Minor non-conformity	60 days

Major non-conformities shall be corrected before certification is issued, maintained, or reinstated. Minor non-conformities may be accepted temporarily where they do not compromise certification integrity and are subject to an approved corrective action plan.

rePurpose may require additional evaluation to verify correction.

12.3 Reduction, suspension, withdrawal, cancellation, and reinstatement

rePurpose may require corrective action, restrict certification mark use, reduce the certified scope, suspend certification, withdraw certification, cancel certification, terminate participation, or refuse renewal where non-conformity is substantiated or where the participant fails to meet this Standard, the certification agreement, financial contribution requirements, approved claim-use rules, audit or monitoring requirements, or other agreed terms.

This may include, without limitation, misuse of the certificate or certification mark, use of the mark outside the certified scope, failure to pass monitoring evaluations, failure to close non-conformities, failure to pay required amounts when due, failure to maintain an approved payment arrangement, inaccurate revenue information, loss of eligibility, refusal to provide required access, insolvency or bankruptcy proceedings, legal prohibition affecting certification, or circumstances where continued certification or claim use would be misleading, unsupported, unlawful, or inconsistent with the credibility and purpose of this Standard.

A participant may use approved certification claims and certification marks only where it has made the required financial contribution within the timeframe stipulated in its certification agreement or service agreement, or where it remains in compliance with an approved payment arrangement. Failure to make the required payment within the applicable timeframe, or failure to maintain an approved payment arrangement, may result in suspension, withdrawal, cancellation, termination, refusal of renewal, or restriction of certification mark use.

The Independent Auditor may withhold, qualify, suspend, or withdraw its Independent Conformity Certificate in accordance with its own procedures where conformity with this Standard is not demonstrated.

Where certification is terminated, suspended, withdrawn, reduced, cancelled, expired, or refused renewal, rePurpose shall require appropriate changes to certification documents, certificate pages, mark-use authorizations, and public claims so that no indication is given that certification continues beyond the valid scope.

Upon suspension, withdrawal, reduction, expiry, cancellation, termination, or refusal of renewal, the participant shall discontinue use of all advertising, digital materials, public statements, certificates, and marks that indicate active certification, except where a limited transition, sell-through, or corrective period is expressly authorized under this Standard, authorized in writing by rePurpose, and permitted by applicable law.

Any decision by rePurpose under this Section shall be effective from the date of notice unless the notice states otherwise. Digital claims, websites, ecommerce listings, paid advertisements, social media, and other controllable communications shall be updated or removed immediately or within the timeframe stated in the notice. New manufacturing, printing, packaging, labelling, or release of materials bearing the certification mark shall cease immediately unless otherwise authorized in writing by rePurpose.

Where certification is suspended, rePurpose shall communicate the actions required to end suspension and restore certification. The participant shall not use the certification mark during suspension unless expressly authorized in writing by rePurpose and permitted by law.

rePurpose may allow certification to continue only under stated corrective conditions agreed in writing where doing so does not create misleading claims, legal risk, or material risk to the credibility of this Standard.

Reinstatement shall occur only after required corrective actions have been completed and, where necessary, evaluated, reviewed, and approved through a certification decision.

If reinstatement involves reduced scope, certification documents, certificate pages, and mark-use authorizations shall clearly identify the reduced scope.

12.4 Sell-through

Packaging, products, or materials bearing the certification mark that were manufactured, printed, packed, labelled, or released during a valid certification period may remain on the market following expiry, termination, withdrawal, suspension, or scope reduction, provided that the mark was valid when applied and continued sale is lawful, not misleading, and not prohibited by rePurpose or a competent authority.

Following expiry, termination, withdrawal, suspension, or scope reduction, the participant shall, within 90 days, demonstrate that the certification mark and associated certification claims have been removed from all newly manufactured or newly printed packaging, products, artwork, labelling, and related certification materials, unless a shorter period is required by law, regulator direction, or written notice from rePurpose.

After the 90-day transition period, no new packaging, products, or materials bearing the certification mark, approved claim, or related certification reference may be manufactured, printed, packed, labelled, released, or approved unless expressly authorized in writing by rePurpose.

Where previously produced products or materials bearing the certification mark remain in circulation after certification has ended or been reduced in scope, rePurpose may require the participant to maintain a publicly accessible notice on its website, certificate page, or another mechanism approved by rePurpose. The notice shall clearly inform consumers that certification is no longer active, or no longer applies to the relevant scope, and shall identify the date on which certification ended or changed. Additional corrective information shall be provided where required by applicable law, regulator direction, or written notice from rePurpose.

rePurpose shall not ordinarily require the destruction or recall of otherwise saleable products solely because they bear a certification mark that was valid when applied, provided continued sale is lawful, not misleading, and appropriate corrective information has been provided where required. rePurpose may require additional corrective action, market notification, claim correction, recall, or withdrawal from sale where continued sale would be unlawful, misleading, prohibited by a competent authority, or materially harmful to the credibility of this Standard.

13. Complaints, appeals, records, and changes

13.1 Complaints and appeals

rePurpose shall maintain documented processes to receive, evaluate, and make decisions on complaints and appeals relating to rePurpose certification activities, certification mark use, public certificate information, recovery data, participant conformity, and scheme administration.

rePurpose is the responsible body for complaints and appeals relating to rePurpose certification activities, certification decisions, certification mark use, participant conformity under this Standard, public certificate information, recovery data administered by rePurpose, and scheme administration. The Independent Auditor is the responsible body for complaints concerning the auditor's conformity assessment process, audit conduct, audit findings, and any Independent Conformity Certificate issued by the auditor. Where a complaint involves both rePurpose and the Independent Auditor, responsibilities shall be coordinated while preserving auditor independence.

Complaints and appeals may be submitted by applicants, participants, consumers, regulators, project stakeholders, certification personnel, or other third parties to appeals@repurpose.global.

Complaints for which the Independent Auditor is the responsible body shall be handled under the auditor's own complaints and appeals procedure. rePurpose shall cooperate with the auditor where such complaints require access to scheme records, recovery records, allocation records, and public certificate information.

Receipt of a formal complaint or appeal shall be acknowledged within 30 days. The responsible body shall confirm whether the complaint or appeal relates to activities for which it is responsible and, if so, shall address it.

The responsible body shall gather and verify necessary information to progress the complaint or appeal to a decision. The decision resolving a complaint or appeal shall be made or reviewed by personnel not involved in the activities that gave rise to the complaint or appeal.

Where possible, formal notice of the outcome shall be provided to the complainant or appellant. Actions necessary to resolve the complaint or appeal shall be documented.

13.2 Records

rePurpose, the participant, recovery projects, and the Independent Auditor, where applicable, shall retain records necessary to demonstrate conformity with this Standard and applicable certification procedures.

Records shall include application records, certification agreements, revenue evidence, contribution evidence, plastic recovery records, VPRU allocation records, certificates, Independent Conformity Certificates where applicable, complaints, appeals, non-conformities, corrective actions, certificate page changes, and mark-use approvals.

Records shall be stored, transmitted, and transferred in a manner that protects confidentiality and integrity.

Records shall be retained for at least 5 years after certificate expiry unless a longer period is required by law, accreditation rules, auditor procedures, or applicable certification requirements.

13.3 Control of scheme documents

rePurpose shall maintain procedures for controlling documents related to this Standard. Document-control procedures shall ensure that scheme documents are approved before issue, periodically reviewed, updated where necessary, version controlled, legible, identifiable, available at points of use, and protected against unintended use of obsolete versions.

Changes to this Standard shall be recorded in a revision history. Superseded versions shall be retained for audit and regulatory purposes.

rePurpose Global is the scheme owner responsible for maintaining, reviewing, and updating this Standard. The rePurpose Certification Team shall review the Standard periodically, at least every three years, or earlier where required due to regulatory change, material program change, audit findings, stakeholder feedback, market developments, recovery documentation changes, complaints, appeals, or identified claim-integrity risks. Updates shall be managed through document control and version history. rePurpose may consider relevant good-practice principles, including transparency, reliability, stakeholder input, monitoring, complaints and appeals, and continuous improvement, as part of future reviews of this Standard.

13.4 Changes affecting certification

Where this Standard or associated scheme requirements are revised in a manner that affects certified participants, rePurpose shall communicate the change and implementation timeline to affected participants.

rePurpose shall determine whether changes require additional evaluation, review, certification decision, revised certification documentation, scope extension, or scope reduction.

Participants shall implement applicable changes within the required timeline. Failure to implement required changes may result in suspension, withdrawal, or reduction of certification.

Where independent conformity assessment is required by law, material changes affecting certification shall be communicated to the Independent Auditor where required.

13.5 Internal audit, management review, and corrective action

rePurpose shall maintain internal review, corrective action, and preventive action procedures appropriate to the certification scheme.

Internal review shall assess whether the rePurpose Certification Team continues to operate consistently, objectively, and in accordance with this Standard. Review inputs shall include complaints, appeals, non-conformities, corrective actions, stakeholder input, certificate page issues, mark misuse, auditor findings where applicable, and changes in applicable law.

Corrective actions shall address the cause of identified non-conformities and shall be proportionate to the impact of the issue. Preventive actions shall address potential non-conformities before they occur.

Annex A — Revenue Tier and Contribution Schedule

Annual Revenue of Certified Scope	Annual Minimum Financial Contribution
\$0–\$10M	\$4,000 USD
\$10M–\$20M	\$8,000 USD
\$20M–\$50M	\$15,000 USD
\$50M–\$100M	\$30,000 USD
\$100M–\$500M	\$50,000 USD
\$500M+	\$100,000 USD