



## **Toolkit for Use of the EPD Australasia Logotype and Associated Claims**

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## 1. INTRODUCTION

The EPD Australasia logotype is a registered trademark in Australia and New Zealand. The logotype includes a symbolised yardstick, a standardised tool for objective measurement, and has been developed specifically for the EPD Australasia Limited (“the Programme”).

The Programme has a responsibility through its affiliation with the International EPD® System and the General Programme Instructions - to avoid misuse of the logotype.

### ***Purpose of this Toolkit***

Use of the logotype is only permitted with a logotype licence. This document explains who can use the logotype and the requirements around its usage.

It is of fundamental importance that the Programme protects the registered trademark and ensures the logotype type accuracy and verifiability, and that any claims associated with it are relevant and not misleading.

The correct use of the logotype on EPDs, associated documentation and in any communications is essential in protecting the credibility of EPD Australasia and the organisations that register EPDs with the Programme.

Using the logotype enables organisations that register EPD with the Programme to:

- Demonstrate commitment to environmental transparency and better environmental outcomes
- Attract environmentally minded customers and consumers
- Help generate demand for products with EPDs.

### ***International EPD® System logotype***

The use of the International EPD® System logotype (which may, with permission, be used by organisations with EPDs registered with EPD Australasia) is outside the scope of this policy. Please contact the Secretariat for further information.



## 2. GENERAL RULES FOR THE USE OF THE LOGOTYPE

The rules in the General Programme Instructions (GPIs) referencing the International EPD® System logotype, also apply to the EPD Australasia logotype and provides information on how the logotype shall and shall not be used.

It must not be used by any organisation that:

- previously had an EPD registered with the Programme, that EPD is permanently withdrawn from publication and the organisation has no other EPDs published with the Programme
- has joined but has no EPD published with the Programme
- has EPD published with the International EPD® System or other Regional Partners, unless they have written permission.

### ***Reporting misuse of the logotype***

It is essential that the Programme's credibility is maintained. The Programme works to ensure that its trademarks are used correctly. If you suspect that the EPD Australasia logotype is being misused, please report this immediately to the Secretariat [info@epd-australasia.com](mailto:info@epd-australasia.com)

### ***License to use logotype***

The EPD Australasia logotype must not be used where instructed by the Programme that an existing use of the logotype is inappropriate.

The Programme reserves the right to revoke a logotype license due to misuse.



### 3. EPD OWNERS

The logotype may be used by organisations with EPDs currently registered with the Programme for a specific product or service (EPD Owners). It may be used in the following ways:

- a) On the EPD.
- b) On product specific promotional material (e.g. advertising, brochures, website pages) for the organisation's product or service covered by the EPD **or** on specific products covered by the EPD and/or their packaging materials.
- c) On general organisation promotional material (e.g. advertising, brochures, business cards, websites).

Upon registration all EPDs are issued with a number beginning with the letters S-P.

Each organisation with an EPD will also receive a logotype licence number beginning with the letters C.

All uses of the logotype must be in line with the details outlined below. The Programme reserves the right to revoke a logotype license and/or require the logotype be removed from any place due to misuse of the logotype.

#### a) On the EPD

Use the EPD Australasia logotype with the given EPD registration number. Adding the strapline ENVIRONMENTAL PRODUCT DECLARATION is optional.



OR



**b) On specific company promotional material about the products covered by an EPD**

Use the EPD Australasia logotype with the given EPD registration number and the strapline ENVIRONMENTAL PRODUCT DECLARATION.



An organisation may want to include a more explanatory and informative text describing what an EPD and what requirements it complies with. NOTE: Only construction products that comply with EN 15804 may include the claim that it complies with this standard.



**c) General organisation promotional material**

In some cases, an organisation may have multiple EPDs registered or an organisation wants to market their involvement with EPD Australasia and does not want to cite specific EPD information. For example, they may want to use the logotype on their website, brochure or other corporate promotional material.

Use the EPD Australasia logotype together with the strapline ENVIRONMENTAL PRODUCT DECLARATIONS, the given logotype licence number.





#### 4. **ASSOCIATED LCA/EPD CONSULTANTS, VERIFIERS AND OTHER BUSINESSES**

The Programme may grant a licence to organisations or individuals who develop and/or verify EPDs for businesses in Australia and/or New Zealand to use the EPD Australasia logotype for market education and promotional purposes. Other business organisations may also be granted a licence. These licenses are issued for ongoing use of the Australasia logotype with no fixed expiry date.

- LCA/EPD consultants
- Approved EPD verifiers
- Certification bodies
- Industry trade associations
- Businesses incorporating data from Australasian EPDs in commercial tools and/or resources (subject to special conditions)
- Sustainability consultants
- Sustainability rating schemes.

A logotype licence code (C-XXXX) will be provided for such use and must be displayed. LCA/EPD Consultants and verifiers must be a member of LCA NZ or ALCAS or be an approved verifier.

In all cases where the logotype is used it must be accompanied by the logotype license number using the EPD Australasia logotype together with the strapline ENVIRONMENTAL PRODUCT DECLARATIONS, and the given Logotype licence number.





If LCA or EPD consultants or approved verifiers wish to use the logotype outside the context described in these rules, they must seek express written authority from the Secretariat prior to publication.

## 5. EDUCATIONAL PURPOSES

The Programme encourages the use of the EPD Australasia logotype by organisations for educational, professional development and market education purposes.

Examples of such organisations and people are:

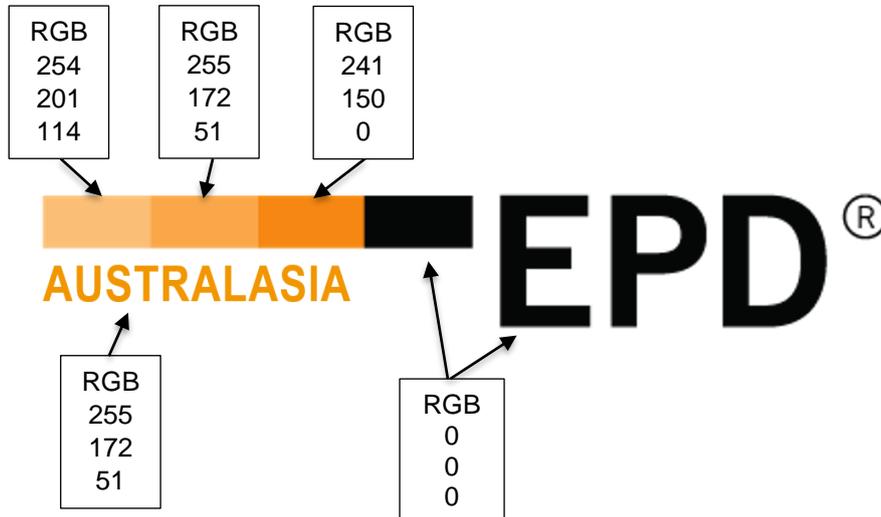
- Tertiary education organisations (TEOs)
- Universities
- TAFES
- Registered Training Organisations (RTOs) or Private Training Establishments (PTE)
- Secondary schools and colleges
- Continuing professional development (CDP) providers.

Such organisations do not need express written authority to use the logotype prior to publication. In all cases where the logotype is used it must be accompanied strapline ENVIRONMENTAL PRODUCT DECLARATIONS and include the C-EDU licence code.



## 6. DESIGN SPECIFICATIONS

### Colour reproduction



The letters AUSTRALASIA may be reproduced in either orange as specified above or black.

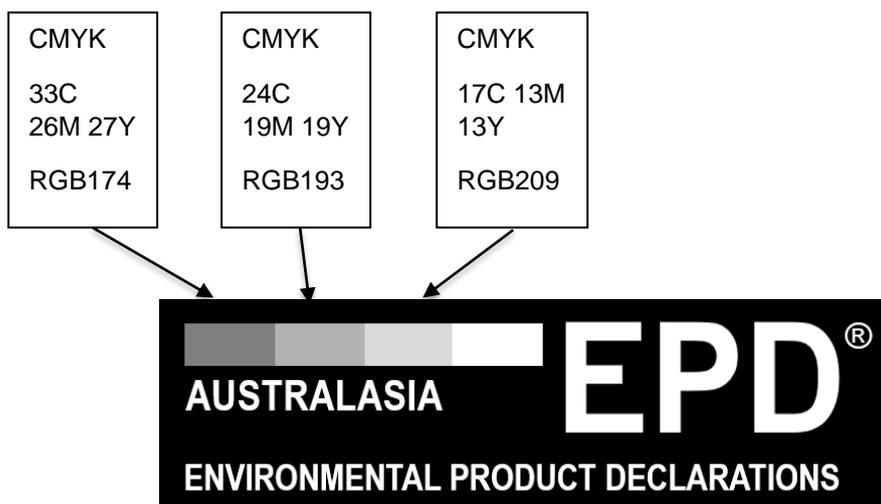
### Minimum Size

Landscape labels should not be smaller than 27mm in width.

All elements with the logotype type must remain at their fixed proportions and should not be scaled, re-positioned or altered in any way.

### Clear space

The clear space margin for the logotype must be at least the height of the 'A' in AUSTRALASIA in the logotype. This is the same for all the logotypes.



## 7. CLAIMS

An Environmental Product Declaration (EPD) is an independently verified and registered document that communicates transparent and comparable data and other relevant environmental information about the life-cycle environmental impact of a product.

Any EPD registered by the Programme remains the property of the organisation to whom it is registered. The EPD Owner has the sole ownership, liability, and responsibility for the EPD and any content.

The Programme notes that environmental claims are always under strict scrutiny to ensure that consumers are not misled. The ISO standards in the 14020-series provides guidance focusing on issues such as the correctness of information (not being misleading), using scientific methods, using the life cycle perspective, transparency and including all relevant environmental aspects.

Any person or organisation using the Australasia EPD logotype is also responsible for making claims according to the requirements in national legislation (e.g. Australian and New Zealand Consumer Law) and best available practices in the markets in which it will be used.

The use of the logotype, and/or associated claims of having an EPD registered with the program must not give the impression that any valuation has been performed regarding the results, confusing an EPD with a Type I environmental label (ecolabel).<sup>1</sup>

### Acceptable claims

The Programme encourages organisations to make claims about their EPD and what having an EPD registered with the Programme indicates about their organisation.

#### Examples

*An EPD is an independently verified document that reports credible environmental information about the entire life cycle of a product.*

*An EPD is an internationally recognised way for companies like XXXXXX to be transparent about the environmental impact of its products.*

*This EPD demonstrates our company's genuine commitment to environmental transparency.*

*Our EPD is based on independently verified life-cycle assessment (LCA) data.*

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<sup>1</sup> Further information available at ISO (2012) *Environmental labelling and declarations – How ISO standards help*.

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EPD Australasia registers and publishes EPDs and is a Programme Operator as defined in ISO 14025. The Programme does not accredit or approve EPDs. Your EPD is not permitted to be called an EPD unless it is verified and registered with an ISO 14025 compliant Programme Operator such as EPD Australasia Limited.

Some examples of acceptable claims about the Programme follow.

*Our EPD is registered and published by EPD Australasia – a regional partner of International EPD® System.*

*The environmental information in our EPD is independently verified as complying with best practice international EPD standards ISO 14025 and EN 15804.*

*(NOTE: construction products only, for non-construction products remove the reference to EN15804))*

*The environmental information in our EPD is independently verified as complying with best practice international EPD standards ISO 14025.*

## **Unacceptable claims**

An EPD for a product does not mean that a product is sustainable, more sustainable than alternatives, or has been produced sustainably. Claims to this effect are not permitted. A product with an EPD is not a value statement in relation to other products. For example, a product with an EPD is not inherently environmentally “better” or “lower impact” than another product.

### Examples of Unacceptable claims

*An EPD is an independently verified document that demonstrates that the product is produced sustainably.*

*This EPD shows that our product is better than alternatives on the market.*

*Our product is certified as sustainable by EPD Australasia.*



## 8. SUPPORTING DOCUMENTS

General Programme Instructions for the International EPD® System (current version v3.0 dated 11-12-2017).

Instructions of the Australasian EPD Programme – a Regional Annex to the General Programme Instructions. (current Version 3.0 Published 18.9.2018).

ISO (2012) *Environmental labelling and declarations – How ISO standards help*. Available at <https://www.iso.org/iso/environmental-labelling.pdf>

### Document control

The EPD Australasia Secretariat is responsible for the review and maintenance of this document. The Board of Directors is responsible for the approval of this document and its contents.

Version number	Date	Reviewed by	Authorised by	Sections/notes
1.00	June 2019	Stephen Mitchell, Board Chairperson and Kelly Taylor, Programme Manager (Secretariat)	EPD Australasia Board of Directors	First logotype use policy

