

Zurich, 30 April 2015

Supplement to the naturemade Communication and Design Rules

Guidelines on the use of the naturemade, naturemade basic and naturemade star quality seals by end customers

Principles

The use of the naturemade basic and naturemade star quality seals by end customers is very much welcomed by the Association for Environmentally Sound Energy (Verein für umweltgerechte Energie/VUE). However, VUE has prepared the following guidelines to prevent these seals from being misused or used in a manner that is detrimental to the reputation of naturemade.

The guidelines on the use of the naturemade basic and naturemade star quality seals form an integral part of the Communication and Design Rules.

VUE reserves the right to review the use of these quality seals in individual cases.

The VUE Communication and Design Rules must be implemented.

The exclusion criteria defined in Article 7 only apply to the scope of application of Articles 3 to 5.

Application

1. Basis for the further use of the quality seals

End customers that wish to use the naturemade basic and naturemade star quality seals in their communications shall submit a relevant application with information on the intended use to the VUE executive office.

Companies that communicate the naturemade basic and naturemade star quality seals according to Articles 3 to 5 through their products, services, sponsorships or corporate stationery without having relevant approval may be required to withdraw such communications.

2. Consumer certificate

End customers may communicate their use of naturemade basic or naturemade star energy, indicating the quality level and the quantity (in MWh) of the energy consumed. Energy suppliers may issue relevant certificates. These certificates shall state the expiry date of the supply contract.

3. Use of the naturemade basic and naturemade star quality seals with products and services

The naturemade basic and naturemade star quality seals may be communicated on products and in connection with services, provided that at least 95% of the energy consumed in their development and production is covered by a naturemade energy product. Products and services listed in Article 7, Exclusion criteria, are excepted from this rule.

Only the naturemade quality seal may be used that applies to the certification of the energy product covering the 95% requirement.

The 95% requirement relates to the complete production or service provision process of a product within the company that applies for having the use of the naturemade basic or naturemade star quality seal approved in its communications. If compliance with this requirement does not relate to an end product (i.e. the output associated with the object of the purchase) but rather to a production stage (e.g. packaging), the naturemade basic or naturemade star quality seal shall not be used in communications on the end product.

4. Use of the quality seals in the licensee's sponsoring activities

The naturemade basic and naturemade star quality seals may be used in connection with sponsorships, if:

- they are used in connection with a certified energy product and
- the sponsored event or product does not fall under the exclusion criteria listed in Article 7.

5. Use of the quality seals in corporate communications

Corporate communications include letterheads, annual reports, advertising materials, invoices, banners and other materials.

The naturemade star quality seal may be used in corporate communications if at least 50% or 1 GWh of the annual energy consumption of the company using the quality seal is covered by a naturemade star energy product. The energy consumption relates to the respective energy system (electricity, heat or biomethane) for which a certified energy product is sourced.

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The naturemade basic quality seal may be used in corporate communications if at least 95% or 10 GWh of the energy consumption of the company using the quality seal is covered by a naturemade basic energy product.

6. Use of the quality seal for the internal consumption declaration

As a rule, end customers may only use the naturemade quality seal in their communications if they source a certified energy product. This does not apply to producers of naturemade-certified energy that cover their internal consumption from the certified production plant. These producers may also use the naturemade quality seal in their communications without having a certified energy product.

The internal consumption referred to here is distinct from the internal consumption of the energy-producing plant. The latter is deducted from the produced quantity anyway during the naturemade certification process (net energy) and is therefore no longer available as renewable or ecological added value. The company's own, internal consumption, in contrast, is the quantity of energy which the producer consumes in addition to the actual power plant operation (for example for hotel and restaurant businesses or for manufacturing products such as bread or salt).

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The logos may be used for this internal consumption of the company without a separate supply licence, if the following conditions are met:

- Compliance with all requirements regarding the use of the logos with products and services (Article 3) or in corporate communications (Article 5).
- The company's internal energy consumption is recorded in its energy accounting system, is deducted from the certified production quantity available for sale to third parties (traders, suppliers) and is verified annually as part of the external audit.
- The producer's internal energy consumption complies with the naturemade support scheme according to certification criteria FM 1-9. This is verified annually as part of the external audit.
- The producer of a naturemade star-certified hydroelectric power plant pays its contribution to the naturemade environmental improvement fund for the quantity of energy produced and sold in relation to its internal consumption in accordance with certification criteria S-WK 1-5. This is verified annually as part of the external audit.

7. Exclusion criteria

These exclusion criteria have been defined on the basis of the exclusion criteria of Swisscanto Green Invest, which developed the following exclusion criteria in close cooperation with the WWF as part of its sustainability analysis. In the following, the term "company" or "companies" has been replaced by "services, events or products".

The use of the naturemade quality seal in communications is excluded for services, events and products that are associated with the greatest global problems and risks in environmental and social terms. These include:

- Services, events or products that contribute significantly to climate change: promotion of fossil sources of energy, operation of fossil fuel power plants (except highly efficient power plants or power plant parks predominantly operated with renewable sources of energy), manufacture of cars and aircraft.
- Services, events or products that contribute significantly to the depletion of the ozone layer
- Services, events or products that directly contribute to the loss of biodiversity: persistent organic pollutants (POPs) as defined by the Stockholm Convention, forestry that does not subscribe to the goals of the international FSC (Forestry Stewardship Council) quality seal or an equivalent certificate, and fishery that does not subscribe to the criteria for MSC (Marine Stewardship Council) certification
- Services, events or products that are related to the use of nuclear energy, in particular the manufacture and operation of nuclear reactors, nuclear waste repositories and nuclear fuel reprocessing plants
- Services, events or products that serve to apply and disseminate genetic engineering: release of genetically modified organisms, patents for genetically modified plants and animals, genetically modified animals as organ suppliers, or the production of pharmaceutical substances using genetically modified organisms
- Other ethically critical services, events or products that serve to manufacture, disseminate and use PVC, vinyl chloride, weapons and tobacco and tobacco products

8. Fees

The use of the quality seals is not subject to the payment of a fee.