



Union for Ethical BioTrade
Communications and Claims Policy
for UEBT Certification

1. UEBT certification

1. The Union for Ethical BioTrade (“UEBT”), a non-profit association promoting the “Sourcing with Respect” of ingredients that come from biodiversity, operates the UEBT Certification Program.
2. UEBT certifies natural ingredients against UEBT’s Ethical BioTrade Standard. UEBT Trading Members can be Certificate Holders.
3. UEBT issues a Certificate to UEBT Trading Members that are in compliance with the requirements of the UEBT Certification Protocol and the Ethical BioTrade Standard.
4. Certificate Holders can only identify natural ingredients that fall under the scope of the Certificate (from now referred to as certified ingredient) as UEBT certified.
5. The UEBT Certificate stipulates the certification conditions and needs to be renewed annually.
6. UEBT certification aims to back-up and provide credibility to claims of UEBT Certificate Holders and their clients.
7. UEBT does not offer a certification seal that can be put on consumer products.
8. For some product categories UEBT partners with other organisations. In the case of herbal teas, UEBT partners with UTZ: under certain conditions the UTZ certification seal is possible. Specific conditions and claims policies apply to this cooperation.
9. While this claims policy provides general guidance, prior written approval from UEBT is required for any claim related to UEBT certification. Please see contact information at the end of this document.

2. Certification claims by Certificate Holders

10. A Certificate Holder can make claims regarding the UEBT certification on its Internal Monitoring System (IMS), ingredients, derivatives, and final products, subject to the conditions set out in this policy.
11. Certificate Holders may define their own claim, as long they are truthful and aligned with the objectives of the Ethical BioTrade standard. In the sections below, examples are given of possible claims that can be made.

Certified ingredients sold by Certificate Holders

12. The Certificate Holder can claim that a certified ingredient is certified UEBT and complies with the Ethical BioTrade standard of UEBT.
13. Claims related to certified ingredients can be made on any communication material, including advertising, products, product packaging, product catalogues, websites, CSR reports videos, etc.
14. The UEBT logo can be used to accompany such claims, except that it cannot be used on any products or packaging that is destined to final consumers.

15. Examples of statements that can be made regarding UEBT certified ingredients:
- a. Certified UEBT
 - b. Certified by UEBT: sourced with respect
 - c. Certified against the Ethical BioTrade Standard
 - d. Sourced with respect
 - e. Ethically sourced
 - f. Sourced with respect for people and biodiversity
 - g. Ethically sourced from a community that respects biodiversity.

Derivatives sold by the Certificate Holder

16. If the Certificate Holder produces a derivative from the certified ingredient(s) that only contains UEBT certified ingredients, the same claims apply as for certified ingredients.
17. For derivatives that contain both UEBT certified and non-certified ingredients, the same claims apply as to certified ingredients, but the claim should be restricted to the UEBT certified ingredient.

Final consumer products sold by the UEBT Certificate Holder

18. A Certificate Holder that produces a final consumer product can claim that the certified ingredient used in the product is certified UEBT.
19. For final consumer products sold by a UEBT Certificate Holder, the same claims apply as for derivatives of certified ingredients.

Internal Monitoring System (IMS) of a Certificate Holder

20. A certificate holder may claim that it has an IMS for Ethical BioTrade that is certified by UEBT.
21. See below examples of claims with regard to the IMS:
- a. 'Name CH' has an Internal Monitoring System certified by UEBT.
 - b. 'Name CH' has a UEBT certified Internal Monitoring System that assures that the local sourcing of natural ingredients complies with the UEBT Ethical BioTrade Standard.

Certificate Holder & access and Benefit Sharing (ABS)

22. UEBT assesses whether the Certificate Holder has a functioning ABS system for the UEBT certified ingredients. UEBT does not certify that specific ingredients comply with ABS laws or regulations.
23. The certificate holder can claim that its ABS (Access and Benefit Sharing) system, as it applies to the UEBT certified ingredients, was assessed during the certification process.
24. The Certificate Holder cannot claim or give the impression that UEBT certifies that ABS requirements are complied with.
25. See below examples clarifying statements that can be made with regard to ABS:

- a. The IMS of 'name CH' includes provisions to identify and address ABS requirements for this ingredient.
- b. UEBT conducted an assessment of the ABS system of the Certificate Holder. UEBT found that '*Name of CH*' has a functioning ABS system in place for the UEBT certified ingredients.

3. Certification claims by clients of Certificate Holders

26. Clients of Certificate Holders ('clients') are permitted to make claims regarding UEBT certified ingredients.
27. Claims by clients that mention the UEBT certification or use the UEBT logo are subject to prior approval by UEBT. Traceability requirements apply and a license fee will be charged to clients.
28. Claims by clients regarding the use of UEBT certified ingredients shall never give the impression that the client is member of UEBT.
29. The use of the UEBT logo is not permitted on consumer facing products or packaging of clients.
30. During the roll-out phase of the UEBT certification, UEBT will deal with claims of clients on a case-to-case basis. Interested companies are requested to contact UEBT for further details.

4. Describing the Union for Ethical BioTrade

31. When describing the Union for Ethical BioTrade the following descriptions can be used:
 - a. The Union for Ethical BioTrade (UEBT) is a non-profit association that promotes the 'Sourcing with Respect' of ingredients that come from biodiversity. UEBT promotes sourcing practices that advance sustainable business growth, local development and biodiversity conservation.
 - b. The Union for Ethical BioTrade promotes sourcing practices that advance sustainable business growth, local development and biodiversity conservation.

5. Copyright and Trademarks

32. The name of the Union for Ethical BioTrade (UEBT), its logos and tag-line 'Sourcing with Respect' are Trademarks/Service Marks of UEBT. Their use requires prior approval and is subject to the conditions set by UEBT.

For inquiries contact:

Union for Ethical BioTrade

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