

## Allstar EcoPoint Programme Guidelines for logo use

Welcome to the Allstar EcoPoint Programme, we're really pleased that you are working with us on this initiative.

If you have requested an e-certificate, these will be sent at the beginning of each year and will include the amount of CO2 your contributions have captured in the previous calendar year.

As part of the Allstar EcoPoint Programme you can use the associated logo below on your website. As you would expect there are some guidelines around how the logos may be used – they are not onerous and we have summarised them below. We have also included some suggested text that could form the basis of any statements you would like to make.



### Guidelines on logo and background:

- 1) EcoPoint only supports projects which are certified under one of the major voluntary carbon standards: the Verified Carbon Standard, the Gold Standard, American Carbon Registry, Climate Action Reserve, CSA Group Registries, Plan Vivo, and the United Nations CDM. Each of these standards certifies the quality and environmental claims of the projects, they do not certify the companies that support them though EcoPoint membership. What this means in practice is that whilst you can state that you are supporting projects certified under these standards, you cannot say that your business is certified.
- 2) At different times EcoPoint will be supporting different projects, or more than one project, and therefore at any one time more than one of these standards could be in use. It is therefore recommended that you do not use any of the logos from any of the standards, as it may not be correct at a given time, but rather use the wording: "As members of the Allstar EcoPoint Programme we are supporting carbon reduction projects around the world certified under the leading global carbon standards".

The suggested text below may be a useful starting point for statements:

"As part of the Allstar EcoPoint Programme we are supporting certified carbon reduction projects around the world, including renewable energy, forest creation and forest protection, industrial process and transportation efficiency in recognition of the carbon footprint of our company vehicles."

