



CLAIMS AND LOGO USE GUIDE

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Disclaimer

This document does not intend to, nor does it, replace, contravene or otherwise alter the requirements of the Bettercoal Articles on Association or any applicable national, state or local government laws, regulations or other requirements regarding the matters included herein. This document gives general guidance only and should not be regarded as a complete and authoritative statement on the subject matter contained herein. Bettercoal documents are updated from time to time, and the version posted on the Bettercoal website supersedes all other earlier versions.



Table of Contents

1. Introduction	3
1.1. Sustainability Standards and Claims.....	3
1.2. Purpose of this Guide	4
1.3. Applicability of this Guide	4
1.4. Legal Compliance	4
1.5. Related Bettercoal Documents.....	4
1.6. Review of this Guide.....	4
2. Types of Claims Covered by this Guide	5
2.1. Bettercoal Producer Claims.....	5
2.2. Joint Ventures and General Supporter Claims	5
3. General Requirements for all Bettercoal Producer-related Claims and Logo Use 6	
3.1. Introduction.....	6
3.2. General.....	6
3.3. Principles to avoid misleading or confusing use.....	6
3.4. Logo Use Requirements	7
4. Bettercoal Producer Claim.....	8
4.1. Overview.....	8
4.2. Examples of Bettercoal Producer claims and timelines	9
4.3. Examples of Bettercoal Producer claims that are not permitted	9
5. Approvals for Claims	10
5.1. When is Approval Required	10
5.2. Approvals Process.....	10
6. Monitoring and Enforcement.....	11
6.1. Monitoring Use of Claims	11
6.2. Responding to Identified Misuse by Bettercoal Producers.....	11
7. Contact Bettercoal	12
8. References.....	12



1. Introduction

1.1. Sustainability Standards and Claims

Voluntary sustainability standards, like Bettercoal, enable participating organisations to make claims. These tend to differentiate a product, process, or business, with reference to one or more of the three pillars of sustainability: social, economic and/or environmental.

Claims may be public/consumer-facing or business to business (B2B). They usually relate to:

- The intent or mission of the standards system.
- Participation in a standards system.
- Compliance with a standard.
- The impacts of the system.
- General marketing or promotional claims¹.

Logos are the most recognisable forms of sustainability claims. Many standards' organisations use them to help customers and consumers reliably identify products that comply with a standard. For the purposes of Bettercoal, a claim or representation ('claims') is documented and consists of one or more of:

- Use of a Bettercoal logo.
- A text claim relating to Bettercoal, which must be used alongside the logo, or standalone.
- Access to further information to support the claim, such as a website link.

As claims are frequently relied upon by business partners and ultimately consumers, it is essential that they are not inaccurate or misleading. In some jurisdictions, certain terms and concepts like 'sustainable' have legal restrictions associated with them when used in marketing. Claims that appear absolute or imply performance levels beyond what is actually required or assured in a standard may be accused as 'greenwashing'. For Bettercoal, since it does not provide a certification of performance to Bettercoal Producers, it is crucial for the credibility of the initiative that no 'certification' or 'approved' claims are being made.

Bettercoal has a clear responsibility to control all relevant Bettercoal-related claims to ensure they are both credible and accurate. These guidelines apply to Bettercoal Producers only and have been developed to protect the value and integrity of the Bettercoal Assessment Process. Proper use of the Bettercoal logo and claims will benefit both the Bettercoal organisation, its Members, Associates and Producers.

¹ ISEAL Alliance, *Sustainability Claims Good Practice Guide*, May 2015. Accessed: <https://www.isealalliance.org/get-involved/resources/iseal-sustainability-claims-good-practice-guide>



1.2. Purpose of this Guide

The purpose of the Bettercoal Claims and Logo Use Guide is to set out the rules and supporting guidance for different types of claims and gives instruction on:

- Claims relating to the participation of Bettercoal Producers in the Assessment Process;
- Use of Bettercoal Producer logos;
- Monitoring, enforcement and complaints.

1.3. Applicability of this Guide

The Guide must be used by anyone making Bettercoal-related claims. It is publicly available to assist other stakeholders in their understanding of Bettercoal-related claims.

1.4. Legal Compliance

Organisations that make Bettercoal-related claims are each responsible for legal compliance with applicable regulations, including labelling, advertisement, consumer protection and competition laws, at all times. Bettercoal cannot accept liability for any violations of applicable law or any infringement of third-party rights made by other organisations.

1.5. Related Bettercoal Documents

Bettercoal has a range of published information to support its Assessment Process and overall system. Please visit the Bettercoal website at <https://bettercoal.org/> for more information on:

- Bettercoal Membership
- Bettercoal Members
- Bettercoal Producers
- Bettercoal Code
- Bettercoal Assurance System

1.6. Review of this Guide

The Bettercoal Secretariat will continue to engage with Members and stakeholders on the content, implementation and oversight of the requirements of the Bettercoal Claims and Logo Use Guide.

Once complete, this guide will be regularly reviewed to take account of implementation experience and identify where guidance and procedures can be improved.



2. Types of Claims Covered by this Guide

2.1. Bettercoal Producer Claims

Once **Step 2, 3 and 4 (Desktop Review, Site-Assessment and Continuous Improvement)** have been successfully completed within the given timelines, and if there are no open ‘immediate resolution’ issues (refer to Section 6.9 of the Assessment Manual for list), the company becomes a ‘Bettercoal Producer’ and may start making claims about their participation in the Assessment Process to customers, business partners and suppliers, consumers, media organisations and stakeholders generally.

If ‘immediate resolution’ issues are found during the Site-Assessment, the Lead Assessor will include the findings, recommended actions and timelines in the Continuous Improvement Plan, and the Producer should address these issues as a priority. The Producer cannot make the Bettercoal Producer Claim until these ‘immediate resolution’ issues have been closed and verified closed by the Lead Assessor.

If an ‘immediate resolution’ issue is found during a Producer Reassessment or within a Site-Assessment cycle (from a Bettercoal on-site visit or discovered via other sources or channels), Bettercoal will discuss the case internally and make the decision as to whether the Producer Claim is paused until a full investigation has taken place and the issues have been closed and verified closed.

Claims of Bettercoal Producers must be consistent with the Assessment Scope that has been finalised during the Site-Assessment. For more information on the Assessment Scope, please refer to the Assessment Manual.

No ‘certification’, ‘approved’ or ‘accreditation’ claims can be made by Bettercoal Producers about their participation in the Assessment Process. This also applies for Bettercoal Members sourcing from Bettercoal Producers. More information on monitoring and enforcement can be found in chapter 7 of this Guide.

2.2. Joint Ventures and General Supporter Claims

If a Bettercoal Producer is structured as a joint venture, all joint venture partners can make a claim that they support Bettercoal through the participation of the respective Bettercoal Producer in the Assessment Process.

The Bettercoal Producer can make specific claims as described in Table 1. If the joint venture partner(s) are not Bettercoal Producer(s) themselves by participating with one or multiple mine sites in the Assessment Process, they cannot make any Bettercoal Producer claims.

For any joint venture structure or general supporter claims, please contact the Bettercoal Secretariat to discuss the specific wording.



3. General Requirements for all Bettercoal Producer-related Claims and Logo Use

3.1. Introduction

The Bettercoal name and associated Bettercoal Producer logo provide independent assurance to a coal mining company's commitment to responsible business practices as outlined in the Bettercoal Code.

Consistent, accurate and appropriate use will help build awareness, recognition and credibility of Bettercoal. Bettercoal reserves the right to act on any use of its name or logo that it believes to be inappropriate. More information on monitoring and enforcement is found in chapter 7 of this Guide.

3.2. General

The following rules apply to general references to Bettercoal:

- Bettercoal can be referred to as 'Bettercoal Ltd' and/or 'Bettercoal'.
- The above names may not be translated into other languages without also retaining the English version/s for reference.
- Misleading or confusing use of the Bettercoal name or logo is prohibited (see section 3.3).
- Associating the Bettercoal name or logo with products is prohibited.
- The use of the Bettercoal name or logo as, or as part of, another brand name is prohibited.
- The Bettercoal name or logo must not be placed in such a way that it could be interpreted as belonging to any company or organisation other than Bettercoal or its Members.
- The use of the Bettercoal name or logo alongside other sustainability/responsible sourcing logos, marks or seals is generally permitted.

3.3. Principles to avoid misleading or confusing use

In addition to the above, the Bettercoal Producer logo must never be displayed in a way that could:

- Suggest or imply participation in the Bettercoal Assessment Process before the development of the Continuous Improvement Plan in Step 4 has been completed.
- Suggest or imply a larger Assessment Scope of a Bettercoal Producer in the Assessment Process than has been assessed following completion of Step 2, 3 and 4.
- Suggest or imply that mine sites that produce other metals, materials or products are included in the Assessment Scope.
- Lead to any harm or prejudice to the reputation or credibility of Bettercoal.



If you are unsure about the interpretation of any of the above in a particular situation, contact the Bettercoal Secretariat at info@bettercoal.org.

3.4. Logo Use Requirements

Bettercoal has developed Brand Guidelines which contains information on:

- Available Bettercoal Producer and Member logo formats;
- Minimum size of logos;
- Colours and permitted adaptations;
- Background colours;
- Exclusion zone;
- Visual examples of acceptable and incorrect uses of logo placement, size, colour etc.

For Brand Guideline, please contact the Bettercoal Secretariat at Info@bettercoal.org.



4. Bettercoal Producer Claim

4.1. Overview

The claim a Bettercoal Producer can make is related to the Assessment Scope defined at the beginning of the Assessment Process: one or multiple mine sites. For more information on the Assessment Scope, see the Assessment Manual.

The Bettercoal Producer logo can only be used following the finalisation of the Continuous Improvement Plan by the Producer in the Bettercoal Assurance Platform, following a Site-Assessment or Reassessment, if there are no open 'immediate resolution' issues.

Table 1 below provides specific claim text suggestions which could be used by the Producer.

Table 1: Bettercoal Producer claim suggestions and logo use following the completion of Assessment Process Step 4

Claim suggestions	Logo that can be used
<p>As part of the Bettercoal Assessment Process – [name of mine site(s)] from [name of Bettercoal Producer entity (single or multiple-site entity)], [name of country] has/have been independently assessed against the Bettercoal Code.</p>	The logo for a Bettercoal Producer, featuring the word "BETTER" in white on a grey background above the word "COAL" in white on a grey background. To the right of "COAL" is a red vertical bar with the word "PRODUCER" in white.
<p>[Name of Bettercoal Producer entity (single or multiple-site entity)] is now a Bettercoal assessed Producer, having committed to the continuous improvement of its practices for [name of mine-site(s)] in [name of country], following the successful completion of an independent assessment of their operations.</p>	
<p>[Name of Bettercoal Producer entity (single or multiple-site entity)], a Bettercoal Producer since XXXX, is committed to a continuous improvement path for [name of mine-site(s)] in [name of country]. The mine site(s) have been independently assessed against the Bettercoal Code.</p>	

The Bettercoal Producer may compose their own version of claims, which must be approved by Bettercoal, as the organisation reserves the right to make the final decision about these claims.



4.2. Examples of Bettercoal Producer claims and timelines



Step 4 – Continuous Improvement

- North and South mine-sites of LunarCoal, a Bettercoal Producer since 2020, have been independently assessed against the Bettercoal Code.

OR

- As part of the Bettercoal Assessment Process – North and South mine-sites from LunarCoal, Lunaria have been independently assessed against the Bettercoal Code.
- LunarCoal, a Bettercoal Producer since 2020, is committed to a continuous improvement path for North and South mine-sites in Lunaria. The mine sites have been independently assessed against the Bettercoal Code.

OR

- LunarCoal is now a Bettercoal Producer, having committed to the continuous improvement of its practices for North and South mine-sites in Lunaria, following the successful completion of an independent assessment of their operations.



Step 5 – Re-Assessment

- North and South mine-sites of LunarCoal, a Bettercoal Producer since 2020, have been independently reassessed against the Bettercoal Code.

- In addition, wording on progress can be used, such as: We have successfully completed the Bettercoal Reassessment. We remain a Bettercoal Producer by committing to our Continuous Improvement Plan.

4.3. Examples of Bettercoal Producer claims that are not permitted

Below are some examples of claims that a Bettercoal Producer cannot make.



Step 1 – Producer Commitment

- LunarCoal is a *certified/accredited* Bettercoal Producer.



Step 3 and 4 – Site-Assessment and Continuous Improvement

- North and South mine-sites of LunarCoal have been independently assessed against the Bettercoal Code and is now *certified* by Bettercoal.
- LunarCoal is now a *Bettercoal Approved Supplier*, having committed to the continuous improvement of its practices for North and South mine-sites in Lunaria, following the successful completion of an independent assessment of their operations.



Step 5 – Re-Assessment

- North and South mine-sites of LunarCoal, a Bettercoal Producer since 2020, have been independently *re-certified* against the Bettercoal Code.



5. Approvals for Claims

5.1. When is Approval Required

Claims after the completion of Step 4 of the Assessment Process from Bettercoal Producers require approval from the Bettercoal Secretariat. This helps to ensure consistency and accuracy of such claims regarding Producers' participation in the Bettercoal Assessment Process.

Companies seeking to make claims must ensure they meet the following requirements:

- Have completed and finalised the Continuous Improvement Plan following a Site-Assessment or Reassessment, with no open 'immediate resolution issues', and within the agreed timelines as per Bettercoal procedures.
- Agree to submit a description/visual of the proposed claim/s to Bettercoal for advance review/approval.

Bettercoal has the right to decline, suspend or withdraw approval for use of its logo and/or related claims where there is a risk that it may be misleading or confusing, or bring Bettercoal into disrepute. These decisions will be made at Bettercoal's discretion.

5.2. Approvals Process

The following steps provide a guide to the process and timelines for approval of Bettercoal Producer claims:

- Step 1: Submit text/design to Bettercoal for approval via email - producers@bettercoal.org
- Step 2: Bettercoal will review, and aim to provide a response within 10 days in most circumstances.
- Step 3: If approved, the Bettercoal Producer may proceed with use of the text/design. If not, the design will need to be adjusted and re-submitted.
- Step 4: (Where applicable) Bettercoal will review the re-submitted design, and aim to provide a response within 10 days in most circumstances.
- Step 5: Details of all applications and approvals will be recorded.

Claims content or designs should not be finalised or printed for commercial application until approval is granted by Bettercoal.



6. Monitoring and Enforcement

6.1. Monitoring Use of Claims

Claims by Bettercoal Producers are submitted by email (producers@bettercoal.org).

Bettercoal will implement the following strategies to monitor the use of Bettercoal Producer related claims:

- Bettercoal Assessors will verify approved claims as part of the Site-Assessment and Re-Assessment stages.
- Bettercoal Secretariat will carry out checks to monitor internet-based claims and cross-check these with approved claims, using services such as Google Search and Alert.
- Complaints Mechanism: interested parties can report concerns relating to Bettercoal Producer claims or logo use, which will be followed up and/or investigated as per the procedure. The Bettercoal Complaints Mechanism is available on the Bettercoal website, and is overseen by the Bettercoal Secretariat.

6.2. Responding to Identified Misuse by Bettercoal Producers

In case of a Producer misusing the Bettercoal logo and claim, the Bettercoal Secretariat will:

- Notify the Bettercoal Producer of any identified false, misleading or otherwise inappropriate claims.
- Seek immediate corrective action from the Bettercoal Producer providing guidance on appropriate claims (including this Guide).
- Track corrective action by the Bettercoal Producer and confirm outcomes.
- Log key steps on this process.

Where corrective action for misusing the claim is not undertaken by the Bettercoal Producer in a timely manner or is inadequate, the Bettercoal Secretariat will temporarily remove the Bettercoal Producer status until corrective action by the Bettercoal Producer has been completed. The Bettercoal Secretariat will provide notifications of suspension to its Members and will identify the steps the Bettercoal Producer is required to undertake in order to lift the suspension.

General information on the temporary suspension will be added to the Bettercoal website for transparency purposes.



7. Contact Bettercoal

This Guide aims to cover the key information relating to making Bettercoal Producer related claims. Bettercoal welcomes your feedback and questions, which will be used to inform future revisions of the Guide. If you have any questions, comments or concerns regarding Bettercoal claims or logo use, please contact us by email at: info@bettercoal.org

For more information on the Bettercoal Code, the Assessment Process and membership, please visit www.bettercoal.org.

8. References

Aluminium Stewardship Initiative (ASI), Claims Guide, Version 2, May 2022
BONSUCRO CLAIMS & LABELLING RULES, Version 7.1, October 2019
ISEAL Alliance, Sustainability Claims Good Practice Guide, May 2015
UTZ, Labelling and Trademark Policy (for Claims and Logo Use), June 2017