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RSB Standard on communications and claims

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Introduction

This standard provides the definitions and requirements to ensure the correct communication of the participation in the *RSB certification systems*, the use of the *RSB trademarks* and the related *claims by participating operators*.

The objective of these requirements is to ensure an easy, correct and truthful application and use of the *RSB trademarks* and to avoid misleading *claims* and uses which could damage the integrity, credibility, reputation and good name of the *RSB*.

The users of this standard are the *RSB SOE*, participating operators, RSB recognized certification bodies and accreditation bodies in the *RSB certification systems*.

Section 1 of this standard, “Generic requirements for communication and claims related to the *RSB certification systems*” defines requirements that are binding for all *constituents* that use *RSB Trademarks* or to make *RSB Compliance Claims* in their communication.

Section 2 of this standard, “Requirements for *on-product* communication and *compliance claims*” defines the requirements for participating operators for the use of *RSB Trademarks* and *RSB Compliance claims* on products or related to products. General requirements for on-product communication and specific requirements for the different chain of custody tracking models are defined.

Section 3 of this standard, “Requirements for *off-product* communication and *compliance claims*” defines requirements for *participating operators* and *RSB* recognized certification bodies that use the *RSB Trademarks* and *RSB compliance claims* in their *off-product* communication, such as internet pages, signboards, corporate documents, leaflets and similar.

Table of contents

- A. Intent of this standard**
- B. Scope of this standard**
- C. Status and effective date**
- D. Note on the use of this standard**
- E. References**
- F. Terms and definitions**
- G. Requirements**
 - 1. General requirements for communication and claims related to the RSB certification systems**
 - 2. Requirements for on-product communication and compliance claims**
 - 3. Requirements for off-product communication and compliance claims**

A. Intent of this standard

The intent of this standard is to ensure that:

- misleading *claims* and communication about the *RSB*, the *RSB standards*, and the *RSB certification systems* and RSB certified products is avoided;
- *claims* and communication about the *RSB certification systems* and RSB certified products are substantiated by documented evidence, true and verifiable;
- participating operators may publically communicate their participation in the *RSB certification systems* and compliance with the *RSB standards*,
- RSB recognized certification bodies may publically communicate their participation in the *RSB certification systems*,
- *RSB compliant products* may be promoted, using the *RSB Trademarks* and *compliance claims*,
- clear, accurate and comprehensive information on the *RSB compliant products* and the *RSB certification systems* is provided to customers.

The standard ensures that only *participating operators* which

- participate in the *RSB certification systems*,
- meet the requirements and the intent of this standard, and
- are certified by a RSB recognized certification body

communicate and make *claims* to compliance of their operation(s) and products with the *RSB standards*.

B. Scope of this standard

This standard is an international standard and valid worldwide, and specifies the requirements for the use of the *RSB trademarks* and *claims* to compliance with the *RSB standards*.

C. Status and effective date

The version 2.0 of the *RSB Standard on communications and claims* shall be effective on 1 March 2011.

D. Note on use of this standard

This standard is binding for all *constituents* (i.e. *participating operators*, certification bodies, accreditation bodies and the *RSB SOE*) in the *RSB certification systems*. It is administered by the *RSB SOE*.

All aspects of this standard are considered to be normative, including the scope, standard effective date, references, terms and definitions, tables and annexes, unless otherwise stated.

The initials “RSB” and the name “Roundtable Sustainable Biofuel” are trademarks of RSB. All trademarks and any and all representations thereof in any format whatsoever are the sole and exclusive property of RSB. Any reference to and/or use of the *RSB Trademarks* and/or of any and all representations thereof by the *RSB certification systems* and any *constituent* of the *RSB certification systems* shall follow the provisions of this standard.

The *RSB SOE* shall grant the use of the *RSB Trademarks* to *constituents* of the *RSB certification systems* subject to compliance with the *RSB standards*.

The *RSB SOE* may deny *constituents* of the *RSB certification systems* the right to reference and/or use the *RSB trademarks*, and/or any and all representations thereof upon request by the RSB or at its sole discretion at any time, if reference to and/or use of the *RSB trademarks*:

- does not comply with the requirements of this standard, the *RSB Principles & Criteria* or any other applicable *RSB standard*, or if
- and/or any action by or under the control of the user of the *RSB trademarks* reflects badly on the good name of the RSB, the *RSB certification systems* and/or any other entity closely affiliated with the RSB.

E. References

ISO 14021 (1999): Environmental Labels and Declarations – self-declared environmental claims (type II environmental labeling).

ISO/IEC 17000:2004 Conformity assessment – Vocabulary and general principles

RSB-STD-20-001 Generic chain of custody standard

RSB-STD-20-002 “*Identity of product preserved*” chain of custody standard

RSB-STD-20-003 “*Segregation of product*” chain of custody standard

RSB-STD-20-004 “*Mass balance of product*” chain of custody standard

RSB-STD-20-005 “*Content ratio accounting of product*” chain of custody standard

RSB-STD-30-001 Standard for participating operators

RSB-STD-60-001 RSB Standard for risk management

RSB-STD-65-001 RSB Standard for dispute resolution

F. Terms and definitions

For the purposes of this International Standard, the terms and definitions given in *RSB-DOC-10-002 RSB Glossary of Terms* shall apply.

G. Requirements

1. Generic requirements for communication and claims related to the RSB certification systems

1. 1. The *RSB trademarks* are the initials “RSB” and the name “Roundtable Sustainable Biofuels” and any and all representations thereof in any format whatsoever.
1. 1. 1. The *RSB trademarks* include any and all references to the good name of the *RSB*, to the *RSB* itself, to the *RSB certification systems*, to the *RSB standards* and/or to any other valuable asset of the *RSB*.

The *RSB trademarks* include any and all marks, labels, logos, signs and other graphic representations which refer to or represent the *RSB* and/or any part thereof.
1. 1. 2. The *RSB trademarks* include the *RSB compliance claims* and *RSB short claims*.
1. 1. 3. The *RSB trademarks* are the sole and exclusive property of *RSB*.
1. 1. 4. Any reference to and/or use of the *RSB trademarks* by the *RSB certification systems* and any *constituent* of the *RSB certification systems* shall follow the provisions of the *RSB standards*.
1. 2. The following *constituents* may use the *RSB trademarks* and make claims related to the *RSB certification systems*:
 1. 2. 1. Only *participating operators* that fulfill the following requirements may use the *RSB trademarks*:
 1. 2. 1. 1. *Participating operators* which have a valid participation agreement with the *RSB SOE* and a valid *RSB participant code*.
 1. 2. 1. 2. *Participating operators* which possess a valid certificate of conformity issued by a *RSB recognized certification body*.
 1. 2. 1. 3. *Participating operators* which meet all requirements and the intent of this standard.
 1. 2. 1. 4. *Participating operators* exceeding risk class 4 in the overall risk associated to their respective operation(s) shall not use the *RSB trademarks* in on-product communication.
 1. 2. 1. 5. *Participating operators* exceeding risk class 5 in the overall risk associated to their respective operation(s) shall not use the *RSB trademarks*.
 1. 2. 2. *RSB recognized certification bodies* that fulfill the requirements defined in 3.1.2.
1. 3. Users of the *RSB trademarks* shall take full responsibility, accountability and liability for the use of the *RSB trademarks*, including for third parties acting on their behalf.

1. 4. Users of *RSB trademarks* shall be in compliance with ISO Standard 14021 (1999) (Environmental Labels and Declarations – self-declared environmental claims (type II environmental labeling)) and other relevant international norms for environmental claims and declarations.
1. 5. The *RSB trademarks* shall be used in a way that does not compromise the integrity, credibility and good name of RSB.
1. 6. The *RSB trademarks* shall only be used as described in this standard and other relevant *RSB standards*.
1. 7. The *RSB trademarks* shall not be modified or represented in any way other than as prescribed by the *RSB*.
1. 8. Users of *RSB trademarks* shall avoid misleading information that could imply that non-certified products, processes or operations are endorsed by RSB.
1. 9. If the *RSB trademarks* are used together with and/or in relation to and/or in close proximity to the trademarks, compliance claims or labels related to other external social and/or environmental standards, users of *RSB trademarks* shall ensure, that the *RSB trademarks* are displayed:
 1. 9. 1. at least as prominently (in terms of size, placement, printing quality etc.) as the trademarks, compliance claims or labels related to other social and/or environmental standards, and
 1. 9. 2. in a way which does not imply any relation to, endorsement of, or association with the other social and/or environmental standards.
1. 10. Users of *RSB trademarks* shall not use the *RSB trademarks* in relation to other social and/or environmental standards.
1. 11. Users of *RSB trademarks* shall not use the *RSB trademarks* in relation to comparisons between *RSB standards* and other social and/or environmental standards unless these comparisons are conducted, recognized and/or endorsed by the *RSB*.
1. 12. Users of *RSB trademarks* shall ensure that the use of the *RSB trademarks* is substantiated with documented evidence, true and verifiable.
1. 13. Users of *RSB trademarks* shall provide, upon request, documented evidence that their use of the *RSB trademarks* is true and verifiable.

1. 14. Users of *RSB trademarks* shall request advice from the *RSB SOE* in cases of doubt (i.e. whenever the user is not sure whether the *RSB trademarks* are used correctly).
1. 15. Users of *RSB trademarks* shall inform *RSB SOE* about any misuse of the *RSB trademarks* which they notice. This shall include any and all instances of misuse of the *RSB trademarks* in their own operation or under their own control, or in any other external operation whatsoever.

2. Requirements for on-product communication and compliance claims

2. 1. General requirements for the on-product use of the *RSB trademarks* and *RSB compliance claims*
 2. 1. 1. *On-product* communication refers to the use of the *RSB trademarks* directly related to *RSB compliant product*. This includes:
 2. 1. 1. 1. use of the *RSB trademarks* on products containing *RSB compliant product* (e.g. packaging, canister, tank, etc.), or on systems used for the transportation of these products (e.g. transportation tanks, tubes, pipelines), and
 2. 1. 1. 2. use of the *RSB trademarks* on documentation associated with *RSB compliant product* (e.g. invoice, packaging list, advertisement, brochure, etc.) where the use of the *RSB Trademarks* refers to the particular *RSB compliant product*.
 2. 1. 2. *Participating operators* shall only use the *RSB trademarks* in relation to *RSB compliant products* that are within their scope of participation.
2. 2. Specific requirements for the on-product use of the *RSB trademarks* and *RSB compliance claims*
 2. 2. 1. If the *RSB trademarks* are used in *on-product* communication, the following information shall be provided together with the *RSB trademarks*:
 2. 2. 1. 1. *RSB short claim*, as defined in 2.3.1., 2.4.1., 2.5.1. and 2.6.1.,
 2. 2. 1. 2. *RSB participant code*,
 2. 2. 1. 3. *RSB* webpage address.
 2. 2. 2. If the *RSB trademarks* are applied to product packaging, dispensers, transportation equipment or similar, a *product description* shall be accessible to the *customer*.
 2. 2. 3. The *product description* shall make reference to the *on-product* use of the *RSB trademarks*.
 2. 2. 4. The *product description* shall be:
 2. 2. 4. 1. applied to the packaging, dispenser or transportation system next to the *on-product* use of the *RSB trademarks* or, alternatively,

2. 2. 4. 2. compiled in a separate document which is freely and readily available to the customer (e.g. on an internet page, a leaflet, the offer or the invoice). In this case the *on-product* use of the *RSB trademarks* shall list a reference to the product description (e.g. “for further information see”)
2. 3. Requirements for *RSB compliant product* which was produced using the “identity of product preserved” chain of custody tracking model
 2. 3. 1. For *RSB compliant product* produced using the “identity of product preserved” chain of custody tracking model the *RSB short claim* shall be: “**RSB compliant Biomass**” or “**RSB compliant Biofuel**”.
 2. 3. 2. If *RSB trademarks* are used on packaging, dispensers and transportation equipment of *RSB compliant product* which was produced using the “identity of product preserved” chain of custody tracking model, one or more of the following claim shall be included in the *product description* (as defined in 2.2.3.) and the additional information (as defined in 2.7.):

“This batch of *biomass/biofuel* product originated from a production operation certified for compliance with *RSB standards*.” [note: the particular operation of origin may be named]

“This batch of *biomass/biofuel* product was kept separate from other batches of *biomass/biofuel* product”.

“In the associated documentation this batch of *biomass/biofuel* product was tracked separately from other batches of *biomass/biofuel* product.”

“In the *biomass/biofuel* production process, this *biomass/biofuel* was tracked in physical mass and in associated documentation separately from other batches of *biomass/biofuel* product.”
2. 4. Requirements for *RSB compliant product* which was produced using the “segregation of product” chain of custody tracking model
 2. 4. 1. For *RSB compliant product* produced using the “segregation of product” chain of custody tracking model the *RSB short claim* shall be: “**RSB compliant Biomass**” or “**RSB compliant Biofuel**”.
 2. 4. 2. If *RSB trademarks* are used on packaging, dispensers and transportation equipment of *RSB compliant product* which was produced using the “segregation of product” chain of custody tracking model, one or more of the following claim shall be included in the *product description* (as defined in 2.2.3.) and the additional information (as defined in 2.7.):

“This *biomass/biofuel* product originated from production operations certified for compliance with *RSB standards*.”

“This *biomass/biofuel* product contains a mix of *biomass/biofuels* which are compliant with *RSB standards*.”

“In the associated documentation this *biomass/biofuel* product was tracked separately from *biomass/biofuel* product not compliant with the *RSB standards*.”

In the *biomass/biofuel* production process, this *biomass/biofuel* was tracked in physical mass and in associated documentation separately from *biomass/biofuel*

product not compliant with the *RSB standards*.”

2. 5. Requirements for *RSB compliant product* which was produced using the “mass balance of product” chain of custody tracking model
 2. 5. 1. For *RSB compliant product* produced using the “mass balance of product” chain of custody tracking model the *RSB short claim* shall be: “**Product mix contains RSB compliant Biomass**” or “**Product mix contains RSB compliant Biofuel**”.
 2. 5. 2. If the *RSB trademarks* are used on packaging, dispensers and transportation equipment of the *RSB compliant product* which was produced using the “mass balance of product” chain of custody tracking model, one or more of the following claim shall be included in the *product description* (as defined in 2.2.3.) and the additional information (as defined in 2.7.):

“The equivalent mass of this *biomass/biofuel* product originated from production operations certified for compliance with *RSB standards*.”

“This *biomass/biofuel* product contains a mix of *biomass/biofuel* products compliant with the *RSB standards* and other biomass / biofuels products, which have not been evaluated for compliance with the *RSB standards*.”

“In the associated documentation this *biomass/biofuel* product was tracked separately from *biomass/biofuel* product not compliant with the *RSB standards*.”

“In the *biomass/biofuel* production process, this *biomass/biofuel* was tracked in associated documentation separately from *biomass/biofuel* product not compliant with the *RSB standards*.”
2. 6. Requirements for *RSB compliant product* which was produced using the “content ratio accounting of product” chain of custody tracking model
 2. 6. 1. For *RSB compliant product* produced using the “content ratio accounting of product” chain of custody tracking model the *RSB short claim* shall be: “**Product mix contains RSB compliant Biomass**” or “**Product mix contains RSB compliant Biofuel**”.
 2. 6. 2. If the *RSB trademarks* are used on packaging, dispensers and transportation equipment of *RSB compliant product* which was produced using the “content ratio accounting of product” chain of custody tracking model, the following claim shall be included in the *product description* (as defined in 2.2.3.) and the additional information (as defined in 2.7.):

“The stated portion of this *biomass/biofuel* product mix originated from production certified for compliance with *RSB standards*.”

“This *biomass/biofuel* product contains a mix of *biomass/biofuel* products compliant with the *RSB standards* and other *biomass/biofuel* products, which have not been evaluated for compliance with *RSB standards*.”

3. Requirements for off-product communication and *RSB compliance claims*

3. 1. *Participating operators* and *RSB recognized certification bodies* may use the *RSB trademarks* for off-product communication (e.g. internet pages, signboards, corporate documents, brochures, leaflets, etc.) as follows:
 3. 1. 1. *Participating operators* that fulfill the requirements defined in 1.2.1. 1.-5. shall use the *RSB trademarks* together with the following *RSB compliance claim* in their off-product communication related to the *RSB certification systems*: **“Supporting socially and environmentally responsible production of Biomass and Biofuel.”**
 3. 1. 2. *RSB recognized certification bodies* that hold a valid accreditation from an accreditation body engaged by the *RSB*, shall use the *RSB trademarks* together with the following *RSB compliance claim* in their off-product communication related to the *RSB certification systems*: **“RSB recognized certification body”**.
3. 2. If the claims defined in 3.1.1. and 3.1.2. are used, the following information shall be included in the information:
 3. 2. 1. the applicable *RSB compliance claim* as defined in 3.1.1 or 3.1.2.;
 3. 2. 2. one of the following:
 3. 2. 2. 1. *participating operators* shall indicate their *RSB participant code*,
 3. 2. 2. 2. *certification bodies* shall indicate the registration code of their accreditation as *RSB recognized certification bodies*;
 3. 2. 3. the *RSB* webpage address.
3. 3. *Participating operators* that use the claim defined in 3.1.1. for their off-product communication shall provide to the public, upon request, the following information:
 3. 3. 1. The *RSB compliant product* as a portion of the total product handled by the participating operator, [i.e. x% of the total product handled by the participating operators complies with the *RSB standards*]
 3. 3. 2. The portion of the *RSB compliant products* as a percentage of total biomass/biofuel products handled (i.e. portion of the *RSB compliant products* in relation to biomass/biofuel products which were not compliant with the *RSB standards* or which have not been evaluated for compliance with *RSB standards*),
 3. 3. 3. The scope of participation in the *RSB certification systems* of the *participating operator*.