BONSUCRO CLAIMS & LABELLING RULES
Version 7.1
INTRODUCTION

This document sets the rules and boundaries with regards to public claims associated with Bonsucro’s systems, products, and services.

The objectives of the Claims & Labelling Rules are to ensure that claims related to Bonsucro and its systems, products, and services, are (1) well-articulated and have clearly defined boundaries for use (2) attractive and create value for the stakeholders using them; and (3) truthful, credible, consistent, and efficient, equally for internal/non-public, consumer-facing and business-to-business claims.

Claims made prior to the publication of this document (October 2019) will be subject to the previous Claims & Labelling Rules, published in May 2018. Bonsucro’s Claims & Labelling Rules seek to follow best practice as described in the ISEAL Sustainability Claims Good Practice Guide (2015).

Bonsucro commits to reviewing this document at least once a year to ensure it is updated, reflects best practice and is based on Bonsucro’s own experience and the needs of its stakeholders.

Any stakeholder is welcome to share comments or ideas for improving Bonsucro’s Claims & Labelling Rules. If you wish to do so, please write to: claims@bonsucro.com
Basic Rules for Bonsucro Claims

Further details on what is allowed or disallowed for each type of claim are explained in the sections ahead, nonetheless, there are some basic rules that apply to all types of claims and must be observed by anyone who intends to make a claim in relation to Bonsucro.

These rules are:

- Public claims in relation to Bonsucro can ONLY be made by Bonsucro members, Bonsucro certified members, Bonsucro partners, licensed certification bodies, and licensed training providers. Organisations that are not any of the above are NOT ALLOWED to use the Bonsucro name or logos in any way unless with prior written consent from Bonsucro.

- Any claim in relation to Bonsucro MUST provide an opportunity for further information by sharing a link to the Bonsucro website: www.bonsucro.com

- For monitoring purposes, all claims(1) in relation to Bonsucro MUST be submitted to Bonsucro via the online form on the Claims page on the Bonsucro website https://www.bonsucro.com/claims or, if not possible, via email claims@bonsucro.com.

- Bonsucro Credit claims MUST be submitted to Bonsucro via the Bonsucro Credit trading platform www.bonsucro-credits.com

- Some claims require pre-approval by Bonsucro - please refer to the published Bonsucro Internal Claims & Labelling Procedure for more information on approval process and timelines.

- Misuse of claims in relation to Bonsucro may lead to public dismissal from membership or Bonsucro licensing schemes and legal action.

(1) Exception: Membership claims do not need to be submitted – see tables on pages 7/8 for more information.
A "claim" in this document means any statement related to or mentioning "Bonsucro", normally comprised of a logo (if used); a text statement setting apart and promoting a product, business or services; and a link or text guidance on access to further information.

Currently, several different types of claims and logo use are allowed in Bonsucro. These are defined in this document. We encourage users of claims to read carefully what types of statements are allowed and disallowed before submitting a claim to Bonsucro.

The table on the next page presents an overview of these areas of scope, to whom they apply, whether logo use is permitted and where, where are the public lists of entitled organisations (those with the right to make a claim), and finally, whether Bonsucro pre-approval is required for making a claim (for more information on how to apply for Bonsucro authorisation for a claim, please refer to the published Bonsucro Internal Claims & Labelling Procedure).

Definitions:

Claim: The overarching term 'claim' includes logos, seals, labels, ecolabels and text statements about a standards system, either on their own or to support a label. Logo, seal, label and ecolabel are all used interchangeably by most people and represent a visual type of claim. They may or may not include text within the logo.

Publicly available: Obtainable by any person, without unreasonable barriers of access. Information that is published on an organisation’s website and can be found through a basic and quick search is considered to be ‘publicly available’.

Off-product claims refer to claims made on websites, any reports, publications, studies, promotional material, signs, business cards, etc. Off-product claims may refer to a product but cannot be placed on-product (e.g. packaging).

On-product communication include product tags, stencils, retail packaging, protective packaging and plastic wrap.
## Claims: Areas of Scope

### Table 1: Areas of Scope and Further Details

<table>
<thead>
<tr>
<th>AREA OF SCOPE</th>
<th>PUBLIC LISTS OF ORGANISATIONS THIS APPLIES TO</th>
<th>PRE-REQUISITES / REQUIRED</th>
<th>TYPE OF BONSCUCRO LOGO USE PERMITTED (1)</th>
<th>WHERE</th>
<th>LOGO EXAMPLE</th>
<th>BONSCUCRO CLAIM SUBMITTED VIA (2)</th>
<th>CLAIM VERIFICATION (7)</th>
<th>Pre-approval required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bonsucro Membership claims</td>
<td><strong>Bonsucro Members</strong></td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Organisational logo (member version)</td>
<td>Off-product claims (3)</td>
<td>n/a: refer to the published Bonsucro Internal Claims &amp; Labelling Procedure</td>
<td>No</td>
</tr>
<tr>
<td>Bonsucro Certificate Holder claims</td>
<td><strong>Bonsucro Certificate Holders</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Organisational logo (certified member version)</td>
<td>Off-product claims</td>
<td>By Certification Body during claim user’s audit</td>
<td>No</td>
</tr>
<tr>
<td>Physical product trades (off-product claims)</td>
<td><strong>Bonsucro Certificate Holders</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Certification mark (4)</td>
<td>Off-product claims</td>
<td>By Certification Body during claim user’s audit</td>
<td>No</td>
</tr>
<tr>
<td>Physical product trades (off-product claims)</td>
<td><strong>Bonsucro Members buying and distributing own brand finished products</strong></td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Certification mark (4)</td>
<td>Off-product claims</td>
<td>By Bonsucro Secretariat (Bonsucro Credit Trading Platform transactions review)</td>
<td>No</td>
</tr>
<tr>
<td>Physical product trades (on-product claims)</td>
<td><strong>Bonsucro Certificate Holders</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Certification mark (4)</td>
<td>On-product claims (5)</td>
<td>By Certification Body during claim user’s audit</td>
<td>Yes</td>
</tr>
</tbody>
</table>

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1. See Artwork Guidelines section for more information on how to correctly use Bonsucro’s logos.
2. For more information on how to request authorisation from Bonsucro for a claim see the published Bonsucro Internal Claims & Labelling Procedure.
3. Off-product claims refer to claims made on websites, any reports, publications, studies, promotional material, signs, business cards, etc. Off-product claims may refer to a product but cannot be placed on-product (e.g. packaging).
### Bonsucro Claims & Labelling Rules / Introduction / Claims: Areas of Scope

<table>
<thead>
<tr>
<th>AREA OF SCOPE</th>
<th>PUBLIC LISTS OF ORGANISATIONS THIS APPLIES TO</th>
<th>PRE-REQUISITES / REQUIRED</th>
<th>TYPE OF BONSUCRO LOGO USE PERMITTED (1)</th>
<th>WHERE</th>
<th>LOGO EXAMPLE</th>
<th>BONSUCRO CLAIM SUBMITTED VIA (2)</th>
<th>CLAIM VERIFICATION (7)</th>
<th>Pre-approval required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical product trades (on-product claims)</td>
<td>Bonsucro Members buying and distributing own branded finished products</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Certification mark (4)</td>
<td>On-product claims (5)</td>
<td><a href="https://www.bonsucro.com/claims">https://www.bonsucro.com/claims</a></td>
<td>By Bonsucro Secretariat (documentary evidence required)</td>
</tr>
<tr>
<td>Credit trades (off-product claims)</td>
<td>Bonsucro Members</td>
<td>Yes + Approved Bonsucro Credits buyers on Bonsucro Credits Trading Platform</td>
<td>No</td>
<td>Requirements included in the Credit Trading Platform</td>
<td>Organisational logo (credit trade version)</td>
<td>Off-product claims (5)</td>
<td><a href="http://www.bonsucrocredits.com">www.bonsucrocredits.com</a></td>
<td>By Certification Body during claim user's audit</td>
</tr>
<tr>
<td>Bonsucro certification bodies claims</td>
<td>Bonsucro Licensed Certification Bodies</td>
<td>Yes, organisational logo (Licensed CB version)</td>
<td>Off-product claims</td>
<td>Signed License Agreement with Bonsucro</td>
<td>Organisational logo (licensed CB version)</td>
<td>Off-product claims (5)</td>
<td><a href="https://www.bonsucro.com/claims">https://www.bonsucro.com/claims</a></td>
<td>By Bonsucro Secretariat</td>
</tr>
<tr>
<td>Bonsucro training providers claims</td>
<td>Bonsucro Licensed Training Providers</td>
<td>Valid Bonsucro licensed training provider agreement</td>
<td>No</td>
<td>Requirements included in Bonsucro licensed training provider agreement</td>
<td>Organisational logo (licensed TP version)</td>
<td>Off-product claims</td>
<td><a href="https://www.bonsucro.com/claims">https://www.bonsucro.com/claims</a></td>
<td>By Bonsucro Secretariat</td>
</tr>
<tr>
<td>Benchmark claims</td>
<td>Benchmarked schemes</td>
<td>No</td>
<td>No</td>
<td>Benchmarking M.O.U with Bonsucro - Bonsucro, Benchmarking Protocol</td>
<td>n/a</td>
<td>Off-product claims</td>
<td>n/a</td>
<td><a href="https://www.bonsucro.com/claims">https://www.bonsucro.com/claims</a></td>
</tr>
</tbody>
</table>

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4 Bonsucro’s certification mark was designed ONLY for claims related to physical trades, and therefore can only be used for claims relating to physical certified product (both on-pack or off-pack claims).

5 Examples of on-product communication include product tags, stencils, retail packaging, protective packaging and plastic wrap.

6 Non-payment of Bonsucro Membership fee will affect the validity of the corresponding Bonsucro Membership.

7 The claim verification process is carried out on a risk basis.
TYPES OF CLAIMS
### Membership Claims

Bonsucro membership is open to any stakeholder of the sugarcane sector. Members are classified in one of the following membership classes: buyers, civil society, farms, industrial, intermediary/traders, and retailers.

In order to become a member of Bonsucro, a company must first apply on Bonsucro’s website, agree to the Code of Conduct (which sets a series of commitments and objectives that Bonsucro members must pursue), successfully go through an open 30-day public consultation where stakeholders are invited to comment on the company’s membership application, and pay their membership fees.

One of the benefits of membership is the right to claim being a member of Bonsucro and all the goodwill, credibility, and commitment that it entails.

#### Requirements:
- In order to be able to claim Bonsucro membership, a company needs to be a Bonsucro member. The list of current members is published on Bonsucro website: [http://www.bonsucro.com/bonsucro-members](http://www.bonsucro.com/bonsucro-members)
- In order to make a claim the member in question must also be in good financial standing with Bonsucro (i.e. have paid their annual membership fees and any other fees or contributions required by Bonsucro).
- In order to be able to claim Bonsucro membership, a company needs to have signed the Bonsucro Logo & Certification mark licence agreement.
- When making membership claims, Bonsucro members should include a link to the Bonsucro website – [www.bonsucro.com](http://www.bonsucro.com).
- If wanting to include a Bonsucro logo, Members must use the ‘Proud member’ logo.
- When making membership claims, Bonsucro members should include a link to the Bonsucro website – [www.bonsucro.com](http://www.bonsucro.com).
- If wanting to include a Bonsucro logo, Members must use the ‘Proud member’ logo.

#### Allowed Claims

- [Company Name] is a member of Bonsucro, the global sugarcane platform.

#### Disallowed Claims

- Statements that display the Bonsucro certification mark.
- Statements that suggest that Bonsucro membership in itself means that a company’s products are certified or ‘sustainable’.
  
  E.g. [Company Name] is a member of Bonsucro, which means our sugar is sustainable.
Certificate Holder claims

Bonsucro certification is based on the following Bonsucro Standards:

- Bonsucro Production Standard: the metric standard for sustainability of production at sugarcane mills and farms
- Bonsucro Chain of Custody Standard: the traceability and certified volumes’ management standard that applies to certified mills as well as any other company along the supply chain that wishes to trade and/or claim physical products.
- Bonsucro Farm Certification: certification against the farming components of the Bonsucro Production Standard (applies to independent sugarcane farms)
- Bonsucro Production Standard for Smallholder Farmers: The metric standard for sustainable production in smallholder sugarcane farms (applies to groups of smallholder farmers as defined in the Smallholder Farmers’ Standard)

Certification to the Bonsucro Standards allows mills and farms to produce and commercialise Bonsucro certified material, and the Chain of Custody certification allows mills, traders, other supply chain intermediaries/processors and buyers to buy and sell physical Bonsucro certified material.

Bonsucro certification allows certified companies to claim their status as a Bonsucro certified member off-product.

The statements in the tables reflect the allowed and disallowed claims for each of the two types of certification.

### Production Certification Claims

<table>
<thead>
<tr>
<th>Allowed Claims</th>
<th>Disallowed Claims</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ [Mill/Farm/Group name] has achieved Bonsucro certification / been found compliant with the [applicable Bonsucro Standard] / is Bonsucro certified</td>
<td>✗ Statements linking certification and impact without evidence -- NOT ALLOWED</td>
</tr>
<tr>
<td>✓ [Mill/Farm/Group name] is Bonsucro certified and produces xx metric tonnes (cubic meters, etc) of Bonsucro certified sugar/ethanol/bagasse/etc</td>
<td>✗ Statements regarding trades (see the section on Physical Product Trades, to understand in which conditions claims are allowed) -- NOT ALLOWED</td>
</tr>
<tr>
<td>✓ X% of our cane suppliers are compliant with the Bonsucro Production Standard / grow sugarcane that is certified as Bonsucro compliant / grow sugarcane that is Bonsucro certified as sustainably performing</td>
<td>✗ Statements claiming inaccurately that the whole production is certified -- NOT ALLOWED. By achieving Bonsucro certification, our production has been recognised as sustainable / we sell sustainable products.</td>
</tr>
</tbody>
</table>

### Chain of Custody Certification Claims

<table>
<thead>
<tr>
<th>Allowed Claims</th>
<th>Disallowed Claims</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ [Company name] has achieved Bonsucro certification / been found compliant with the Bonsucro Chain of Custody Standard / is Bonsucro certified</td>
<td>✗ Statements regarding trades (see the section on Physical Product Trades, to understand in which conditions claims are allowed) -- NOT ALLOWED</td>
</tr>
<tr>
<td>✗ Statements linking certification and impact without evidence -- NOT ALLOWED</td>
<td></td>
</tr>
<tr>
<td>✗ e.g. [Mill/Farm/Group name] has achieved Bonsucro certification which means we do not contribute to environmental pollution</td>
<td></td>
</tr>
<tr>
<td>✗ e.g. [Mill/Farm/Group name] has achieved Bonsucro certification and sold xx tonnes of sugar in 2017.</td>
<td></td>
</tr>
<tr>
<td>✗ Statements claiming inaccurately that the whole production is certified -- NOT ALLOWED. By achieving Bonsucro certification, our production has been recognised as sustainable / we sell sustainable products.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Disallowed Claims</th>
</tr>
</thead>
<tbody>
<tr>
<td>✗ Statements regarding trades (see the section on Physical Product Trades, to understand in which conditions claims are allowed) -- NOT ALLOWED</td>
</tr>
<tr>
<td>✗ e.g. [Company name] has achieved Bonsucro Chain of Custody certification and bought X% of its demand from sustainable sources in 2017.</td>
</tr>
</tbody>
</table>
Physical Product Trades (Off-Product Claims)

Members holding a valid Bonsucro Mass Balance Chain of Custody Certificate can buy and sell Bonsucro certified product through mass balance (this includes sugar, ethanol, bioplastics, papers, and any other product or by-product of certified sugarcane) and make claims about their selling or purchasing.

Off-product claims regarding trades of Bonsucro certified physical product can use the Bonsucro Certification Mark rather than the Bonsucro organisational logo.

Off-product claims refer to a label or statement referring to a product but are not attached physically on a product or its packaging. Examples: invoices, website, leaflet, business cards, company reports.

This type of claim is particularly intended for business-to-business communications but can also be used for example in presentations or promotional material of specific products.

Off-product claims regarding trade of physical Bonsucro certified product can be made by any Chain of Custody certified organisations: farmers, millers, traders, intermediaries, processors, industrial users, end users, buyers and retailers) including certified Mills and refineries.

See the tables on the following page for guidance on allowed/disallowed claims for buyers and mills.

Exception: Off-product claims for Physical product trades can also be made by Bonsucro members who buy and distribute own-brand finished products including certified material, who are not required to become Mass Balance Chain of Custody certified (see MB ChoC Standard). Please refer to the published Bonsucro Internal Claims & Labelling Procedure for more information.
### Bonsucro BUYERS

Below are some examples of allowed and disallowed claims in relation to the purchasing of Bonsucro certified material for Bonsucro Buyers:

<table>
<thead>
<tr>
<th>Allowed Claims</th>
<th>Disallowed Claims</th>
</tr>
</thead>
<tbody>
<tr>
<td>![checkmark] We support/encourage the sustainable production of sugarcane by purchasing Bonsucro certified sugar (or from Bonsucro certified sources/suppliers)</td>
<td>![x] Claims not reflecting truthful amounts of certified product bought</td>
</tr>
<tr>
<td>![checkmark] We have purchased xx MT of Bonsucro certified sugar (ethanol, plastic, etc) to support/encourage the sustainable production of sugarcane.</td>
<td>![x] Claims making statements about a particular product without evidence that 100% of the sugarcane-derived input was bought from certified sources (see the next session for more information)</td>
</tr>
<tr>
<td>![checkmark] By purchasing x% of our total procurement of sugar as Bonsucro certified, we demonstrate our commitment to sustainable production of sugarcane</td>
<td></td>
</tr>
<tr>
<td>![checkmark] The purchase of x% of our total procurement of sugar as Bonsucro certified contributes to reach our sustainable sourcing goal.</td>
<td></td>
</tr>
<tr>
<td>![checkmark] We have purchased (xx MT of ) Bonsucro certified sugar to produce our product X</td>
<td></td>
</tr>
<tr>
<td>![checkmark] By purchasing Bonsucro certified sugar from our Bonsucro certified supplier SSS, our product contributes to the sustainable production of sugarcane.</td>
<td></td>
</tr>
</tbody>
</table>

### Bonsucro certified MILLS / FARMS

Sellers of certified material can also claim their sales through off-product vehicles, such as billboards, adverts, presentations, reports, etc. Below are some examples of allowed and disallowed claims in relation to the selling of Bonsucro certified material for Bonsucro certified mills / farms:

<table>
<thead>
<tr>
<th>Allowed Claims</th>
<th>Disallowed Claims</th>
</tr>
</thead>
<tbody>
<tr>
<td>![checkmark] [Mill name] has sold xx MT of Bonsucro certified sugar over the period Y to Z</td>
<td>![x] Claims not reflecting truthful amounts of certified product sold</td>
</tr>
<tr>
<td>![checkmark] [Mill name] is a proud supplier of certified sugar to XX</td>
<td>![x] Statements linking the selling of certified product and social/environmental impact without evidence</td>
</tr>
<tr>
<td>![checkmark] [Mill name] has sold xx MT of certified sugar to XX</td>
<td></td>
</tr>
<tr>
<td>![checkmark] X% of our cane suppliers are compliant with the Bonsucro production Standard / grow sugarcane that is certified as Bonsucro compliant</td>
<td></td>
</tr>
<tr>
<td>![checkmark] The purchase of x% of our total purchase of sugar as Bonsucro certified contributes to reach our sustainable sourcing goal.</td>
<td></td>
</tr>
<tr>
<td>![checkmark] This bag has been produced using xx% Bonsucro certified sugar⁶</td>
<td></td>
</tr>
</tbody>
</table>

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⁶ Only for products produced and packaged at the mill. This example is mostly common in the case of bagged sugar.
Physical Product Trades (On-Product Claims)

On-product claims must carry the Bonsucro Certification Mark. It refers to all communication that is printed directly on the product packaging; applied to any label, packaging or marking attached or applied to a product. Examples of on-product communication include the packaging itself, product tags, stencils, heat brands, retail packaging, protective packaging and plastic wrap.

On-product claims for Physical product trades can be made by Bonsucro Members holding a valid Bonsucro Mass Balance Chain of Custody Certificate.

Exception: On-product claims for Physical product trades can also be made by Bonsucro members who buy and distribute own brand finished products including certified material, who are not required to become Mass Balance Chain of Custody certified (see MB ChoC Standard). Please refer to the published Bonsucro Internal Claims & Labelling Procedure for more information.

The use of the Certification Mark for on-product claims can be made ONLY if the claim user allocates 95% or more of the sustainable characteristic to the total sugarcane-derived content of a product. So, if a manufacturer uses 10g of sugar in a 100g product, at least 9.5g of their mass balance shall be allocated to each product that makes a Bonsucro claim.

The following table gives some examples of allowed and disallowed claims in relation to the on-product claims of Bonsucro certified material:

<table>
<thead>
<tr>
<th>Allowed Claims</th>
<th>Disallowed Claims</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="This product" /> supports the sustainable production of sugarcane as defined by Bonsucro, the global platform for sugarcane. For more details see <a href="http://www.bonsucro.com">www.bonsucro.com</a></td>
<td><img src="image" alt="This product" /> supports the sustainable production of sugarcane as defined by Bonsucro, the global platform for sugarcane. For more details see <a href="http://www.bonsucro.com">www.bonsucro.com</a></td>
</tr>
<tr>
<td><img src="image" alt="This product" /> supports sustainable sugarcane producers in Brazil.</td>
<td><img src="image" alt="This product" /> shall not refer to the actual content of the product. This is because through a mass balance system, it is not possible to ensure that the actual sugar/ethanol in a product comes from certified sources. E.g. This product is made from/contains Bonsucro certified sugar – NOT ALLOWED</td>
</tr>
</tbody>
</table>

*![This product](image) can be replaced by the name of the product, the type of container (e.g. this bag, this box), or the ingredient (the sugar in this product, the plastic used to manufacture this toy, etc).*
Credit Trades (Off-Product Claims ONLY)

What are Bonsucro Credits?

Bonsucro Credits are the straightforward way for companies to support sustainable sugarcane producers around the globe.

A Bonsucro Credit is proof that a unit of sugarcane, raw sugar, ethanol or molasses has been sustainably produced in accordance with Bonsucro’s Production Standard.

There are four types of Bonsucro Credits available on the platform: Sugarcane, Raw Sugar, Molasses and Ethanol.

Who can sell Credits?

A Bonsucro member MUST hold a valid Bonsucro Production and Mass Balance Chain of Custody certificate to sell Bonsucro credits.

For more information, please refer to the Bonsucro Credit trading platform T&Cs for the supply of Brokerage Services to Sellers and Buyers of Bonsucro Credits.

Who can buy Credits?

Any Bonsucro member can buy Bonsucro Credits. A Bonsucro member does NOT need to be certified to buy Bonsucro credits.

Bonsucro members can buy credits to contribute to the sustainable production of sugarcane and to help achieve their sustainable procurement targets and public commitments.

Please refer to the Bonsucro Credit trading platform T&Cs for more information on who can sell and buy each type of credits.

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Allowed claims

- [Company Name] supports the production of certified sustainable sugarcane products through Bonsucro credits
- [Company Name] supports improvement of sugarcane production in key origins in impact programmes.
- [Company Name] have supported the sustainable production of [x] tonnes of sustainable sugar by the purchase of Bonsucro Credits from a Bonsucro Certified member.
- [Company Name] has bought x% of their total procurement of sugar/ethanol as Bonsucro Credits.

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Disallowed Claims

- Anything that can lead consumers to believe that a given product contains sustainable sugarcane material – NOT ALLOWED
- On-product claims (e.g. on packaging) – NOT ALLOWED

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*Retailers of branded products, with the manufacturer’s written permission, can claim their support off product. Retailers of own label products, who may have purchased the Credits for themselves or asked their manufacturer to do so on their behalf, can make off product claims.*
Credit Trading claims

Bonsucro members who have purchased Bonsucro Credits in accordance with the Bonsucro Credit trading platform T&Cs are entitled to claim their support to the production of certified sustainable sugarcane products. Only off-product claims allowed.

These claims can be made on corporate websites, in corporate CSR materials, adverts, or other publications. Claims may be related to the procurement of a product as long as the buyer demonstrates that the credits bought are equivalent to the percentage of their sugarcane-derived input for that given product for a given period of time. See Specific procurement claim Table for more information. Claims can be related to a specific consumer product, as long as they do not mislead the consumer in believing that the product contains actual sustainable sugarcane product and explicitly mentions Bonsucro Credits (as per Specific procurement claim Table below).

As with any other type of claim, credit trading claims must include a link to the Bonsucro website www.bonsucro.com. All claims must be submitted via the Bonsucro Credits trading platform. Corresponding Bonsucro Credits must be redeemed against each claim as part of the claim submission process on the Bonsucro Credit trading platform www.bonsucrocredits.com.

Bonsucro Credits must be redeemed within 12 months from the date of purchase (whether or not that is earlier than the date of payment) of the relevant Bonsucro

<table>
<thead>
<tr>
<th>Claims relating to procurement of</th>
<th>Buy sugarcane credits</th>
<th>Buy raw sugarcane credits</th>
<th>Buy molasses credits</th>
<th>Buy ethanol credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw sugar</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Refined sugar</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>PLA Bioplastic Pellets</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>PE Pellets</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Ethanol</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Rum</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Electricity</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Paper</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Molasses</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Bagasse</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

Examples of allowed and disallowed claims relating to credit trades are in the following table:

<table>
<thead>
<tr>
<th>Allowed Claims</th>
<th>Disallowed Claims</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Company Name] supports the production of certified sustainable sugarcane/ raw sugar/ molasses/ ethanol through Bonsucro credits.</td>
<td>Anything that can lead consumers to believe that a given product contains sustainable sugarcane material – NOT ALLOWED</td>
</tr>
<tr>
<td>[Company Name] supports improvement of sugarcane production in key origins through impact programmes (2).</td>
<td></td>
</tr>
<tr>
<td>[Company Name] have supported the sustainable production of [x] tonnes of sustainable raw sugar/ molasses/ ethanol by the purchase of Bonsucro Credits.(1)</td>
<td></td>
</tr>
<tr>
<td>[Company Name] has bought x% of their total procurement of raw sugar/ molasses/ ethanol as Bonsucro Credits.</td>
<td>[Company Name] has bought x% of their total procurement of raw sugar/ molasses/ ethanol as Bonsucro Credits.</td>
</tr>
<tr>
<td></td>
<td>On-product claims (e.g. on packaging) – NOT ALLOWED</td>
</tr>
</tbody>
</table>

(1) Refer to the Credit trading platform conversion tool to calculate which credit and how many to buy to support your claim.
(2) A portion of fees from Credit sales are invested in local initiatives to help farms and mills adopt more sustainable practices.
Certification Bodies claims

Bonsucro maintains a global accreditation system for licensing independent third-party certification bodies. Licensed certification bodies comply with Bonsucro’s Certification Protocol and are the only organisations authorised to carry out Bonsucro audits and certification against the Bonsucro Production Standard and the Bonsucro Chain of Custody Standard. The Certification Protocol is available on Bonsucro’s website at: www.bonsucro.com/tools-and-resources

Bonsucro complies with the ISEAL Assurance Code, a global code for standard-setting organisations and accreditation bodies. The ISEAL Assurance Code sets out minimum criteria for implementation of the assurance process, by implementing the Assurance Code, organisations like Bonsucro can develop assurance systems that ensure audit consistency and rigour at the same time as promoting accessibility and efficiency.

Bonsucro maintains a public list of licensed certification bodies, which can be accessed at: www.bonsucro.com/licensed-certification-bodies

As with any other claim related to Bonsucro, there must be a link to Bonsucro’s website: www.bonsucro.com

Licensed certification bodies can make off-product claims about their licensed status in relation to Bonsucro and their ability to carry out Bonsucro audits. They can make claims using the Bonsucro organisational logo (modified version).

Please see below the allowed and disallowed claims:

<table>
<thead>
<tr>
<th>Allowed Claims</th>
<th>Disallowed Claims</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Certification Body Name] is a Bonsucro-accredited/licensed Certification Body</td>
<td>References to Country of Operations</td>
</tr>
<tr>
<td>[Certification Body Name] is entitled to carry out Bonsucro certification audits</td>
<td>[Certification Body Name] is the Bonsucro-accredited certification body for Brazil – NOT ALLOWED</td>
</tr>
</tbody>
</table>
Training Providers claims

Bonsucro maintains a licensing system for third party training providers that wish to offer Bonsucro training.

The training licensing systems ensures that third party trainers have been trained by Bonsucro, have consistent and high-quality training material and methods, and ensures that they are equipped to support farms and mills to understand and implement the Bonsucro standards.

Bonsucro maintains a public list of licensed training providers, which can be accessed at: www.bonsucro.com/bonsucro-training.

As with any other claim related to Bonsucro, there must be a link to Bonsucro’s website: www.bonsucro.com

Licensed training providers can make off-product claims regarding their status as licensed trainers. Please see below the allowed and disallowed claims:

<table>
<thead>
<tr>
<th>Allowed Claims</th>
<th>Disallowed Claims</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Organisation Name) is a Bonsucro Licensed Training Provider</td>
<td>References to Country of Operations Although licensed training providers are encouraged to communicate about where they operate, they cannot claim to be the sole provider of the service in a given country/region. For example: [Organisation Name] is the Bonsucro-licensed training provider for Brazil – NOT ALLOWED</td>
</tr>
<tr>
<td>(Organisation Name) is entitled to deliver official Bonsucro training</td>
<td></td>
</tr>
<tr>
<td></td>
<td>References to Number of Trainings given [Organisation Name] is a Bonsucro Licensed Training Provider with over x number of trainings provided – NOT ALLOWED</td>
</tr>
</tbody>
</table>
**Benchmark claims**

Results of the benchmark will be published on Benchmarking section of the Bonsucro website along with an announcement or statement (as agreed in the terms of the MOU).

Isolated claims related to the benchmark are not permitted. However, Benchmarked Schemes are welcome to inform stakeholders about the completion of the process

(See Benchmarking Protocol step 5) by providing a link to the summary report along with the General Reference Statement as outlined below.

Any other statements or communication that is not already listed in the MOU must be approved by Bonsucro in advance of use or publication.

<table>
<thead>
<tr>
<th>Allowed Claims</th>
<th>Disallowed Claims</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Reference Statement:</strong></td>
<td><strong>Misleading terms</strong></td>
</tr>
<tr>
<td>The [name of improvement scheme] was benchmarked by Bonsucro [insert link to summary report on Bonsucro site].</td>
<td>‘Equivalent’ or ‘Equivalence’ to Bonsucro References to the certification process or certification.</td>
</tr>
<tr>
<td><strong>Benchmark Result - As written in Benchmark Summary Report:</strong></td>
<td><strong>Incomplete description or use of terms other than basic, intermediate or comprehensive</strong></td>
</tr>
<tr>
<td>Indicators used by [name of improvement scheme] at [farm / mill] level demonstrate [basic/intermediate/comprehensive] alignment with the Bonsucro Production Standard. The minimum level of assurance required by [name of scheme] is [type of assurance].</td>
<td>Any reference to the benchmark that is partial or incomplete is NOT ALLOWED: One or more required components – level of alignment, scope or assurance – is missing or lacks sufficient detail. Only part of the benchmark is referred to – core or non-core. Ex. Our Scheme is (fully) aligned with core Bonsucro indicators. Reference to core indicators is NOT allowed. Term ‘Fully’ aligned – not one of the scores.</td>
</tr>
<tr>
<td></td>
<td>Any reference to alignment using qualitative descriptors other than basic, intermediate or comprehensive is NOT ALLOWED: Using different qualitative terms or descriptions used other than the 3 grades is not permitted, nor is use of quantitative measures such as percentages. Ex. Our Scheme is 100% aligned with Bonsucro. Quantitative value (%) is NOT allowed.</td>
</tr>
</tbody>
</table>
ARTWORK GUIDELINES
Certification Mark

This is the Bonsucro Certification Mark.

Minimum size
It is preferred that the mark is not used smaller than 20mm in width. If a certified partner wishes to use the mark at a smaller size this may be considered on a case-by-case basis.

Language adaptations
There is an Adobe Illustrator template available to create language adaptations. All adaptations must be approved by Bonsucro before use.

Additional colourways
One-colour – green  One-colour – black

Preferred minimum size
20mm / 125px
Certification Mark in use

Preferences when used on-product.

1. The full-colour version of the mark is the preferred option and should be used when the product packaging is printed in full-colour.

2. If full-colour printing is not available the one-colour green options is our next preference.

3. When product packaging in printed in one-colour the one-colour black logo may be altered to that colour.

The schematics on this page demonstrate these principles.
Certification Messaging

To ensure consistency when communicating a message alongside the Certification Mark, we have a set design which allows flexibility for different length messages.

Use the Adobe Illustrator templates to construct custom message designs.

When using the colourways shown on the previous page the designs may be adjusted accordingly.

Short message example

Made with Bonsucro certified sustainable sugarcane

Box can be extended horizontally & vertically

Long message example

We’re very proud that this pack supports sustainable sugarcane producers in Brazil.

This sugar supports the sustainable production of sugarcane as defined by Bonsucro, the global platform for sugarcane.

For more details, please go to bonsucro.com

Construction

Short message is aligned left and centred vertically. Box can be extended.

Height of Mark 25mm

Text
Sofia Pro Bold, Dark Blue,
Example shown 7.5pt/10pt leading
Holding Box
Background colour: white
Line weight: 1.5pt, Dark Blue
Corner radius: 2mm
Certification Mark do's and don'ts

The examples on the top row show the correct use of the logo. The other examples show common mistakes and misuse.

Please always use the logo artworks provided and do not alter or recreate the logo.

This example is correct

This example is correct

This example is correct

Do not add shadows or effects

Do not skew or distort the logo

Do not alter the size relationship between the symbol and the wordmark

Do not use the wordmark without the symbol

Do not rotate the logo

Do not place the full-colour logo on an unapproved background colour

Only use over an image if there is sufficient clearspace and contrast

Do not place in a holding shape other than the logo tab
Artwork Rules for Other Logos

The other logos available are contained within a round cornered rectangle to ensure they are simple for users to apply to their own branded materials.

Each logo is available in the three colourways shown here.

Member lock-up

Full-colour – on white

Additional colorways

Full-colour reversed – on dark blue One-colour – white on green

Minimum size

Minimum width 60mm / 350px
The Wenlock
50-52 Wharf Road
London N1 7EU, UK

+44 (0)20 3735 8515
info@bonsucro.com
bonsucro.com

BON SUCRO
The global sugarcane platform