

Siegelklarheit

Claims Guideline

We are pleased if you wish to mention Siegelklarheit in your public communications and/or refer to the display of your label on Siegelklarheit.

However, the reference or publication should not create the impression that it is made on behalf of Siegelklarheit, the Verbraucherzentrale NRW e.V., or the German Federal Ministry for Economic Cooperation and Development (BMZ).

This Claims Guideline has been developed to ensure proper use when mentioning Siegelklarheit and its logo. Please inform us if you wish to mention Siegelklarheit or any reference to the presentation of your label on Siegelklarheit. Should any uncertainties arise, you can contact us at the following address: kontakt@siegelklarheit.de.

1. Guidelines for referring to the evaluation/information of a label on Siegelklarheit

The Siegelklarheit coordination at Verbraucherzentrale NRW e.V. grants standard organisations and other stakeholders the right to refer to the Siegelklarheit portal under specific conditions.

Standard organisations and other stakeholders may generally refer to Siegelklarheit as a portal of the Verbraucherzentrale NRW e.V. in their public communications, provided that the information is publicly accessible, verifiable, and truthful.

A reference may only be made to content on the Siegelklarheit platform or to the platform itself. The names of the Verbraucherzentrale NRW e.V. or the German Federal Ministry for Economic Cooperation and Development (BMZ) may not be used for promotional purposes.

Specific conditions apply to standard organisations whose labels are displayed on Siegelklarheit:

Standard organisations whose labels are assessed and displayed on Siegelklarheit may generally refer to the evaluation of their label on Siegelklarheit in their communications. The standard organisations may choose whether to refer to the individual assessment or to further detailed results. When referring to the result of the quick check, it should be made clear that only five criteria relating to trustworthiness were assessed. The accuracy of the information must be guaranteed in all respects at any time.

2. Guidelines for the use of the Siegelklarheit logo

The Siegelklarheit logo may be used by standard organisations and other stakeholders in their public communications, provided it is placed in conjunction with the aforementioned publicly accessible, verifiable, and truthful information. However, it should not create the impression that the information is being published on behalf of Siegelklarheit.

Please ensure that the logo is used in the following manner:



Siegelklarheit

Font, colours and positions of the text and image elements may NOT be changed.

When using the Siegelklarheit logo online, please link it to the Siegelklarheit website:

<https://www.siegelklarheit.de/en>.

The Siegelklarheit logo is not a product-related quality label. It is the logo of the Siegelklarheit portal. Therefore, the Siegelklarheit logo may not be used on products or packaging.

If you would like to mention further information about Siegelklarheit, you may use the following text:

“Siegelklarheit is managed by the Verbraucherzentrale NRW e.V. and funded by the German Federal Ministry for Economic Cooperation and Development. Siegelklarheit helps consumers navigate the growing range of sustainability labels. It provides assessments and information on labels, thereby making it easier to make more sustainable purchasing decisions in everyday life. Its work is based on a transparent, independent assessment system. For more information, please visit <https://siegelklarheit.de/en>.

3. Monitoring compliance with the "Claims Guideline"

Compliance with the "Claims Guideline" is monitored by the Siegelklarheit team both reactively and proactively, e.g. through third-party reports of potential incorrect references. If incorrect or misleading references to Siegelklarheit or misuse of the logo are found in publications or other materials, the following actions will be taken: Standard organisations or other stakeholders who make false claims about the evaluation of a label on Siegelklarheit or mistakenly use the Siegelklarheit logo will be notified and given the opportunity to correct the error. If the guideline is refused or repeated misconduct occurs, the Siegelklarheit team reserves the right to remove the label from the Siegelklarheit platform. If other stakeholders refuse to correct the information, the relevant label organisation will be informed.

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