



REGULATIONS FOR USE OF ECO-CHOICE ECOLABEL

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This appendix to "Regulations on the Ecolabeling of products" supplements Section 12 of the regulations. The criteria document for the individual product group may contain further rules on the use of the Label.

1. General rules

- I. The prescribed Ecolabel is the logotype of ECO-CHOICE Ecolabeling and is a registered trademark, protected in terms of South African Legislation. The right to the Label is held by The Heritage Environmental Management Company (t/a Qualitour (Pty) Ltd), who in turn grants licensees the right to use the Label on and in respect of products which have been granted an Ecolabeling licence in response to an application, for a limited licence period.
- II. As well as following these rules, licence-holders must also respect the logotype as such. This means not distorting, incorporating other images, printing text over or in other ways interfering with the appearance of the Label. Nor may the Ecolabel be used in or form part of the logotype of the product or the undertaking itself.
- III. The Ecolabel may be used only on products (goods and services) that are encompassed by a valid ECO-CHOICE Ecolabeling licence and in connection with the marketing of these.
- IV. The Ecolabel must not be used in such a way that it might come to be associated with the undertaking itself or to other, non-ecolabelled products of the undertaking. Products that are to be processed and/or form part of other products must not be labeled if this might subsequently have a misleading effect. Such products may only be marketed as ecolabelled on covers, packaging, product catalogues or the like, and in marketing material.
- V. The trade name(s) of the ecolabelled product must be reported to ECO-CHOICE Ecolabeling. Any changes of name or parallel trade names must be reported as they occur. It is the responsibility of the licence-holder to ensure that all labeling, marketing and advertising of the ecolabelled product complies with the rules on the use of the Ecolabel and to ensure that these rules are distributed to the undertaking's marketing department, advertising agency, retailers or other persons/undertakings that have an influence on the use of the Label.
- VI. All marketing of ecolabelled products must be conducted within the legal framework provided by relevant statutes in the country in question. In addition, the International Chamber of Commerce International Code of Environmental advertising must be observed.

2. The licence number

- I. Each Ecolabeling licence is allotted a six-digit identity number (equivalent to the licence number) that allows the product to be identified. This number must be displayed in conjunction with the Label.
- II. Advertising and marketing material for the ecolabelled product need not show the licence number in conjunction with the Label, provided that it is possible to find this information elsewhere in the marketing material or that identification is possible by other means.

3. The name of the product group and information texts

- I. The criteria document for the individual product group may stipulate that the name of the product group or some other specified text must always appear in conjunction with the label.
- II. Even if this is not mandatory according to the criteria document, the licence-holder may specify the product group below the Label in order to clarify the meaning of the Ecolabel.
- III. The criteria document may also specify that an explanatory information text must appear below the Label. Use of this text is voluntary and provides information on the contents of the criteria.
- IV. These supplementary texts must be written in the same language as the language used in the Ecolabel itself.

4. Position

- I. The Label must be located in such a way that no doubt arises about what it refers to and in such a way that customers purchasing the product are able to see that the product is Ecolabelled.
- II. Ensuring that the Label is employed correctly is the responsibility of the licence-holder. The Ecolabeling secretariat may ask to examine the design and position of the ECO-CHOICE Ecolabel on the product during the licensing process.
- III. In the case of ecolabelled services, the Label may be positioned in conjunction with the name of the undertaking providing the service and on material used in the marketing of the Ecolabelled service.

5. Checks on the use of the ecolabel

- I. ECO-CHOICE Ecolabeling may check that the label is used in accordance with these rules and may require the licence-holder to take corrective measures.
- II. In the event of a serious or continued misuse of the rules, the Ecolabeling licence may be revoked.