



USER GUIDE
for the Climate Active Carbon
Neutral Certification Trade Mark

2021

CONTENTS

- Introduction 3**
- 1. Rules for use 4**
 - 1.1. Definitions 4
 - 1.2. The Certification Process 5
 - 1.3. Approval to use the Certification Trade Mark 6
 - 1.4. Conditions for use of the Certification Trade Mark 6
 - 1.5. Dispute resolution process 7
- 2. Visual style guide 8**
 - 2.1. The Certification Trade Mark 8
 - 2.2. First use or different uses of the Certification Trade Mark 8
 - 2.3. Certification Trade Mark variants 8
 - 2.4. Colour options 9
 - 2.5. Clear space 10
 - 2.6. Minimum size 11
 - 2.7. Certification Trade Mark do's and don'ts 11

INTRODUCTION

Climate Active is an initiative that provides Australian Government certification for carbon neutral claims in Australia. It sets standards and rules for calculating, reducing, offsetting, verifying and reporting on greenhouse gas emissions. The Department of Industry, Science, Energy and Resources (the Department) and other entities approved by the Department (Certifiers) are responsible for certification.

There are separate Certification Categories, depending on whether the entity wishes to seek certification for having achieved carbon neutrality as an organisation or for a product, service, building, precinct or event. Certification Categories may be amended, updated, added or removed as required.

Entities seeking carbon neutral certification enter into a Licence Agreement with the Department either directly or via a Certifier as agent for the Department. The Licence Agreement sets the Terms and Conditions for use of the Certification Trade Mark. Once the Department or a Certifier is satisfied that the entity has achieved carbon neutrality in respect to the particular Certification Category in its application, a formal confirmation of certification (Notice of Certification) is issued.

This User Guide for the Climate Active Carbon Neutral Certification Trade Mark (User Guide) sets out:

- Section 1 - Rules for use – the process by which an entity is certified in respect of one or more Certification Categories; the conditions for use of the Certification Trade Mark; and the dispute resolution process that an entity may use if the entity disagrees with the decision of a Certifier in relation to the certification.
- Section 2 - Visual Style Guide – how the Certification Trade Mark can be used and the required graphic standard for the Certification Trade Mark, including the set colours, minimum size, position and spacing.

1. RULES FOR USE

1.1. Definitions

- a. **Certified User** means an entity that has been approved by a Certifier as having achieved carbon neutrality for the relevant category and has agreed to the Terms and Conditions for use of the Certification Trade Mark by executing the Licence Agreement.
- b. **Certification Category** means the categories that can be certified. The following certification categories are currently available:
 - i. Organisations
 - ii. Products and Services
 - iii. Buildings
 - iv. Precincts
 - v. Events

New Certification Categories may be added in the future; and current Certification Categories may be amended.

- c. **Certifier** means the Department and other entities approved by the Department that can certify organisations, products, services, buildings, precincts and events (or other variants) as carbon neutral. The Department keeps a list of approved Certifiers. All Certifiers have relevant expertise and experience in carbon accounting and verification, or administering a certification program. Certifiers, other than the Department, have contractual arrangements in place with the Department setting out the Certifier's roles and responsibilities.

- d. **Certification Trade Mark**  means the subject of Trade Mark Application 2042153, including the Certification Trade Mark Variants, and International Registration 1624048 filed under the Madrid Protocol, which is based on Australian Trade Mark Application 2042153.
- e. **Certification Trade Mark Variants** means the variations of the Certification Trade Mark outlined at Section 2: Visual Style Guide 2.3 and 2.4 or such additional and substantially identical variants approved from time to time by the Department.
- f. **Climate Active Carbon Neutral Standard (the Standard)**: A standard for making carbon neutral claims against the Certification Categories, as amended from time to time and published on the Department's website.
- g. **Department** means the Australian Government Department of Industry, Science, Energy and Resources or its administrative successor.
- h. **Licence Agreement** means the Licence entered into with the Department containing the Terms and Conditions.
- i. **Notice of Certification** means a document provided by a Certifier stating that an entity has become a Certified User.
- j. **Terms and Conditions** means the obligations and rules in the Licence Agreement between a Certified User and the Department to use the Certification Trade Mark.
- k. **User Guide** means this User Guide.

1.2. The certification process

All entities that seek certification must establish that they have achieved carbon neutrality for the Certification Category for which they apply. Certification is the most credible way to establish a carbon neutral claim. To become carbon neutral, an entity calculates the emissions generated by their activities (such as driving or electricity use), reduces its emissions as much as possible, and then compensates for the remaining unavoidable emissions by cancelling eligible carbon offset units. Offsets are generated from an activity that prevents, reduces or removes greenhouse gas emissions from being released into the atmosphere.

What does it mean to be carbon neutral.



The following figure sets out the steps in the process for carbon neutral certification, including in relation to an initial application for certification and for yearly ongoing maintenance and renewal of certification.

Six steps to certification



Purchased eligible offset units must be cancelled via an offsets registry and should be attributed to the carbon neutral claim.

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1.3. Approval to use the Certification Trade Mark

An entity is certified and becomes a Certified User when it receives a Notice of Certification from a Certifier.

To receive a Notice of Certification, an entity must have first:

- a. been assessed by the Department (or via a Certifier) as having achieved carbon neutrality for the Certification Category or Categories for which it applied; and
- b. entered into a Licence Agreement with the Department or via a Certifier.

There are several variants of the Certification Trade Mark that can be used depending on the Certification Category. These are discussed in Section 2 of this User Guide.

Ready to be certified?

The process for certification varies slightly depending on the certification category:

- Products
- Services
- Organisations
- Events
- Precincts
- Buildings

For each of the above Certification Categories, the Department has prepared a detailed publication that is designed to allow an entity to better understand and manage its carbon emissions, to make a credible claim of carbon neutrality, and to seek carbon neutral certification. The publications, entitled the *Climate Active Carbon Neutral Standard*, can be downloaded from the Climate Active website:

<https://www.industry.gov.au/regulations-and-standards/climate-active>.

For all of the Certification Categories except for buildings, you can begin the certification process by contacting Climate Active at Climate.Active@industry.gov.au and registering your application. For carbon neutral certification for buildings, an application can be made by contacting the NABERS National Administrator at nabers@environment.nsw.gov.au or the Green Building Council of Australia (GBCA) at greenstar@gbca.org.au.

1.4. Conditions for use of the Certification Trade Mark

Certified Users authorised to use the Certification Trade Mark must do so in accordance with:

- a. the Terms and Conditions agreed between the Certified User and the Department or via a Certifier as set out in the Licence Agreement;
- b. a Certified User must use the Certification Trade Mark Variant that corresponds with the Certification Category for which it has been certified; and
- c. this User Guide, to the extent that this is not inconsistent with the Terms and Conditions.

1.5. Dispute Resolution Process

Complaints about a Certifier's decision

If an entity disagrees with a decision of a Certifier in relation to the granting and use of the Certification Trade Mark, it may request an internal review of the decision by a person who was not part of the original decision making process.

An internal review application must be made in writing within 30 days of receipt of the written notice of the Certifier's decision. The application can be made by email to Climate.Active@industry.gov.au. No fees are payable for the internal review of a decision.

There is no set form for making an application for an internal review of a decision. Nonetheless, in order to undertake the review, the written application must clearly set out both:

- a. the grounds on which the decision should be reviewed; and
- b. the evidence to support a change to the Certifier's decision.

If information exists which was not provided to the Certifier as part of the original application, it may be provided for the purposes of the internal review.

Written notification of the decision on internal review and reasons for the decision will be issued to the entity within 60 days of the receipt of the application for internal review.

Other complaints

All entities can make other complaints about any aspect of the certification process. This helps us to continuously improve Climate Active's business practices.

We treat all complaints seriously and handle them in a timely manner. Complaints can be made by email to Climate.Active@industry.gov.au.

All complaints will be handled in a professional and confidential manner. Making a complaint will not affect your relationship with us. The Department of Industry, Science, Energy and Resources' Privacy Policy explains how we treat any personal information received from you.

When we receive your complaint we will respond by email within 5 business days.

If you are not happy with the outcome of your complaint, you can:

- contact the Commonwealth Ombudsman
- write to our Minister or your local member of Parliament

2. VISUAL STYLE GUIDE

2.1. The Certification Trade Mark

The Certification Trade Mark (2042153) is displayed below:



Certified Users must only use the master artwork files of the Certification Trade Mark supplied by the Certifier. The Certification Trade Mark must never be stretched or warped, keeping with the original dimensions specified in the master artwork files.

2.2. First use or different uses of the Certification Trade Mark

Before using the Certification Trade Mark for the first time or in a way that has not yet been approved by the Department, the Certified User must provide drafts of any new or different materials containing the Certification Trade Mark to the Department for review and approval.

Prior to providing approval for first use, the Department will check that the proposed use of the Certification Trade Mark aligns with the requirements in this User Guide. If the use does not align with the requirements in this User Guide, the Department may withhold approval to use the Certification Trade Mark until necessary amendments are made.

2.3. Certification Trade Mark Variants

Certified Users may only use the Certification Trade Mark Variants that correspond to the Certification Categories as approved by the Certifier.

Certified Users must only use the master artwork files of the Certification Trade Mark Variants supplied by the Department. The Certification Trade Mark Variants must never be stretched or warped, keeping with the original dimensions as specified in the master artwork files provided by the Certifier.

The Certification Trade Mark must only be used in the colours, format and variations approved by the Department.

Variants

- Climate Active Carbon Neutral Product
- Climate Active Carbon Neutral Service
- Climate Active Carbon Neutral Event
- Climate Active Carbon Neutral Organisation
- Climate Active Carbon Neutral Precinct
- Climate Active Carbon Neutral Building

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Horizontal variants



Vertical variants



2.4. Colour options

The Certification Trade Mark must appear in highland green, white, or black as shown below.

Highland green and black variants must adhere to the following:

- Highland green or black text and border on a white background; or
- White text on a highland green or black background.

White variants must be either a white text and border on a transparent background; or transparent text on a white background.

Approval for departures from these specifications must be formally requested from the Department and will be considered on a case-by-case basis.

The details of the highland green colour are as follows:

Highland green
Brand
HEX 033323
R3 G51 B35
Pantone 3305C
C92 M25 Y70 K68

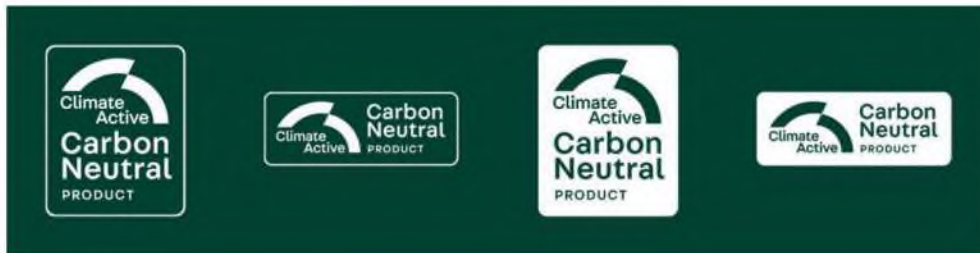
Highland green variants



Black variants



White variants



2.5. Clear space

When displaying the Certification Trade Mark on any materials, the Certified User must ensure that no other graphic, text or colour encroaches on the minimum amount of clear space required to border the Certification Trade Mark as set out below.

An exception to this rule is when using the white variant of the Certification Trade Mark and its variants as set out above, which may only be used over mid-tone or dark colours to ensure their legibility.

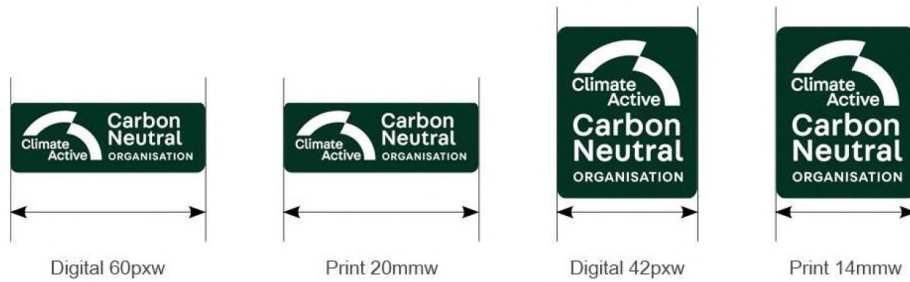


Margin is taken from the left edge of the box, not the brandmark or text.

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2.6. Minimum size

The Certification Trade Mark and its variants may not be displayed in sizes smaller than as set out below:



2.7. Certification Trade Mark do's and don'ts

Do's The Certification mark must only be used in the correct colours, format and variants and in accordance with approval from the Department. Only use supplied master artwork files when creating artwork and adhere to the specified guidelines within this User Guide.



Do use the certification mark in the correct colours, format and variations.

Don'ts Don't alter the Certification Trade Mark or Certification Trade Mark Variants in any way other than provided in this User Guide.

