



Butterfly Mark Certification Mark & digital passport usage policy

ESG+2.1

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Butterfly Mark Certification

Mark and digital passport usage policy

Scheme owner: Positive Luxury Ltd.

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Subordinate to PL-BM-SCH-001 – Butterfly Mark Certification Scheme Document

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Document control

This document is a subordinate scheme document to PL-BM-SCH-001 (the Butterfly Mark Certification Scheme Document). It sets out the mandatory requirements and practical guidance for use of the Butterfly Mark and the Digital Butterfly Passport by certified organisations, applicants, certification bodies and third parties. It is the detailed reference invoked by Clause 8.12 of the Scheme Document, and forms part of the scheme requirements that certified organisations agree to in their certification agreement.

Where this document imposes a requirement on a certified organisation, that requirement applies in addition to the requirements of the Scheme Document and the certification agreement, and shall be read consistently with them. In the event of inconsistency between this document and the Scheme Document, the Scheme Document prevails.

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Distribution and access

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Contents

Document control	2
Contents	3
1. Foreword.....	4
2. Scope and applicability	5
3. Normative and informative references.....	6
4. Terms and definitions	7
5. General principles of mark use	8
6. Right of use and licence	10
7. Visual specifications of the Butterfly Mark	12
8. Required attribution and accompanying information	14
9. Permitted and prohibited uses by channel.....	15
10. Claims and approved language.....	17
11. Use of the Digital Butterfly Passport	19
12. Certification lifecycle and mark use.....	20
13. Approval workflow for sensitive mark uses	22
14. Monitoring, misuse and enforcement.....	23
15. Records to be retained	24
Annex A – Certification attribution and consumer information.....	25
Annex B – Pre-publication checklist.....	26
Annex C – Approved and prohibited claim language	27
Annex D – Channel specification matrix.....	28
Annex E – Approval request template	30
Annex F – Cross-reference to PL-BM-SCH-001	31
Annex G – Minimum compliance matrix.....	32
End of document	36

1. Foreword

This document, Use of the Butterfly Mark and the Digital Butterfly Passport (PL-BM-MRK-001), is a subordinate scheme document under the Butterfly Mark Certification Scheme Document, PL-BM-SCH-001. It is invoked by Clause 8.12 of the Scheme Document, which sets out the headline requirements for use of the Butterfly Mark and the Digital Butterfly Passport, and refers to this document for the detailed rules.

The Butterfly Mark is a trust mark owned by Positive Luxury Ltd. (the “scheme owner”) and awarded, by an independent certification body, to organisations operating in the premium and luxury sector that have demonstrated, through third-party assessment, conformity with the requirements of the Butterfly Mark certification scheme. The Digital Butterfly Passport is the associated digital artefact that summarises verified ESG performance data and is accessible through QR codes and digital touchpoints.

The Butterfly Mark and the Digital Butterfly Passport, together, are the means by which a certified organisation communicates its certification to consumers, regulators and other interested parties. This document defines the rules under which that communication takes place, so that the certification is communicated truthfully, consistently and in accordance with applicable law, and so that the integrity of the Mark and of the scheme is preserved.

The document is structured to align with the requirements of ISO/IEC 17065:2012 Clause 4.1.3 and Clause 7.7 (control of the certification mark and licence), and with the transparency, substantiation and verifiability requirements that apply to sustainability labels under Directive (EU) 2024/825 (the ECGT Directive).

Where this document uses the word “shall”, the requirement is binding on the addressee. Where this document uses the word “should”, the requirement is a recommendation. Where this document uses the word “may”, the addressee is permitted, but not required, to act in the manner described.

2. Scope and applicability

2.1 Object of this document

This document specifies the binding requirements for the use of:

- the Butterfly Mark, in any of its approved visual variants; and
- the Digital Butterfly Passport, in any of its approved digital expressions,

by any person to whom this document applies (see Clause 2.2). It also specifies the consequences of non-compliance.

This document does not address the substantive criteria against which an organisation is assessed (which are set out in PL-BM-CRT-001), nor the audit methodology (which is set out in PL-BM-AUD-001), nor the complaints and appeals procedure (which is set out in PL-BM-CMP-001).

2.2 Persons to whom the document applies

This document applies to:

- the scheme owner, in its capacity as licensor of the Butterfly Mark;
- any organisation that holds a current Butterfly Mark certification (a “certified organisation”);
- any organisation that has applied for, and is currently undergoing, a Butterfly Mark assessment (an “applicant”);
- any certification body authorised to operate the scheme;
- any third party (including retailers, distributors, agencies, media partners, and licensees) that uses the Butterfly Mark or the Digital Butterfly Passport in materials referring to a certified organisation, whether or not on behalf of the certified organisation.

Where a certified organisation engages a third party to use the Mark or the Passport on its behalf (for example, an advertising agency, a retailer or a packaging supplier), the certified organisation remains responsible for that use and shall provide the third party with the applicable requirements and instruct it to comply with them.

2.3 Relationship to other scheme documents

This document is to be read together with PL-BM-SCH-001 and the certification agreement entered into between the certified organisation and the scheme owner (which includes the Trademark Licence). In the event of inconsistency:

- PL-BM-SCH-001 prevails over this document;
- this document prevails over any non-contractual brand or marketing guidance issued by the scheme owner;
- the certification agreement prevails over guidance, but is subject to PL-BM-SCH-001 and this document.

3. Normative and informative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition (including any amendments) applies.

3.1 Normative references

- ISO/IEC 17065:2012, Conformity assessment – Requirements for bodies certifying products, processes and services (in particular Clause 4.1.3 and Clause 7.7).
- Directive (EU) 2024/825 of the European Parliament and of the Council of 28 February 2024 amending Directives 2005/29/EC and 2011/83/EU as regards empowering consumers for the green transition (the “ECGT Directive”).
- PL-BM-SCH-001 – Butterfly Mark Certification Scheme Document, in particular Clause 8.12.

3.2 Informative references

- ICC Advertising and Marketing Communications Code (latest edition).
- United Kingdom Committee of Advertising Practice (CAP) Code and Broadcast Committee of Advertising Practice (BCAP) Code, including the rules on environmental claims.
- United Kingdom Competition and Markets Authority (CMA) Guidance – Making environmental claims on goods and services.
- United States Federal Trade Commission (FTC) Guides for the Use of Environmental Marketing Claims (the “Green Guides”).
- ISO 14021:2016, Environmental labels and declarations – Self-declared environmental claims.
- Web Content Accessibility Guidelines (WCAG) 2.1, Level AA.
- Positive Luxury & Baker McKenzie’s Green Claims Guide (latest edition), summarising the advertising, consumer protection and environmental claims rules applicable by global jurisdiction.

3.3 Internal scheme documents

- PL-BM-SCH-001 – Butterfly Mark Certification Scheme Document.
- PL-BM-CRT-001 – Butterfly Mark Assessment Criteria.
- PL-BM-AUD-001 – Butterfly Mark Audit Manual.
- PL-BM-CMP-001 – Complaints and Appeals Procedure.
- PL-BM-GOV-002 – Certified Organisation Agreement (template).

4. Terms and definitions

For the purposes of this document, the terms and definitions given in PL-BM-SCH-001 Clause 4 apply. The following additional terms apply specifically to mark use.

Approved variant	A version of the Butterfly Mark issued by the scheme owner and listed in Clause 7.1. Only approved variants may be used.
Attribution statement	An approved form of words used to identify and explain Butterfly Mark Certification where additional context is appropriate. Approved formats are set out in Annex A.
Channel	Any medium through which a certified organisation, applicant or third party communicates with consumers or other interested parties. Channels include, but are not limited to, the categories listed in Clause 9.
Clear space	The minimum area, free of any other graphic or textual element, that shall surround the Butterfly Mark when displayed. Specified in Clause 7.4.
Co-branded material	Any material in which the Butterfly Mark or a reference to Butterfly Mark certification appears alongside the brand, mark, logo or name of an organisation other than the certified organisation.
ECGT Directive	Directive (EU) 2024/825 on empowering consumers for the green transition. Imposes substantiation, specificity and verifiability requirements on sustainability labels in the EU market.
Grace period	The period defined in Clause 12.7 during which a certified organisation, following suspension, withdrawal, expiry or non-renewal of certification, is required to cease the use of the Mark and the Passport.
Material change	A change to a brand, business unit, product line, ownership structure, scope of certification, or to any underlying claim communicated through the Mark or the Passport, that may affect the accuracy or scope of the certification statement.
Permitted use	A use of the Butterfly Mark or the Digital Butterfly Passport that complies with this document and does not require prior approval from the scheme owner. The categories of permitted use are listed in Clause 9.
Pre-approval	Written approval issued by the scheme owner before the first publication of a use that falls within Clause 13.1.
Scope of certification	The legal entity, brands, business units and operations covered by a certification, as recorded on the certificate and in the certification agreement. Use of the Mark is permitted only within this scope.
Sensitive mark use	Any of the categories of mark use that, under Clause 13.1, require pre-approval from the scheme owner before first publication.

5. General principles of mark use

Every use of the Butterfly Mark and the Digital Butterfly Passport shall comply with the following five overarching principles. The detailed clauses of this document operationalise these principles. Where the detailed clauses do not address a particular case, the principles shall be applied directly.

5.1 Verifiability and substantiation

Any communication that displays the Butterfly Mark or makes reference to Butterfly Mark certification shall be capable of substantiation. The certified organisation shall, on request from the scheme owner or the certification body, provide the evidence that supports the use of the Mark in the communication, including the linkage between the Mark and any associated claim. Substantiation shall be made available within 15 business days of a request.

5.2 Truthfulness and non-deception

The Butterfly Mark shall not be used in a manner that is, or is reasonably likely to be, misleading to a consumer or other interested party. In particular, the Mark shall not be used in a manner that exaggerates the scope of the certification, that implies an endorsement that has not been granted, or that creates a false impression of comparison with other organisations or products.

5.3 Scope-fidelity

The Butterfly Mark shall be used only in connection with the legal entity, brands, business units and operations within the scope of certification. The Mark shall not be displayed on, or in connection with, any brand, sub-brand, division, product line, business unit or jurisdiction that falls outside the scope, nor in any manner that implies that an out-of-scope element is certified.

5.4 Currency of certification

The Butterfly Mark shall be used only while the certification is current. A certification is current when it has been issued, has not been suspended, has not been withdrawn, and has not expired. Use of the Mark outside the period of currency is prohibited and shall trigger the cessation requirements of Clause 12.

5.5 Visual integrity of the Mark

The Butterfly Mark shall be displayed only in an approved variant, in approved colours, at or above the minimum size, with the required clear space, and without modification of any kind other than as expressly permitted by Clause 7. The Mark is a single piece of artwork and shall not be deconstructed or used as a decorative element.

5.6 Compliance levels

This document operates a three-level compliance model. Every requirement in this document is one of three levels:

- [M] Minimum compliance – the requirement is binding. It shall be met for every use of the Mark or the Passport. Minimum compliance is the conjunction of (a) all

applicable requirements of the ECGT Directive, (b) all requirements of PL-BM-SCH-001 (notably Clause 8.12), and (c) all requirements of this document expressed using the word "shall". A use that does not meet minimum compliance is misuse and is treated under Clause 14.

- [R] Recommended – good-practice guidance intended to help certified organisations use the Mark effectively and consistently. Recommended items are not conditions of certification, and failure to follow them is not, by itself, misuse.
- [B] Best practice – the requirement is exemplary practice. It is expressed using "may", or marked explicitly with "[B]". Best practice is not enforced.

Where a Clause does not bear an explicit level marker, the level is determined by the modal verb used ("shall" = [M]; "should" = [R]; "may" = [B]). Annex G consolidates the minimum-compliance items in a single matrix for use as the operational baseline.

5.7 The Butterfly Mark is not an ESG rating

The Butterfly Mark is a certification label awarded on a pass/fail basis following third-party assessment. It does not express an opinion, score, ranking or grade on the environmental, social or governance profile of the certified organisation, or of any financial instrument or financial product. Neither the Butterfly Mark nor the Digital Butterfly Passport is an ESG rating, and neither is developed, issued or licensed for use in investment analysis, financial analysis, investment decision-making or financial decision-making. The certified organisation shall not present, or permit any third party to present, the Mark or the Passport as an ESG rating or as a basis for any such analysis or decision-making (see Clauses 9.7 and 10.3).

6. Right of use and licence

6.1 Grant of right of use

By entering into the certification agreement and on issuance of a certificate by the certification body, the scheme owner grants the certified organisation a non-exclusive, non-transferable, revocable, royalty-free licence to use the Butterfly Mark and the Digital Butterfly Passport, on the terms set out in PL-BM-SCH-001 Clause 8.12.1, in this document, and in the certification agreement.

No right of use arises before the certificate has been issued. In particular, an applicant under assessment does not, by virtue of being under assessment, acquire any right to use the Butterfly Mark; an applicant may communicate the fact of being under assessment in accordance with Clause 12.1.

6.2 Scope of the licence

The licence granted under Clause 6.1 permits the certified organisation to use the Mark and the Passport solely:

- within the scope of certification;
- in the channels and uses described in Clause 9;
- with the attribution and accompanying information required by Clause 8;
- subject to the visual specifications of Clause 7;
- subject to any pre-approval required by Clause 13.

Where the certification agreement requires the certified organisation to display the Mark, that obligation is discharged by display in accordance with this document. Nothing in the certification agreement requires or permits use of the Mark outside the scope of certification, in a channel in which this document prohibits use, or without any pre-approval that this document requires.

6.3 Term of the licence

The licence is granted for the duration of the current certification cycle (three years, in accordance with PL-BM-SCH-001 Clause 8.9.1), and is automatically extended on successful recertification. The licence is suspended automatically for the duration of any suspension of the certification, and terminates automatically on withdrawal, expiry, non-renewal, or termination of the certification agreement, in each case subject to the grace periods in Clause 12.7.

6.4 Sub-licensing and third-party use

The certified organisation may not sub-license the right of use to any third party. The following arrangements are not sub-licensing for the purposes of this Clause. The certified organisation may permit a third party (such as an agency, retailer, distributor, or media partner) to display the Mark in materials that are produced for, and on behalf of, the certified organisation, provided that:

- the materials relate to the certified organisation and the scope of certification;
- the third party has been provided with, and instructed to comply with, the applicable requirements of this document or brand guidelines; and

- the certified organisation retains responsibility for the third party's compliance, in accordance with Clause 2.2.

The Butterfly Mark shall not be displayed on retailer-generated materials (such as multi-brand category pages, retailer marketing emails, or retailer paid media) unless the certified organisation has reviewed and approved the specific use.

7. Visual specifications of the Butterfly Mark

7.1 Mark variants

Only the variants of the Butterfly Mark issued by the scheme owner and listed below may be used. The Butterfly Mark is available in the following black-and-white formats:

Variant	Description	Typical use
Black transparent	Black Butterfly Mark on a transparent background.	Light or pale backgrounds.
White transparent	White Butterfly Mark on a transparent background.	Dark backgrounds and suitable photographic imagery.
Black opaque	Black Butterfly Mark on an opaque white background.	Where a transparent version would not provide sufficient contrast or legibility.
White opaque	White Butterfly Mark on an opaque black background.	Where a transparent version would not provide sufficient contrast or legibility.

The Butterfly Mark is also supplied in approved URL-lockup, QR-lockup and micro formats. These formats may be used only in accordance with the applicable specifications in the published Butterfly Mark Brand Guidelines. No colour other than black or white may be applied to the Butterfly Mark itself. A certified organisation may place the approved Mark on a background using its own brand colours, provided there is sufficient contrast and all clear-space and legibility requirements are met.

7.2 Colour

The Butterfly Mark shall be reproduced in black or white only, using approved artwork supplied by the scheme owner. The Mark shall not be recoloured, tinted, graduated or otherwise altered. The background may use the certified organisation's brand colours or other appropriate imagery, provided the selected black or white Mark remains clear and legible.

7.3 Minimum size

The Butterfly Mark shall be reproduced at a size sufficient to ensure legibility. The minimum sizes are:

- Print and packaging: 12 mm in height.
- Digital and screen: 60 px in height (or higher density equivalent).

These minima may be reduced only with the prior written approval of the scheme owner under Clause 13.

7.4 Clear space and exclusion zone

A clear space shall surround the Butterfly Mark in every use. The clear space shall be free of any other graphic, logo, mark, text or design element. The minimum clear space on each side of the Butterfly Mark shall be equal to one quarter of the Mark's overall height, as shown in the published Butterfly Mark Brand Guidelines. Where space constraints would force a reduction, the certified organisation shall request approval under Clause 13 rather than reduce the clear space unilaterally.

7.5 Prohibited modifications

The following modifications to the Butterfly Mark are prohibited in any use:

- recolouring or tinting outside the approved variants;
- rotating, mirroring, skewing, distorting, stretching, condensing or otherwise transforming the Mark;
- animating the Mark in a manner that materially alters its appearance, except where the scheme owner has approved an animation under Clause 13;
- incorporating the Mark into another logo, lockup, monogram, watermark or device;
- using the Mark, or any element of it, as a decorative pattern, background, texture or repeating motif;
- cropping the Mark or partially obscuring it;
- placing the Mark over a busy or low-contrast background that compromises legibility;
- recreating the Mark in any medium (for example, by hand-drawing or 3D-modelling) other than from the artwork files issued by the scheme owner.

7.6 Co-locking with other marks

The Butterfly Mark may be displayed alongside the certified organisation's own logo and marks, subject to the clear space requirement of Clause 7.4. The Mark shall not be locked up with the certified organisation's logo into a single device, nor combined with the marks of third parties (including other certification bodies) into a composite mark, without the prior written approval of the scheme owner under Clause 13.

Where the Butterfly Mark is displayed in proximity to other certification marks (for example, on packaging that already carries an FSC mark or a similar third-party label), the certified organisation shall ensure that the relative size, prominence and placement of the marks are such that no consumer is likely to confuse one mark with another, or to attribute one certification's scope to another.

8. Required attribution and accompanying information

8.1 Certification information and attribution

When the Butterfly Mark is used in consumer-facing communications, consumers shall be given a clear and accessible route to information about the certification. This requirement may be met through a hyperlink or QR code to the certified organisation's Digital Butterfly Passport, Positive Luxury hosted brand page or other scheme-owner website page. Where a hyperlink or QR code is not practical, an appropriate short-form attribution from Annex A shall be used. The standard attribution statement should be used where additional explanation of the certification is appropriate, including sustainability pages, corporate reports and other long-form communications. It is not required to appear alongside every display of the Butterfly Mark.

8.2 Required accompanying information (ECGT)

Any use of the Butterfly Mark in a commercial communication directed at consumers in the European Union shall additionally meet the requirements of the ECGT Directive on sustainability labels. In particular:

- the certification shall be identifiable to the consumer as a third-party certification;
- the consumer shall be able to access information sufficient to understand the criteria, scope and verification process underlying the certification;
- the information shall be specific, clear, accurate and verifiable.

The Digital Butterfly Passport, when made available in conjunction with the Mark, satisfies these accompanying-information requirements provided that the Passport is operational and current. Where the Passport is not made available (for example, in print-only formats), an equivalent textual or hyperlinked disclosure shall be provided.

8.3 Trademark ownership

The Butterfly Mark is owned by Positive Luxury Ltd. Certified organisations shall use only approved Butterfly Mark artwork supplied by Positive Luxury and shall not alter the Mark or use it in a way that could prejudice Positive Luxury's rights in it.

No separate trademark notice or ®/™ symbol is required in routine consumer-facing use unless it forms part of the approved artwork supplied by Positive Luxury or Positive Luxury specifically requires it for a particular use or jurisdiction.

Where appropriate, certified organisations may include the following ownership notice: “The Butterfly Mark is a trademark of Positive Luxury Ltd.” This is recommended for formal corporate, legal or other long-form communications, but is not required for routine consumer-facing use.

9. Permitted and prohibited uses by channel

The following sub-clauses set out, for each channel, the uses that are permitted, the uses that are prohibited, and the conditions that apply. Where a use is not addressed below, the certified organisation shall apply the general principles of Clause 5.

9.1 Corporate and brand websites

Permitted: display of the Butterfly Mark on the homepage, the About / Sustainability page, and the corporate footer of the certified organisation's and in-scope brands' websites; reproduction of the attribution statement; hyperlink to the Digital Butterfly Passport.

Prohibited: display on websites of brands or business units outside the scope of certification; use of the Mark as a favicon, social-share image or open-graph image where the linked content is out of scope.

9.2 Product packaging and physical points of sale

Permitted: display of the Mark on primary, secondary and tertiary packaging of products manufactured or marketed by an in-scope brand; display on shelf-edge labels, in-store signage, window vinyls, and point-of-sale materials at retail locations operated by, or under the control of, an in-scope brand; pairing of the Mark with the Digital Butterfly Passport QR code.

Prohibited: display on packaging of products that are not within the scope of certification; display on multi-brand point-of-sale materials where one or more of the brands is not certified.

Where the Mark is applied to packaging in a long-lead production cycle (for example, glass bottles, gift boxes, hangtags), the certified organisation should have regard to the certification cycle when planning production runs (Clause 12.4).

9.3 Product detail pages and e-commerce

Permitted: display of the Mark on product detail pages of in-scope brands; inclusion of the attribution and a link to the Digital Butterfly Passport in the page content or in a tooltip.

Prohibited: display on category pages, search results pages, or recommendation modules of multi-brand retailers, except where the retailer is itself a certified organisation and the recommendation set is limited to in-scope brands.

9.4 Owned and paid social media

Permitted: display of the Mark in organic social posts, profile assets (avatar, cover image, story highlight covers), bio links, and bio link landing pages, of accounts operated by an in-scope brand.

Prohibited (without pre-approval under Clause 13): use of the Mark in paid social campaigns; use in influencer-led content where the influencer is paid or contracted by the certified organisation; use in social campaigns that make a specific quantitative or comparative ESG claim.

9.5 Email and CRM communications

Permitted: display of the Mark in transactional and marketing emails, in email signatures of staff working for an in-scope brand, in newsletters and CRM journeys; pairing with a link to the Digital Butterfly Passport.

Prohibited: display in emails sent on behalf of, or co-branded with, a non-certified organisation.

9.6 PR, press and editorial

Permitted: inclusion of the Mark in press releases, press kits, and media briefings issued by an in-scope brand; provision of the Mark to journalists and editorial outlets covering the certified organisation, accompanied by a brief media use note that summarises the visual specifications and the prohibited uses.

Prohibited: any direction or instruction by the certified organisation to a journalist or editorial outlet to use the Mark in a manner inconsistent with this document.

9.7 Corporate and sustainability reporting

Permitted: display of the Mark in annual reports, sustainability reports, integrated reports and stakeholder communications, as a factual statement of the organisation's certification status; reference to the Mark and the certification in narrative text describing the organisation's ESG approach.

Prohibited: use of the Mark or the Passport in investor presentations, investor relations materials, ESG data books, prospectuses, offering documents, fundraising materials, or any communication directed at investors or prospective investors for the purpose of informing investment analysis, financial analysis, investment decision-making or financial decision-making; use of the Mark to imply quantitative ESG performance beyond what the certification expresses; use to imply that financial instruments (such as bonds or funds) are themselves certified, or that the certification supports the sustainability characteristics of any financial instrument or financial product.

9.8 Paid search and online advertising

Prohibited (in all cases, without pre-approval under Clause 13): bidding on "Butterfly Mark", "Butterfly Mark certified", "Positive Luxury", or any variant or extension thereof, as a paid search keyword on any search engine; use of the Mark in display, programmatic or paid social advertising; use of the Mark in retargeting creative.

Where pre-approval is granted, it shall be specific to a campaign, a market and a date range.

9.9 Co-branded materials

Co-branded materials may use the Butterfly Mark only where each named brand or organisation in the co-branding is itself a certified organisation, or where the scheme owner has granted pre-approval under Clause 13. In all other cases, co-branded materials shall not display the Mark, and shall not include any reference to Butterfly Mark certification that could imply that the non-certified party is itself certified.

10. Claims and approved language

10.1 Approved claim language

The following claim language is pre-approved for use in conjunction with the Butterfly Mark, provided the certification is current and the use is within scope:

- "[Brand] is Butterfly Mark certified."
- "[Brand] holds the Butterfly Mark, an independent ESG certification for the luxury sector."
- "Butterfly Mark Certified – independently assessed against Positive Luxury's sustainability requirements across Environment, Social and Governance."
- "Find out more about our certification at [URL of the Digital Butterfly Passport; or brand page hosted at www.positiveluxury.com; or www.positiveluxury.com]."

Equivalent translations into other languages are pre-approved provided the meaning is preserved.

10.2 Claims requiring prior approval

The following categories of claim shall be approved in writing by the scheme owner under Clause 13 before first publication where the claim is directly linked to, presented as being verified by, or could reasonably be understood as being substantiated by Butterfly Mark certification:

- any quantitative or comparative claim about environmental, social or governance performance;
- any claim that links the Butterfly Mark to a separately regulated or certified subject matter, for example "organic", "vegan", "climate-neutral", "net zero" or "sustainable finance".

Specific environmental, social or governance claims made independently of the Butterfly Mark do not require scheme-owner pre-approval solely because the Butterfly Mark appears elsewhere in the same communication, provided that the claims are appropriately substantiated and do not state or imply that they have been verified or certified through the Butterfly Mark.

10.3 Prohibited claims

The following claims shall not be made in conjunction with the Butterfly Mark:

1. absolute environmental or sustainability claims that the certification does not substantiate, for example "fully sustainable", "100% sustainable", "zero impact" or "climate positive";
2. superlative or comparative claims that the certification does not substantiate, for example "the most sustainable [category]", "better than [competitor]" or equivalent claims of sustainability superiority;
3. claims that state or imply that an individual product, formulation or SKU is itself Butterfly Mark Certified. The Butterfly Mark certifies the organisation or in-scope brand, not individual products;

4. claims that imply endorsement of a specific product, formulation, marketing claim or campaign by the scheme owner or certification body;
5. claims that imply that the Butterfly Mark substitutes for a regulatory authorisation, certification or label that it does not include;
6. any public disclosure of a numerical score, rating, ranking or grade arising from the ESG+ assessment, whether disclosed on its own or in conjunction with the Mark or the Digital Butterfly Passport. Any scores generated within the assessment platform are provided to the certified organisation for internal management and benchmarking purposes only and are not published by the scheme owner;
7. any claim or presentation that positions the Butterfly Mark or the Digital Butterfly Passport as an ESG rating, or as a basis for investment analysis, financial analysis, investment decision-making or financial decision-making.

10.4 ECGT compliance for the EU market

For commercial communications directed at consumers in the European Union, the certified organisation shall additionally ensure that the claim language used in conjunction with the Mark complies with the ECGT Directive's requirements on environmental and sustainability claims. In case of doubt, the certified organisation shall seek guidance from its legal advisers and, where necessary, request pre-approval under Clause 13.

11. Use of the Digital Butterfly Passport

11.1 Implementation requirements

Each certified organisation shall make the Digital Butterfly Passport available to consumers through one or more of the following means:

- a QR code linking to the Passport, displayed on packaging, in-store materials and other physical touchpoints;
- a hyperlink to the Passport on the corporate and in-scope brand websites;
- an embedded reference (for example a widget, iframe or NFC tag) provided that the embedded reference resolves to the Passport hosted by the scheme owner.

The certified organisation shall not host a copy of the Passport, nor reproduce its content statically; the Passport shall be served by the scheme owner so that it remains current.

11.2 Content accuracy and updates

The Passport content is provided by the scheme owner on the basis of the data submitted by the certified organisation through the ESG+ 2.1 assessment portal. The certified organisation shall:

- ensure that all data submitted to the portal is accurate and up to date;
- notify the scheme owner and certification body of any material change (within the meaning of Clause 4) within 30 calendar days of the change;
- update the Passport content during surveillance and recertification cycles in accordance with PL-BM-SCH-001 Clause 8.9.

11.3 Accessibility and language

The Passport shall be made available in accordance with WCAG 2.1 Level AA. Where the certified organisation operates in markets requiring local-language disclosure, the certified organisation shall request multi-language Passport content from the scheme owner, and shall ensure that all language versions reflect the same underlying data.

11.4 Linking and QR code requirements

QR codes and hyperlinks to the Passport shall:

- resolve directly to the Passport hosted by the scheme owner, without intermediate landing pages controlled by the certified organisation that re-frame or re-state the certification;
- be tested when first implemented, following any material change to the relevant touchpoint, and periodically thereafter to ensure that the link remains operational;
- be replaced or removed within the grace periods of Clause 12.7 in the event of suspension, withdrawal, expiry or non-renewal.

12. Certification lifecycle and mark use

12.1 Pre-certification (under assessment)

An organisation undergoing its first Butterfly Mark assessment does not hold the Butterfly Mark. While under assessment, the applicant:

- shall not display the Butterfly Mark, nor describe itself as “Butterfly Mark certified”, “certified by Positive Luxury” or any equivalent;
- may communicate the fact of being under assessment using language such as “undergoing Butterfly Mark assessment by Positive Luxury”;
- may use the Positive Luxury wordmark or logo, distinct from the Butterfly Mark, in accordance with the under-assessment guidelines issued by the scheme owner.

12.2 Active certification

On issuance of the certificate, the certified organisation may use the Butterfly Mark and the Digital Butterfly Passport on the terms of this document. The certified organisation should aim, within 90 days of issuance, to:

- publish the Mark and the Passport link on its corporate website and on the websites of in-scope brands;
- notify its agencies, retailers and other third-party users of the requirements of this document, where applicable;
- consider integrating the Mark into long-lead production planning (such as packaging) within the period before the next certification cycle expires.

12.3 Surveillance and the certification cycle

Use of the Mark continues throughout surveillance, provided no event under Clause 12.5 or 12.6 occurs. Where surveillance gives rise to a major non-conformity that is not closed within the timeframe set by the certification body, the certification may be suspended in accordance with PL-BM-SCH-001 Clause 8.11.

12.4 Recertification window

The certified organisation should plan production cycles, paid media buys and major campaigns with regard to the recertification calendar. In the final 6 months of the certification cycle, certified organisations should consider the recertification timetable when commissioning long-lead Butterfly Mark-bearing materials and manage production volumes accordingly. Where the conditions in PL-BM-SCH-001 Clause 8.9.3 are met, the scheme owner may confirm in writing that use of the Butterfly Mark and Digital Butterfly Passport may continue for up to 90 days after the previous certification expires while the recertification decision is pending.

12.5 Suspension

On notice of suspension by the certification body, and for the duration of the suspension, the certified organisation:

- shall cease all new use of the Butterfly Mark, including any new digital, print, packaging or paid media use;
- shall notify its agencies, retailers and other third-party users of the suspension within 14 calendar days;
- shall remove the Mark from its corporate website and the websites of in-scope brands within 30 calendar days, save for an unobtrusive notice to the effect that the certification is currently under review;
- shall not make any new public statement to the effect that the organisation is Butterfly Mark certified;
- may continue to display the Mark on existing physical materials (such as packaging in production or in distribution) on the basis that the certification is reinstated, subject to the suspension being lifted within the timeframe set by the certification body.

12.6 Withdrawal, expiry or reduction of scope

On withdrawal of certification, expiry of certification without recertification, or reduction of the scope of certification, the certified organisation shall cease all use of the Butterfly Mark and the Digital Butterfly Passport for the affected entity, brand or business unit, subject to the grace periods in Clause 12.7.

12.7 Grace periods on cessation of use

The following grace periods apply on suspension, withdrawal, expiry, non-renewal or termination, unless the certification body and the scheme owner notify shorter periods in writing:

Material category	Grace period
Digital media (websites, apps, e-commerce, social media)	30 calendar days from notification.
Email signatures, internal documents, decks	30 calendar days from notification.
Paid media (search, display, social, programmatic)	Cease bookings on notification; existing live placements to be removed within 14 calendar days.
Printed marketing collateral	90 calendar days from notification; existing stock may not be re-distributed after that date.
Packaging – newly printed	No new printing after the date of notification.
Packaging – existing finished stock	Sell-through until exhausted, subject to a maximum of 12 months unless extended by the scheme owner.
Digital Butterfly Passport links and QR codes	Removed or redirected within 30 calendar days; physical QR codes on stock-in-distribution may follow the packaging timetable above.

The certified organisation shall provide written confirmation to the certification body, within 30 calendar days of the end of each grace period, that the corresponding cessation has been completed.

13. Approval workflow for sensitive mark uses

13.1 Uses requiring scheme owner pre-approval

In addition to any other approval that may be required by this document, the following sensitive mark uses shall be submitted to the scheme owner for pre-approval before first publication:

- any claim requiring prior approval under Clause 10.2;
- any packaging redesign affecting major SKUs;
- any use of the Mark in paid search or online advertising (Clause 9.8);
- any co-branded use where one or more of the named parties is not itself a certified organisation (Clause 9.9);
- any reduction below the minimum size of Clause 7.3 or the clear space of Clause 7.4;
- any animation of the Mark beyond static reproduction;
- any use that the certified organisation, in good faith, considers to fall outside the routine permitted uses of Clause 9.

13.2 Submission requirements

A request for pre-approval shall be submitted using the template at Annex E, and shall include:

- a description of the proposed use (channel, format, market, date range);
- a copy of the proposed creative or copy, in final or near-final form;
- a statement of the intended claim, where any claim is made;
- supporting evidence for any quantitative or comparative claim (in line with Clause 5.1);
- the name and contact details of the responsible person within the certified organisation.

13.3 Service standard

The scheme owner shall acknowledge a complete request within 5 business days and respond within 14 calendar days of receipt, in accordance with PL-BM-SCH-001 Clause 8.12.5. Where information needed to assess the request is missing, the 14-calendar-day period begins when that information is received.

14. Monitoring, misuse and enforcement

14.1 Monitoring by the certification body

The certification body shall monitor the use of the Butterfly Mark and the Digital Butterfly Passport by its certified organisations in accordance with PL-BM-SCH-001 Clause 8.12.4. Monitoring shall include, at minimum, a periodic review of the certified organisation's public touchpoints (website, social media, recent campaigns, packaging samples) at each surveillance and recertification cycle.

14.2 Monitoring by the scheme owner

The scheme owner, as the legal owner of the Butterfly Mark trademark, conducts independent monitoring of public uses of the Mark for the purpose of protecting the trademark and ensuring consistency with this document. Where the scheme owner identifies a potential misuse, it shall notify the relevant certification body, which shall investigate and take enforcement action under Clause 14.4.

14.3 Reporting suspected misuse

Any person may report suspected misuse of the Butterfly Mark or the Digital Butterfly Passport to the scheme owner at hello@positiveluxury.com. The scheme owner shall acknowledge a report within 5 business days, shall investigate, and shall notify the reporter of the outcome where the report was made by an identifiable person.

Certified organisations shall report to the scheme owner and their certification body any **material or repeated misuse** of the Butterfly Mark or the Digital Butterfly Passport that could mislead consumers, misrepresent the scope or status of certification, or materially affect the integrity of the certification scheme.

Where the suspected misuse is by a third party acting on behalf of, or in connection with, the certified organisation, the certified organisation should take reasonable steps to correct the misuse promptly and, where the misuse is material or repeated, report it to the certification body.

14.4 Consequences of misuse

Misuse may give rise, in accordance with the Scheme Document and the certification agreement, to one or more of the following consequences:

- a corrective action requirement, with a defined timeframe;
- classification as a major or minor non-conformity under PL-BM-SCH-001 Clause 8.10;
- suspension of certification under PL-BM-SCH-001 Clause 8.11.1;
- withdrawal of certification under PL-BM-SCH-001 Clause 8.11.3;
- notification by the scheme owner to the relevant accreditation body or regulatory authority, where the misuse engages applicable law;
- trademark enforcement action by the scheme owner, in its capacity as proprietor of the Butterfly Mark.

15. Records to be retained

15.1 Records to be retained

The certified organisation shall retain appropriate records relating to its use of the Butterfly Mark and the Digital Butterfly Passport, including, where applicable:

1. records of any use requiring formal internal or scheme-owner approval;
2. scheme-owner pre-approvals issued under Clause 13;
3. substantiation evidence for material environmental, social or governance claims made in conjunction with the Mark;
4. records relating to any material or repeated misuse reported under Clause 14.3, and the action taken to correct it;
5. any other records specifically required under PL-BM-SCH-001.

Routine uses of the Butterfly Mark that comply with this document and do not require formal approval do not need to be individually recorded or archived for the purposes of this Clause.

15.2 Retention period

Records required under Clause 15.1 shall be retained for 3 years from the date of the relevant use, approval or record, unless a longer period is required by applicable law.

15.3 Availability of records

Records required under this Clause shall be made available to the certification body or scheme owner on reasonable request where necessary to verify compliance with this document or investigate suspected misuse.

Annex A – Certification attribution and consumer information

The following formats provide approved ways to identify and explain Butterfly Mark Certification. Select the format appropriate to the channel and space available. In consumer-facing communications, the consumer must always have a clear route to further information about the certification, normally through the Digital Butterfly Passport or a URL.

A.1 Standard attribution

“[Brand] is Butterfly Mark Certified, meeting Positive Luxury's sustainability requirements across Environment, Social and Governance. Certification is independently assessed and renewed every three years. Explore our certification at [URL].”

A.2 Short-form attribution

“Butterfly Mark certified – independently assessed against Positive Luxury’s sustainability requirements. Explore at [URL].”

A.3 Space-saving or constrained use (packaging, labels, POS)

Butterfly Mark Certified
positiveluxury.com or positiveluxury.com/[brand]

or

Butterfly Mark Certified + QR code

A.4 Trademark ownership

No additional trademark wording is required for routine use of the Butterfly Mark. Where an ownership notice is appropriate, the following wording may be used:

“The Butterfly Mark is a trademark of Positive Luxury Ltd.”

Annex B – Pre-publication checklist

This checklist should be used by certified organisations as part of their internal review process before first publication of materials displaying the Butterfly Mark or Digital Butterfly Passport, and shall be completed for any use requiring scheme-owner pre-approval under Clause 13.

☐	Level	Check	Reference
☐	[M]	Certification is current at the date of publication.	Clauses 5.4, 12
☐	[M]	The brand or entity displayed alongside the Mark is within the scope of certification.	Clauses 5.3, 6.2
☐	[M]	The Mark is reproduced from an approved artwork file, in an approved variant, and in approved colour.	Clauses 7.1, 7.2
☐	[M]	Minimum size and clear space requirements are met.	Clauses 7.3, 7.4
☐	[M]	No prohibited modifications (rotation, distortion, recolour, embedding into another logo, etc.).	Clause 7.5
☐	[M]	Consumers have a clear and accessible route to information about the certification, through the Digital Passport, certification brand page or appropriate landing page required by Clause 8.	Clause 8, Annex A
☐	[M]	Any Digital Butterfly Passport link or QR code is included and tested.	Clause 11.4
☐	[M]	Any claim made in conjunction with the Mark is substantiated and uses approved language.	Clauses 5.1, 10
☐	[M]	Pre-approval received for any sensitive mark use, where required.	Clauses 13.1, 13.2
☐	[M]	For EU-facing communications, consumers can access the certification information required by Clause 8.2	Clauses 8.2, 10.4
☐	[M]	Approval trail recorded and archived.	Clause 15
☐	[R]	Internal sustainability and brand sign-off obtained before scheme-owner submission.	Annex G.8
☐	[R]	Substantiation evidence indexed before campaign goes live.	Annex G.5

All [M] items are minimum compliance and shall be met. Any unchecked [M] item means the use does not meet minimum compliance and shall not proceed without remediation. [R] items are recommended; failure to meet them is not, on its own, misuse, but may be raised at surveillance.

Annex C – Approved and prohibited claim language

This annex provides illustrative examples of claim language. The list is not exhaustive; the binding rules are set out in Clause 10.

Approved (Clause 10.1)	Prohibited (Clause 10.3)
[Brand] is Butterfly Mark certified.	[Brand] is the most sustainable luxury brand. (Superlative, unverifiable.)
Independent ESG certification under the Positive Luxury Butterfly Mark scheme.	[Brand] is fully sustainable / 100% sustainable. (Absolute claim.)
Verified ESG performance across Positive Luxury's Environmental, Social and Governance requirements.	[Brand] is climate-neutral / planet-positive – only if separately verified, and never implied by the Butterfly Mark alone.
Find out more about our certification at [URL].	Endorsed by Positive Luxury. (The certification is not an endorsement of products or campaigns.)
Made by a Butterfly Mark certified company.	This product is Butterfly Mark certified. (The Butterfly Mark certifies the organisation or in-scope brand, not individual products.)
Explore the evidence behind our Butterfly Mark certification at [URL].	[Brand] scored X/100 in its ESG+ assessment. (Score disclosure is prohibited under Clause 10.3.)

Annex D – Channel specification matrix

This annex consolidates the channel-specific rules from Clause 9 in tabular form, for reference. It does not replace the substantive requirements of Clause 9.

Channel	Permitted	Prohibited	Pre-approval
Corporate / brand websites	Homepage, About, Sustainability, footer; PDP for in-scope products.	Out-of-scope brand sites; favicon for out-of-scope content.	Not required for routine use.
Packaging and POS	Primary, secondary, tertiary packaging; in-store signage of in-scope brands.	Out-of-scope products; multi-brand POS where any brand is not certified.	Required for packaging redesigns affecting major SKUs.
E-commerce / PDP	PDP of in-scope brands; tooltip / hyperlink to the Passport.	Multi-brand category pages and recommendation modules.	Not required for routine use.
Social – organic	In-scope brand accounts: posts, profile, story highlights, bio.	Out-of-scope accounts; influencer-led content not bound to this document.	Required for influencer-led content where influencer is paid/contracted.
Social – paid	None without pre-approval.	All uses without pre-approval.	Always required.
Email / CRM	Marketing / transactional emails; signatures of in-scope staff.	Co-branded emails with non-certified parties.	Not required for routine use.
PR / press	Press releases, kits, journalist briefings.	Direction to journalists to use the Mark inconsistently with this document.	Not required for routine use.
Corporate / sustainability report	Annual and sustainability reports; factual statement of certification status.	Investor-facing materials; ESG data books; implying financial-instrument certification; disclosure of numerical scores; quantitative claims beyond scope.	Not permitted; investor-facing use is prohibited under Clause 9.7.
Paid search / display	None without pre-approval.	Keyword bidding on the Mark or scheme owner; display creative.	Always required; specific to campaign, market, dates.

Channel	Permitted	Prohibited	Pre-approval
Co-branded materials	Where each named party is itself certified.	Where any named party is not certified.	Always required where any party is not certified.

Annex E – Approval request template

This template is provided to certified organisations for use in submitting requests for pre-approval under Clause 13.2. The template shall be used. Additional information may be provided, but no field below may be omitted.

Certified organisation	<i>[Legal name]</i>
Brands within scope concerned	<i>[Brand names]</i>
Responsible person	<i>[Name, title, email, phone]</i>
Date of submission	<i>[YYYY-MM-DD]</i>
Type of mark use (Clause 13.1)	<i>[Butterfly Mark-linked quantitative or comparative claim / separately regulated or certified claim / paid media / co-branded / size or clear-space exception / animation / other]</i>
Channel and format	<i>[E.g., national press campaign, packaging redesign, paid social campaign – include format details]</i>
Market and language(s)	<i>[Geographic markets and languages]</i>
Date range of intended use	<i>[Start – end]</i>
Description of the proposed use	<i>[Plain-language description]</i>
Proposed claim language (verbatim)	<i>[Exact wording, including any headline, body, legal line]</i>
Substantiation evidence	<i>[Summary of evidence supporting any quantitative or comparative claim; references attached]</i>
Creative attached	<i>[List of attached files]</i>
Internal approvals already obtained	<i>[Sustainability / Brand / Legal / Marketing Director – name, date]</i>

Annex F – Cross-reference to PL-BM-SCH-001

This annex shows how the clauses of this document relate to the corresponding clauses of the Scheme Document, PL-BM-SCH-001. The cross-reference is provided for navigation only; the binding source for each requirement is the document in which the requirement is stated.

This document	PL-BM-SCH-001	Notes
Clause 6 (Right of use and licence)	Clause 8.12.1	Detailed grant, scope and term of the licence.
Clause 9 (Permitted and prohibited uses)	Clauses 8.12.2, 8.12.3	Channel-by-channel detail of the permitted/prohibited uses headlined in the Scheme Document.
Clause 10 (Claims)	Clause 8.12.5	Claim language and approval triggers expanded.
Clause 12 (Lifecycle and grace periods)	Clauses 8.9, 8.11	Detailed mark-use behaviour at each stage of the cycle, including grace periods on cessation.
Clause 13 (Approval workflow)	Clause 8.12.5	Submission and service-standard detail.
Clause 14 (Monitoring and enforcement)	Clause 8.12.4	Operational detail for monitoring by certification body and scheme owner; consequences cross-referenced to Clause 8.10/8.11.
Clause 15 (Records)	Clause 8.14	Mark-use records retained by certified organisations for three years; Scheme Clause 8.14's six-year period applies to certification-body records.

Annex G – Minimum compliance matrix

This annex consolidates the requirements of this document into a single matrix, classified by compliance level. The matrix is the operational baseline for the certified organisation: the [M] (Minimum compliance) column states what shall be true of every use of the Mark or the Passport. The [R] (Recommended) column states the credible standard that the scheme owner expects of certified organisations. The [B] (Best practice) column identifies exemplary practice.

The matrix does not create new requirements. It is a structured restatement of the binding text of this document, of PL-BM-SCH-001, and of the ECGT Directive. Where the matrix differs from the binding text, the binding text prevails.

G.1 Visual integrity (Clauses 5.5, 7)

[M] Minimum compliance	[R] Recommended	[B] Best practice
Mark reproduced from an approved artwork file. Approved variant only. No prohibited modification (Clause 7.5). Minimum size and clear space met (Clauses 7.3, 7.4).	Mark reproduced at 1.5x the minimum size where the medium permits, to optimise legibility.	Pre-tested reproduction on each new packaging substrate to validate colour fidelity. [B]

G.2 Scope-fidelity (Clauses 5.3, 6.2)

[M] Minimum compliance	[R] Recommended	[B] Best practice
Mark used only in connection with entities, brands and operations within the scope of certification, as recorded on the certificate.	In-scope brand list maintained internally and reviewed quarterly against the certificate.	Single source of truth for in-scope brand list integrated with the DAM and approval tooling. [B]

G.3 Currency of certification (Clauses 5.4, 12)

[M] Minimum compliance	[R] Recommended	[B] Best practice
No use of the Mark outside the period of currency. Cessation triggered on suspension, withdrawal, expiry or non-renewal, within the grace periods of Clause 12.7.	The recertification timetable is considered when commissioning long-lead Mark-bearing materials, and production volumes are managed accordingly.	Automated alerts at 12, 6 and 3 months before expiry; pre-staged takedown plan ready before each cycle end. [B]

G.4 Certification information and attribution (Clause 8)

[M] Minimum compliance	[R] Recommended	[B] Best practice
Consumers have a clear and accessible route to information about the certification, in accordance with Clause 8. For EU-facing communications, the required certification	Use the Digital Butterfly Passport or approved certification page as the primary route to further information. Where accompanying attribution is	Integrate certification information naturally into the consumer journey, using a clear hyperlink, QR code or other appropriate digital

[M] Minimum compliance	[R] Recommended	[B] Best practice
information is accessible to consumers.	appropriate, use the approved wording in Annex A.	touchpoint to make further information easy to access.

G.5 Claims and approved language (Clause 10)

[M] Minimum compliance	[R] Recommended	[B] Best practice
No prohibited claim (Clause 10.3). Pre-approval obtained for any claim listed in Clause 10.2 before first publication. ECGT-compliant language for EU-facing communications (Clause 10.4).	Claim language drawn from the approved list (Clause 10.1) in preference to bespoke wording. Substantiation evidence prepared and indexed before the campaign goes live, even where pre-approval is not required.	Internal claims-substantiation register linking each claim to evidence and review date. [B]

G.6 Digital Butterfly Passport (Clause 11)

[M] Minimum compliance	[R] Recommended	[B] Best practice
Where the Digital Butterfly Passport is used, it resolves directly to the scheme-owner-hosted Passport, meets applicable accessibility requirements and is kept current. Material changes are notified within 30 days.	QR codes and links are tested when first implemented, following a material change to the relevant touchpoint, and periodically thereafter.	Continuous link monitoring with automated alerting on broken or redirected QR codes / URLs. [B]

G.7 Channels (Clause 9)

[M] Minimum compliance	[R] Recommended	[B] Best practice
No paid search keyword bidding on the Mark or scheme-owner names without pre-approval. No paid social or display use without pre-approval. No co-branded use with non-certified parties without pre-approval.	Channel ownership clearly assigned; each channel owner trained on this document and confirmed annually.	Channel matrix (Annex D) reviewed semi-annually with media agencies and updated for new channels. [B]

G.8 Approval workflow (Clause 13)

[M] Minimum compliance	[R] Recommended	[B] Best practice
Pre-approval obtained from the scheme owner before first publication of any sensitive mark use (Clause 13.1). Approval submission complete	Internal sustainability / brand / legal sign-off obtained before submission to the scheme owner, to reduce iteration cycles.	Single workflow tool for internal sign-off, scheme-owner submission and final approval, with audit trail. [B]

[M] Minimum compliance	[R] Recommended	[B] Best practice
(Clause 13.2). Outcome recorded.		

G.9 Records (Clause 15)

[M] Minimum compliance	[R] Recommended	[B] Best practice
Records required under Clause 15 are retained for three years and made available on reasonable request.	Centralised in a single DAM or compliance system, indexed by use and by approval reference.	Records auto-tagged at point of approval; quarterly reconciliation against live touchpoints. [B]

G.10 ECGT Directive – minimum baseline for EU-facing communications

Where any use of the Mark is directed at consumers in the European Union, the following ECGT-derived minimum applies in addition to the items above. The certified organisation shall ensure that, at the point of the consumer's exposure to the Mark, each of the following is met:

#	ECGT minimum item
1	The Mark is identifiable to the consumer as a third-party certification, not a self-declaration of the certified organisation.
2	The consumer can access information sufficient to understand the criteria, scope, verification process and certifier of the Mark – typically through the Digital Butterfly Passport.
3	Any sustainability claim made in conjunction with the Mark is specific (not vague), substantiated (supported by verifiable evidence) and verifiable (capable of being checked by the consumer or a regulator).
4	No generic environmental claim (e.g., "eco", "green", "climate-friendly") is made without specifying the underlying environmental performance.
5	No claim of carbon neutrality, climate neutrality or equivalent is made on the basis of carbon offsetting alone.
6	The certifying body (the certification body operating the Butterfly Mark scheme) is a third party, distinct from the scheme owner and from the certified organisation, in accordance with PL-BM-SCH-001 Clause 5.1.

Where any of these items cannot be met for a specific use, that use shall not proceed in the EU market without prior written approval of the scheme owner under Clause 13.

G.11 Consolidated minimum-compliance test

As a practical check, a compliant use should satisfy each applicable item below.

✓	Test
☐	The certification is current (G.3).
☐	The use is within the scope of certification (G.2).

✓	Test
☐	The Mark is reproduced from an approved artwork file with no prohibited modification, at minimum size and clear space (G.1).
☐	Consumers have a clear and accessible route to information about the certification, as required by Clause 8 (G.4).
☐	Any claim made in conjunction with the Butterfly Mark complies with Clause 10, including any applicable substantiation or pre-approval requirements.
☐	The Digital Butterfly Passport is accessible to the consumer (G.6).
☐	The channel-specific rules of Clause 9 are met, and any required pre-approval is in place (G.7, G.8).
☐	For EU-facing uses, the six ECGT items at G.10 are met.
☐	Records are created and retained as required by Clause 15 (G.9).

If any one item is unchecked, the use does not meet minimum compliance and shall not proceed without remediation or pre-approval.

End of document

This is the end of the Butterfly Mark Use Policy (Use of the Butterfly Mark and the Digital Butterfly Passport), version 1.0.

For questions about this document, contact the scheme owner:

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