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EU Environmental Technology Verification Pilot Programme Guidance Documents

Use of the ETV logo and post-verification requirements when marketing a technology verified through the ETV scheme

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Ana Barbosa Lanham (JRC), Ronald Piers de Raveschoot (JRC), Pierre Henry (DG ENV), Jean-Pierre Schosger (JRC)

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European Commission

Joint Research Centre

Institute for Energy and Transport

Contact information

SCHOSGER Jean-Pierre

Address: Joint Research Centre, Institute for Energy and Transport, Westerduinweg 3, NL-1755 LE Petten, Netherlands

E-mail: Jean-Pierre.SCHOSGER@ec.europa.eu

Tel.: +31 22456-5209

<http://iet.jrc.ec.europa.eu/etv/>

<http://www.jrc.ec.europa.eu/ETV/>

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Abstract

Environmental Technology Verification (ETV) is a new tool enabling the verification of the performance claims put forward by developers of innovative environmental technologies. The Programme is set up foreseeing the existence of Technical Working Groups (TWGs), one for each technology area active under the Pilot Programme. These are chaired by the JRC and composed by Commission Invited Experts and by Experts representing the Verification Bodies with the overall aim to harmonise and exchange good practices among member states.

ETV has a logo inherited from previous ETV FP7 projects, but it is not an official logo of the European Commission. ETV is not a certification nor a labialisation scheme. Therefore the logo should be used in well-defined conditions, specifying clearly what has been verified. This document defines and clarifies all elements relative to the logo and its use: design specifications, uses of the logo under different marketing circumstances and communication purposes.

This document, adopted on the date by the TWGs on 08/04/2015, is a guidance document, with the meaning given in the General Verification Protocol of the EU ETV pilot programme (version 1.1), Section A.II.4.3. It has been produced by the ETV Technical Working Groups, chaired by the JRC, under the auspices of DG Environment. This document is also deliverable 2.1.6.4 under the Administrative Arrangement 070307/2011/630755/F4 between DG ENV and JRC (ref JRC No. 32937), "Scientific and technical support for the implementation of the EU Environmental Technology Verification (ETV) pilot programme" as modified by amendment 1 signed 16/06/2014.

HISTORY OF THIS DOCUMENT

V.1.0 published in December 2015, based on V.0.2 adopted during the plenary session of the Technical Group Meeting of 08 April 2015, complemented by the technical design specifications of the logo and minor changes, submitted and approved via the ETV platform in November-December 2015.

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This document is a guidance document, with the meaning given in the General Verification Protocol of the EU ETV pilot programme (version 1.1), Section A.II.4.3. It has been produced by the EU ETV Technical Working Groups, chaired by the JRC, under the auspices of DG Environment.

We thank the members of the EU ETV Technical Working Groups for their contributions to this document. The members of the ETV Technical Working Groups at the time of elaborating and approving the document were:

Verification Bodies experts:

Katherine ADAMS, Kevin ADAMS, Felice ALFIERI, Stéphanie ARIGONI, Mona ARNOLD, Sandrine AUSSET, Marieke BECKMANN, Thomas BRUUN, Leo CARSWELL, Dominique CHARPENTIER, Tom DOYLE, Trine ERDAL, Alessandro FICARAZZO, Thorkild FRANDSEN, Piero FRANZ, Peter FRITZEL, Nathalie GUIGUES, Paul HAYES, Gerald HEINICKE, John HOLDEN, Matti LANU, Bartosz MALOWANIEC, Sabrina MELANDRI, Claire MICHAUD, Paul MILLER, Evzen ONDRACEK, Maria PAJZDERSKA, Piotr PAJZDERSKI, Liz PALFREY, Emmanuel RÉBUFFAT, Laura SEVERINO, Nicola SMITH, Jiri STUDENT, Mich SWAINSON , Jane TURRELL, Rita VALOROSO, Jacques VILLENEUVE, Dave WAKEFIELD, Ian WALKER, Agnieszka WAWRZYNIAK, Pawel WOWKONOWICZ, Jacques BUREAU.

Commission Invited Experts:

Mika AALTO, Florent BOURGEOIS, Alessandra CAVALLETTI, Maurizio CORONIDI, Colin CUNNINGHAM, Roberto FARINA, Jeffrey FARROW, Uwe FORTKAMP, Damien GAROT, Richard GOULD, Kari HEISKANEN, Frantisek KASTANEK, Tiina LEIVISKÄ, Olivier LORAIN, Jacques MEHU, Jacob MØLLER, Paul OCKIER, Elżbieta RUBEL, Sebastian R. SØRENSEN, Jan SUSCHKA, Elżbieta UZUNOW, Krzysztof WARMUZINSKI, Robert ÜVEG

European Commission:

Pierre HENRY, Ana BARBOSA LANHAM, Ronald PIERS DE RAVESCHOOT, Jean-Pierre SCHOSGER, Jiannis KOUGOULIS

1. CONTEXT

1.1. THE EU ETV PILOT PROGRAMME

Environmental Technology Verification (ETV) is a new tool to help innovative environmental technologies reach the market. It consists of the validation of the performance claims put forward by technology manufacturers, on a voluntary basis, by qualified third parties. This should help manufacturers prove the reliability of their claims, and help technology purchasers identify innovations that suit their needs. As a result, technological lock-in is overcome while more effective and cheaper environmental protection measures can emerge.

The EU ETV pilot programme, run by the European Commission on an experimental basis, is implemented by Verification Bodies (VBs) specifically accredited for ETV. The technical reference defining ETV procedures and requirements is the General Verification Protocol (GVP). It ensures that all verifications made in Europe follow the same process and have the same value. VBs are coordinated by thematic Technical Working Groups, at European level, providing guidance on the implementation of ETV and ensuring the adequate harmonisation of practices.

1.2. PURPOSE AND SCOPE OF A GUIDANCE DOCUMENT ON POST-VERIFICATION REQUIREMENTS

The ETV programme is designed to offer third-party verification to technologies that, due to their innovative characteristics, do not fit into the existing certification or labelling schemes. It is important to note that ETV offers a verification procedure that is tailored to each technology and hence there are no minimum or pre-existing criteria on what concerns the technology's performance other than some eligibility criteria. These were designed to focus the scheme on the appropriate technologies. This means technologies with verifiable claims that are ready-to market, that focus on user needs, that fulfil already existing regulations, that offer some innovative features and that have an environmental added-value. For this reason it is crucial to understand that the value of ETV lies with the documentation produced in the course of the verification, in the form of a Verification Statement and Verification Report that specify the scope of verification, the parameters considered, the method used, the conditions of testing, and the performance that was documented and verified. The value of ETV does not lie within a stamp or a label: being "ETV verified" has no meaning without the clear mention to what has actually been verified, in which circumstances, and what were the results of this verification.

The ETV logo was inherited from previous ETV precursor FP7 projects called PROMOTE, AIRTV and AdvanceETV. Although it is not an official logo of the European Commission, it remains the logo to be used on the documents issued by VBs during their verification activities, as specified in the GVP. Although the ETV logo has no meaning on its own, it is understandable that companies that are undergoing an ETV should want to publicise the results of the verification by displaying the ETV logo in their marketing materials or by mentioning that the technology is “ETV verified”. However, the GVP states clearly that the Statement of Verification should be the main document used for marketing and communication purposes and proposes the appropriate short phrasing for referring to it.

This document defines and clarifies all elements relative to the logo and its use. It defines the design specifications, it discusses the uses of the logo under different marketing circumstances and communication purposes and it proposes the practical implementation of what is specified in the GVP in terms of how to use the ETV logo and any reference to the verification. It should be considered as a guidance document, with the meaning given in the General Verification Protocol of the EU ETV pilot programme (version 1.1), Section A.II.4.3.

2. LOGO DESIGN SPECIFICATIONS

The ETV logo is the following:



Figure 1: ETV logo

The logo is available in formats pdf, ai, eps and can be requested to the Commission by email to env-etv@ec.europa.eu for use in the conditions provided in this guidance document.

The minimum recommended size for the ETV logo is 15 mm for the smaller side (height) of the rectangle above. On Statements of Verification and other documents where the ETV logo is associated with the logo of a Verification

Body, the size of the ETV logo should be the same or larger as that of the Verification Body.

The logo shall not be altered in any way and this includes:

- Distorting or rotating
- Altering colours or fonts
- Cropping, disassembling, separating components
- Addition of other elements, graphics or text

The colour codes to be used are the following:

Green: C=79; M=10; Y=93; K=0

Blue: C=100; M=80; Y=0; K=0

Yellow: C=0; M=0; Y=100; K=0

3. GENERAL GUIDELINES FOR THE USE OF THE ETV LOGO

- The ETV logo must never be used in a way that claims, suggests or implies any type of endorsement, approval or guarantee from the European Commission or the corresponding Verification Body to the technology or the related company.
- The ETV name and logo may not be used as part of a company name, product name, service name, domain name or website title – with the exception of accredited ETV Verification Bodies using them in the context of their ETV activities.
- The ETV logo should be reproduced according to the specifications in section 2.
- The ETV name and logo may not be used or associated with a company or technology that has not obtained an ETV verification.

4. MARKETING AN ETV VERIFICATION

4.1. USING THE ETV LOGO IN PROMOTIONAL OR MARKETING MATERIALS

If a company has successfully verified a technology under ETV, it will receive a Statement of Verification that contains the ETV logo. In order to advertise the verification the company should respect the following guidelines:

- The ETV name or logo must never be used in a way that claims, suggests or implies any type of endorsement, approval or guarantee from the European Commission or the corresponding Verification Body to the technology or the related company.

- The ETV name and logo should not be used by technologies that have not been verified. In the case of technologies undergoing a verification, a mention to the ETV programme without the use of the logo could be made, with the agreement of the VB. However, it must be clearly stated that it's an ongoing verification and that the outcome of the verification cannot be guaranteed.
- The ETV name or logo has no meaning on its own and must not be used on any products or marketing materials (printed or web) without the specific reference to the Statement of Verification. The ETV name or logo associated to the reference of the Statement of Verification becomes an **extended logo** that should be discussed with the VB at the end of the verification.
- The reference to the Statement must be formulated as follows (GVP B.VIII.1): "The XX technology was verified in the framework of the EU Environmental Technology Verification (ETV) pilot programme for the application AA (including purpose and matrix) by BB Verification Body on DD.MM.YYYY. The Statement of Verification has been registered under number NN and is accessible at the following address: <http://iet.jrc.ec.europa.eu/etv/>".

The drafting of the extended logo should follow the guidelines below:

- Although the GVP only foresees including the application of the technology, the verified performance should also be mentioned.
- The phrasing of the purpose, matrix and verified performance should be agreed with the VB, so as to reflect in the best way possible a summary of the verification results.
- It should be clear that the content of the extended logo is only a synthetic description of the verification and does not replace the need to consult the actual verification documents, in particular the Verification Statement.
- The extended logo must then be formulated in a way that unambiguously represents what has been verified and must always refer to the Statement for the complete verification results. For example, special attention should be given in cases where the verification only covers very specific operational conditions, when there are environmental parameters that, although not central to claim, could have a significant impact on the value of the technology, when the performance parameters have a significant level of uncertainty attached to them etc. As example:

- A waste recycling technology. The equipment is supposed to be used outdoors and the temperature has a significant impact on the performance. Although the equipment can function in the range of 5 to 35°C, the proposer was targeting a market with warm climate countries and the verification was only carried out in the range of 25 to 35°C. In this situation, the operational parameter “temperature” must be mentioned. Not mentioning it could suggest that the verified performance was obtained for the whole temperature range of the equipment. If on the contrary, the verified claim was validated for all of the equipment’s operational temperature range, then the temperature could be excluded in the extended logo.
- Uncertainty (e.g. confidence interval and confidence level) should always be indicated, unless inappropriate. Single measured values may be provided only if this is also the case in the Statement of Verification, which is the case where there is no other option possible or justified.
- The precise model for which the performance has been verified must be specified, and which version of the technology (where applicable).
-

Error! Reference source not found. presents the layout of how the ETV logo and the reference to the Statement of Verification can be represented together to form an 'Extended ETV logo'. The wording of each element in this extended logo has to be respected. However, its placement and its formatting (font, font size, font colour, border etc., excluding the formatting of the logo) can be adapted to the situation and the general layout of the marketing materials.



Figure 3

Figure 3: Example of an extended logo for a fictional product

The use of the extended logo on promotional or marketing materials should follow the guidelines below:

- The extended logo can only be used once the verification has been completed and published on the European Commission's central registry of Statements of Verification
- The ETV name and extended logo can only be used alongside technologies (and models) that have been verified under the ETV scheme. In the case of a verified technology, the ETV name and logo can only be used alongside statements on the performance that was

effectively verified under ETV. If this is not possible, it must be clearly shown which are the performance claims verified under ETV and which are not.

- The ETV name and logo must be adjacent to the mention of the technology and model verified so that the reader understands exactly which product the extended logo is referring to. In case there is more than one model for the same technology and not all have been verified, then it must be clear to which models the mention to ETV and extended logo is referring to.
- If the name or extended logo are used in electronic media, digital documents or web content, they should be hyperlinked to the ETV website – <http://iet.jrc.ec.europa.eu/etv>.


4.2. USING THE ETV LOGO OR REFERENCE IN TECHNICAL DOCUMENTATION

In principle, a proposer should/could use the Statement of Verification as part of their technical documentation. However, the reference to the Statement of verification with or without the ETV logo could also be useful in the context of a product specifications and technical data sheet. It is important to stress that the product specifications sheet must not replace, rephrase or reorganize the content of the Statement of Verification.

In this case, the mention to ETV or the use of the logo could be added next to the parameters that have been verified under ETV, only if:

- The extended logo with the entire reference to the Statement can be explicitly presented, in full, on the same page as the presentation of the technical specifications.
- The verified performance parameter is indicated with the relevant operational and/or environmental parameters.
- The mention to ETV reflects unambiguously the results of the verification and does not lead to obvious misunderstandings on the scope of the verification and on the performance of the technology. The proposer should confirm this with the VB before including any reference to ETV on its technology's specifications sheet.
- The mention to ETV, with or without the ETV logo, can be made by referring that a certain performance parameter "has been verified in the framework of the EU Environmental Technology Verification (ETV) Pilot Programme as described in the Statement of Verification number NN". A

cross-reference must be established to the extended logo visible on the same page. An example is presented in Figure 4 .

| Technical sheet of XXX product | | | | | |
|--------------------------------|----------------|----------|--------------|---------------|--|
| Property | Test condition | Unit | Standard | Typical Value | |
| Tensile modulus | 1 mm/min | MPa | ISO 527-1;-2 | 2700 | |
| Vicat softening temperature | 50N;50°C/h | °C | ISO 306 | 95 | |
| | | | | | |
| Biobased content | - | % of 14C | ASTMD 6866 | 40 |  <i>verified in the framework of the EU Environmental Technology Verification (ETV) pilot programme*</i> |

At the end of the technical sheet, the proposer must indicate the following reference:



*The XXX product was verified in the framework of the EU Environmental Technology Verification (ETV) pilot programme by **BB** Verification Body on **DD.MM.YYYY** for the following :

- Biobased content in the final product of 40%
- Recycled content of 20%

The Statement of Verification has been registered under number **NN** and is accessible at the following address: <http://iet.irc.ec.europa.eu/etv/>.

Figure 4: Example of a product specifications sheet where some parameters have been verified under ETV

5. COMMUNICATING ABOUT ETV

The name and logo of ETV can be used without restrictions when reporting on the ETV Programme as a whole, i.e., when it is not about the verified performance of a specific technology. Therefore an article in the press, a post in a blog or on a website could use the ETV logo to advertise the programme. However care should be taken when reporting on the verification of a certain technology and especially when publicising its performance. In a press release reporting on such cases, companies, journalists or reporters are not allowed to mention the verification or use the logo of ETV without mentioning the elements included in the extended logo (cf 4.1), such as the application and the verified claim of the performance with an explicit reference to the Statement of Verification document, the VB and the date of verification. If a simple reference to the technology is needed, then the GVP paragraph (B.VIII.1) can be used.

6. MISUSE OF THE ETV NAME AND LOGO

In the case a situation of misuse or abuse of the name or logo of ETV has been detected, this must be corrected. Failure to correct the problems by the company or any of its associates or representatives can lead to the withdrawal of the Statement of Verification. The Statement will then be removed from the registry of Statement of Verifications.

7. CONTACTS, QUESTIONS OR REPORTING ABUSE

For additional information on the use of the name of ETV and its logo, for questions or for reporting abuse of any of the above guidelines, please contact the European Commission's ETV helpdesk at ENV-ETV@ec.europa.eu or any of the concerned Verification Bodies listed on the European Commission's ETV website: <http://iet.jrc.ec.europa.eu/etv>.

8. REFERENCES

- 1) General Verification Protocol v.1.1 (07/07/2014) - http://iet.jrc.ec.europa.eu/etv/sites/etv/files/documents/gvp_en.pdf

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