

Code of Practice

This Code of Practice is designed to help businesses make a choice about whether and how to apply the Green Dot trademark, and to inform best practice to minimise potential consumer confusion.

Introduction

The Green Dot is a registered and protected trademark in the UK but has no other specific meaning for UK consumers.

It is used elsewhere in Europe to enable a packaging producer to demonstrate that they have paid into the recycling and recovery of a proportion of their packaging at the end of its lifetime.

The UK does not operate a national Green Dot recovery system for packaging, but producers are still expected to pay towards the recycling of the packaging they place on the market through other means. As such, the Green Dot should not be associated with recycling by UK consumers and any company found to be making or encouraging such a link will be in breach of their *User Terms* and The Consumer Protection from Unfair Trading Regulations.

Advice to New Users

We suggest that potential new users of a Green Dot licence consider their motivation for wanting to apply the trademark to their packaging.

We would suggest that it should only be for one of the following reasons:

- 🌱 The same packaging is also used for another market elsewhere in Europe where a Green Dot system for recycling **is** in operation and you (or your customer) have paid into that system and would like to apply the mark to demonstrate this.
- 🌱 As a multinational brand owner, it saves expense and administration to have the same packaging design (including labels) applied to all packaging regardless of destination or language.

For information on printing specifications, please see the *Standards of Use Policy*

Advice to Existing Users

All Green Dot users should provide up-to-date information regarding the type of packaging and brands that are to be licenced for use in the UK. This packaging becomes 'Authorised' as referred to under the *User Terms*. It is the licence holder's responsibility to inform us of any changes to their Authorised Packaging i.e. new brand acquisitions or sales.

Users should ensure that the Green Dot trademark is printed in a responsible manner, away from any other claim regarding recycling so as to minimise consumer confusion. We recommend that information regarding their use of symbols is further explained to consumers, for example via a company website.

If you have any further questions, please do not hesitate to contact the team at info@greendot.co.uk

Advice on Promoting a Recycling Message

We seek to encourage packaging producers and brand owners to provide adequate advice to their customers on recycling.

For any producer wishing to promote their environmental credentials, we urge that this is done in an absolutely transparent way, so as to not confuse the consumer. The Green Dot symbol must be separate to this message.

The Green Dot should not be applied to bolster an environmental claim. When looking for a suitable logo to promote environmental credentials there are a variety which can be applied. We attach these in Appendix I. For general recycling encouragement or to make a claim about the recycled content of the packaging, then the most common symbol is the mobius loop.

We always recommend pointing customers to general all-purpose websites on recycling rather than applying symbols to the packaging, such as www.recycle-more.co.uk which also has a comprehensive bank locator function to allow customers to find their nearest recycling facilities for all packaging types.

Proper and Legal Use

The Green Dot Licensing Company takes an active role in finding and contacting companies displaying the mark without a licence or using the Green Dot in a manner not consistent with this Code of Practice.

Misrepresenting the mark as denoting recycling will be considered an infringement of the *User Terms* and could result in your licence being revoked if immediate action is not taken to rectify the situation. For example, placing the Dot directly next to information on recycling or modifying the symbol to include a recycling message or implication will be considered misrepresentation.

Furthermore, deliberately misleading consumers through the application of the Dot as a recycling symbol could result in the consumer making a transactional decision that they would not have otherwise taken. In such a case, Trading Standards can decide to take enforcement action under the new *Consumer Protection from Unfair Trading Regulations 2008*.

Appendix I

Environmental claims should be **truthful, transparent** in meaning and able to be **substantiated** by the company making the claim.

When considering making a claim, be clear about the material of the packaging it refers to and explicit about the meaning of any symbol associated with that claim. Some symbols are listed here:



The Mobius Loop

This symbol infers that the packaging is capable of being recycled. The recycled content of the packaging can also be displayed as a percentage in the centre.



The Green Dot

This symbol has no meaning in the UK and should not be used on packaging in any way that consumers might consider is a recycling message



The Tidyman

This is a straightforward message to the consumer to dispose of this thoughtfully and not to litter. It is the uniform symbol for the 'Keep Britain Tidy' campaign.



Glass Recycling

This symbol enables the consumer to identify the material and they are encouraged to recycle it. There are recycling facilities across the UK for glass.



The Recycle-more logo

This can be used to refer consumers to a general all-purpose website for recycling information.



Aluminum Recycling

This symbol enables the consumer to identify the material and they are encouraged to recycle it. There are recycling facilities across the UK for aluminum.



Plastic Recycling

These symbols marked with a 1-7 can be used to identify the different types of plastic packaging.



Steel Recycling

This symbol identifies the packaging material is steel to encourage consumers to look for recycling facilities.



The Compostable Logo

The symbol signifies that the packaging has been tested, and is suitable for putting into local authority compost collections where they are available.



The Home Compostable Logo

Launched to demonstrate that the packaging can be placed in home composting bins.



The National Association of Paper Merchants mark

This symbol can be given to paper or board made from a minimum of 75% waste paper or board



The European Eco-label

This symbol has been developed by the European Union. The symbol is awarded to products that meet a set of strict environmental and performance criteria which take into account all aspects of a product's life including the packaging.
