

OCEAN BOUND PLASTIC

CERTIFICATION PROGRAM OBP BRAND STANDARD



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Reference Documents

This Standard shall be used together with the following complementary documents:

- OBP-DEF-GUI: OBP Program Definitions & Annexes
- OBP-LOG-GUI: OBP Logo Uses and Claims Guidelines
- OBP-FAQ-GUI: OBP Frequently Asked Questions
- OBP-FEE-CON: OBP Fees Structure
- OBP-REM-GUI: OBP Remote and Supervised/Shadow Audits Guidelines

All documents are available on the “document center” section of the OBP Program website (www.obpcert.org)

Revisions and Updates

This Standard will be revised if required, to incorporate improvements or clarifications that will not change substantially the content of the Standard and its requirements. Further significant revision schedule will be communicated on the OBP Program website. Please send any comment you have regarding the Standard to [contact\(at\)obpcert.org](mailto:contact(at)obpcert.org)

Revision history

Date	Version	Changes
31 st Mar. 2024	V1	Initial Release



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1. INTRODUCTION

The aim of Zero Plastic Oceans is to protect oceans from the continuous leakage of Plastic waste from land-based activity by developing incentives and models that promote the collection of Ocean Bound Plastic¹ (OBP).

The **OBP Certification Program** was designed to encourage the removal of OBP from the environment by adding value in effectively collecting and treating it before it reaches oceans. The scheme is composed of two subprograms; the **OBP Recycling Subprogram**, and the **OBP Neutrality Subprogram**.

When OBP is commercially recyclable², its collection and Recycling can be encouraged by certifying its origin and traceability, giving it a higher market value with the OBP Recycling Subprogram. This chain of custody is certified using the OBP Collection Organization Standard, the OBP Recycling Organization Standard and the OBP Brand Standard depending on which step on the chain an organization is.

When OBP is not commercially recyclable³, its collection and final treatment can be encouraged by certifying the process with the OBP Neutrality Subprogram. In this model, Plastic producers or users can contribute to a better environment by removing a determined volume of plastic waste from nature through the acquisition of OBP Credits. This model is certified using the OBP Neutralization Services Provider Standard and the OBP Plastic Producers & Users Standard.

Organizations may certify themselves for one or both subprograms as they are complementary solutions. Working with both subprograms makes sense in terms of economic efficiency, given all OBP is collected and marketed at once. It also makes sense from the environmental perspective, since it is only by addressing both, Commercially and Non-Commercially Recyclable OBP, that we will be able to make a real impact.

Organizations collecting OBP willing to provide enhanced social benefits to their employees and informal collectors (Independent Collectors), may additionally certify to the Social+ OBP Component.

¹ *Ocean Bound Plastic, is, as defined in OBP-DEF-GUI, Plastic litter that will be carried away to oceans in particular by the effects of currents, winds, river flows or tides.*

² *Commercially recyclable OBP as defined in OBP-DEF-GUI, means that OBP is technically recyclable and that it can be sold locally to recyclers for a price that renders its collection attractive to waste pickers or collection organizations. Currently, especially in countries where OBP is leaking into the oceans, a significant portion of technically recyclable OBP is unfortunately not commercially recyclable.*

³ *Not commercially recyclable OBP as defined in OBP-DEF-GUI, means that OBP cannot be sold for an attractive price but also includes products or packaging which are technically not recyclable (because of the resin used, the mix of different materials or because they are too damaged).*

2. TERMS AND DEFINITIONS

Capital letters are used throughout the document to signal the words that are included in the definitions available in OBP-DEF-GUI. Acronym's significance is also available in the same OBP-DEF-GUI document.

3. SCOPE

This Standard is to be used by Brands (refer to the definition of Brands in the OBP-DEF-GUI document) to make Promotional Claims using the OBP Logos, and/or Product Specific Claims in the specific case where Claims are made using QR codes on OBP certified products.

This Standard only covers the purchase of products already OBP labelled (by certified OBP suppliers), for distribution in the Brand retail points, or through third-party distributors (wholesalers such as supermarkets, shopping centers...) to final consumers.

Purchase of OBP products for resell in business to business (B2B) transactions constitutes a trading activity that is not covered by this Standard but by the OBP Recycling Organization Standard (OBP-REC-STD).

The Standard is applicable worldwide.

4. EFFECTIVE DATE

This certification Standard becomes effective on the release date and shall become compulsory to use on the 30th of June 2024. New certification applicants and already certified Organizations shall be assessed against this revision of the Standard from this date onwards.



5. REQUIREMENTS

5.1. OBP PRODUCT, CERTIFICATION CLAIM, AND CENTRAL OFFICE SCOPE

- a. The Brand shall list the product(s), or product range(s) for which they want to make OBP Claims, indicating in which geographies these Claims will be made.
- b. Management of the OBP related matters shall fall under a centralized single office - central OBP office. This central OBP office shall be part of the legal entity applying for certification. This office shall have the following responsibilities:
 - Create the OBP Claims and related marketing material.
 - Manage the OBP Claims approval process with the Certification Body.
 - Ensure other legal entities of the Brand under its scope only use the approved OBP Claims.
- c. The central OBP office shall have sufficient authority to overview and control the OBP Claims made in the overall certification scope. If the Brand organization and structure does not allow for a single office to have this authority for the desired scope, then the scope should be split into the required OBP central offices, and each of them shall seek individual certification for their own scope under this Standard.

For example

- *A Brand has a centralized headquarter that overviews all the marketing activities worldwide and can have a global vision of OBP related activities worldwide: a single OBP certification of the headquarter is sufficient.*
- *A Brand is divided in 3 marketing regional units; 1. Americas, 2. Europe, Middle East, and Africa, and 3. Asia and Oceania. Each have their own marketing strategy and make their own OBP Claims without supervision/control from headquarters. Each region would need their own central OBP office, and their own scope certificate. Naturally, if only 1 or 2 of these regions wanted to make OBP Claims, only these would need to get independently certified.*



5.2. OBP SUPPLIERS AND PRODUCT VOLUME CONTROL

- a. The Brand shall have a list of all OBP suppliers, including active and past suppliers containing information such as names, certification code, and products supplied.
- b. For each product in the scope, the Brand shall have at least one contract with an active certified OBP supplier that states as an essential condition that the supplier must hold a valid OBP Certificate. This contract shall be fully in force at the time of the Audit, and it should cover at least the duration of one certification cycle.
- c. The Brand shall have a process to verify that each OBP supplier it is using holds a valid OBP Certificate by periodically checking the certificate registry on the OBP website (www.obpcert.org).
- d. The Brand shall have an itemized summary table of the purchased and sold quantities of OBP certified products (for a recertification) or a forecast (for a first certification).

5.3. CLAIMS AND OBP LABEL USES

5.3.1. REQUIREMENTS FOR ALL CLAIM TYPES

- a. The Brand shall refer to the reference document OBP-LOG-GUI before any public use of the OBP Logos is made. Brands that do not comply with these guidelines may lose the right to use the OBP trademarks.
- b. The Brand shall request its CB for an approval of intended artworks before any public use of the logo is made and shall keep a register of all the approved uses sent by the CB.
- c. The OBP and ZPO trademarks shall not be used: (a) in a way that could cause confusion, misinterpretation, or loss of credibility to the OBP certification scheme; (b) in a way that implies that ZPO endorses, participates in, or is responsible for activities performed by the Organization outside the scope of certification; (c) to promote product quality aspects not covered by the OBP certification.

5.3.2. REQUIREMENTS FOR PROMOTIONAL CLAIMS

- a. The status of the Brand as a certificate holder and OBP Brand can be promoted with OBP promotional labels in websites, social networking, business cards, printed material, promotional items (t-shirts, caps, banners, etc), or any other corporate communication the Brand sees fit.
- b. Claims shall be composed of the applicable OBP Logo and a text claim specifying the scope covered by the OBP Claim (for example: “all the products on this webpage are OBP certified”, or “our new swimsuit summer collection is OBP certified”, etc...)
- c. Claims shall be limited to the OBP products offered and be specific as to which products the Claim applies to, especially in cases where there are similar OBP and non-OBP products.
- d. When working with third-party distributors as described in chapter 3 in the section referring to Scope, the Brand may create co-branded Claims (using the third- party distributor name and the Brand’s name jointly) for the promotion and sale of OBP products covered by the Brand’s certification scope. This however does not create the right for the third-party distributor to make its own Claims.

5.3.3. REQUIREMENTS FOR PRODUCT SPECIFIC CLAIMS

- a. Any product purchased by the Brand from a certified OBP supplier shall be already OBP labelled by the supplier or manufacturer.
- b. When the Claim is printed on the label, the Claim shall be approved at the supplier or manufacturer level by the Certification Body that issued the Scope Certificate of this supplier or manufacturer⁴.
- c. When the Claim is made on a webpage or equivalent and accessible via a QR code, the Claim shall be approved by the Brand’s Certification Body even if the certified supplier or manufacturer is responsible for affixing or printing the QR code on the certified OBP product.

⁴ If a Brand only wants to resell already OBP certified products with a printed OBP Claim and the Brand doesn’t want to make additional OBP Promotional Claim it is not required for the Brand to seek certification under this Standard.

