

ASI Claims for Chain of Custody

Interactive session

Fiona Solomon, ASI CEO

Antitrust Compliance Policy

Attendees are kindly reminded that the ASI is committed to complying with all relevant antitrust and competition laws and regulations and, to that end, has adopted an Antitrust Policy, compliance with which is a condition of continued ASI participation.

Failure to abide by these laws can potentially have extremely serious consequences for the ASI and its participants, including heavy fines and, in some jurisdictions, imprisonment for individuals.

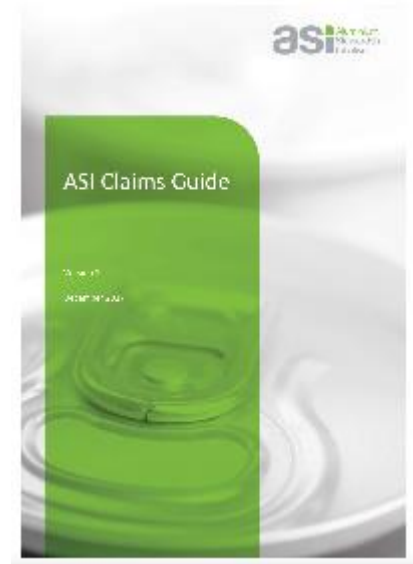
You are therefore asked to have due regard to this Policy today and indeed in respect of all other ASI activity.



What is a Claim?

A **'claim'** is documented and consists of one or more of:

- Use of an ASI logo
- Use of an ASI Certification number
- A text claim relating to ASI, which may be inside or alongside the logo, or standalone
- Access to further information to support the claim, such as a website link



Legal Compliance – disclaimer

Legal Compliance is up to you:

- Labelling and advertising law
- Due diligence legislation

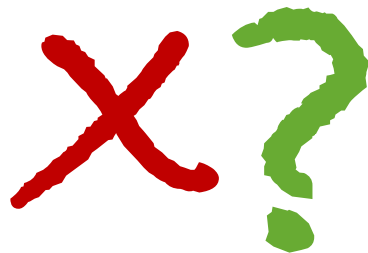
“Organisations that make ASI-related claims are each responsible for legal compliance with Applicable Law, including applicable laws and regulations related to labelling, advertisement, and consumer protection and Antitrust Laws (applicable laws and regulations relating to antitrust and competition), at all times. ASI cannot accept liability for any violations of Applicable Law or any infringement of third-party rights made by other organisations.”



Overarching principles for ASI Claims

Claims may not be used in such a way as to:

- Confuse audiences with association of ASI with other brands
- Imply membership when not a member
- Imply certification where it hasn't yet been achieved
- Imply a greater scope of certification
- Suggest other metals/materials are certified
- Cause harm to the credibility of ASI



ASI Claims Guide



Claims relating to ASI Membership



Claims relating to the ASI Performance Standard



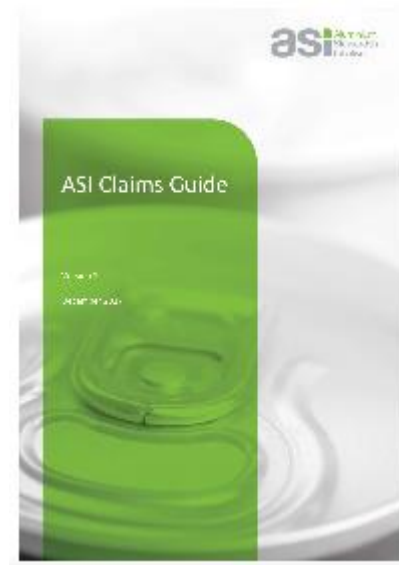
Claims relating to the ASI Chain of Custody Standard



Use of ASI Logos and QR Code



Monitoring, enforcement and complaints



Claims which need ASI approval

Approval by the ASI Secretariat is required for:

- **On-product** claims.
- Any claims related to the sourcing of **ASI Credits**.
- Any claims related to sourcing ASI material by a **non-member**.



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On-product claims

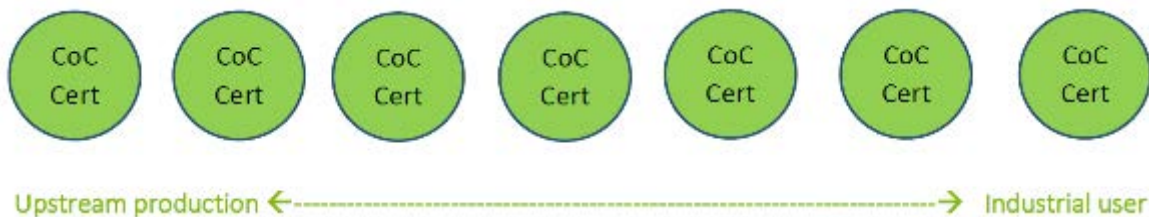
Any claims relating to ASI that appear on products, for example imprinted on metal or on packaging. This includes ASI logos and/or text claims.

- You can't make any on-product claims without ASI CoC Certification.
- You can't make any on-product claims with ASI Credits.

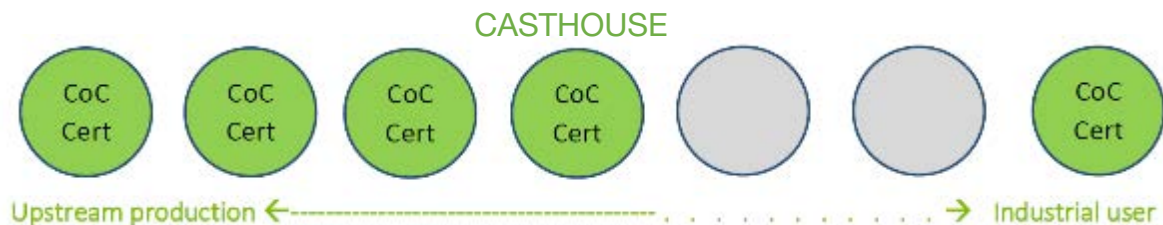


ASI Aluminium vs ASI Credits

ASI Aluminium: Mass balance model in unbroken chain of custody



ASI Credits: 'Book and claim' model to address break in chain of custody – decoupled from physical flow



ASI Claims Guide: On-product claims

Claim example:

The aluminium in this product corresponds to an equivalent mass of ASI Aluminium produced by an unbroken chain of ASI Certified Entities through the supply chain.

- **Not permitted:** ‘this product comes from certified sources’, or ‘this product contains responsibly produced aluminium’.
- **Not permitted:** On-product claims that reference ASI Credits.

ASI Claims Guide: On-product claims

Claim example:

The aluminium in this product corresponds to an equivalent mass of ASI Aluminium produced by an unbroken chain of ASI Certified Entities through the supply chain.

Accurate – but a mouthful!



Implementation challenges

- How to fit the ASI Certified logo in small spaces e.g. packaging?
 - ASI has now designed a mini-logo for this purpose and is updating the Style Guide
- How to simply communicate ASI Aluminium to consumers?
 - Working through approval processes for individual cases
 - Developing a 'What is ASI Aluminium' page for the ASI website, for a general audience



This session

- Case study from SIG
- Group exercise at your tables
- Plenary report back
- General questions and discussion

Case study

Udo Felten,
Manager Product Related Sustainability
SIG Combibloc

Table exercise

At your tables – group exercise

1. First choose who will report back in plenary – volunteers welcome!
2. Think of a sector or product that might use an on-product claim for ASI Aluminium.
3. Discuss:
 - What is the communication objective?
 - Who is the claim to – consumers or B2B?
 - How/where would the claim be presented?
 - What would it include?
 - Would it link to more information, and if so, what type?
4. Try to capture:
 - Great ideas 😊
 - Big problems ☹️
5. Discussion time: 30 minutes
6. Report back by table.

General questions and discussion

Break



Afternoon tea 3-3.30pm

Reconvene at 3.30pm