

# ASI Claims Guide

VERSION 4  
March 2025



# Aluminium Stewardship Initiative (ASI)

ASI is a not-for-profit Standards setting and Certification organisation for the Aluminium value chain.

Our **vision** is to maximise the contribution of Aluminium to a sustainable society.

Our **mission** is to recognise and collaboratively foster responsible production, sourcing, and stewardship of Aluminium.

Our **values** include:

- Being inclusive in our work and decision-making processes by promoting and enabling the participation of representatives in all relevant stakeholder groups.
- Encouraging uptake throughout the Bauxite, Alumina and Aluminium value chain, from mine to downstream users.
- Advancing material stewardship as a shared responsibility in the lifecycle of aluminium from extraction, production, use and recycling.

## General Enquiries

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## Document Information

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## Disclaimer

*This document does not intend to, nor does it, replace, contravene or otherwise alter the requirements of the ASI Constitution or any applicable national, state or local government laws, regulations or other requirements regarding the matters included herein. This document gives general guidance only and should not be regarded as a complete and authoritative statement on the subject matter contained herein. ASI documents are updated from time to time, and the version posted on the ASI website supersedes all other earlier versions.*

*Organisations that make ASI-related claims are each responsible for their own Compliance with Applicable Law, including laws and regulations related to labelling, advertisement, and consumer protection, and competition or antitrust laws, at all times. ASI does not accept liability for any violations of Applicable Law or any infringement of third-party rights (each a Breach) by other organisations, even where such Breach arises in relation to, or in reliance upon, any ASI Standard, document or other material, recommendation or directive issued by or on behalf of ASI. ASI gives no undertaking, representation or warranty that Compliance with an ASI Standard, document or other material, recommendation or directive issued by or on behalf of ASI will result in Compliance with any Applicable Law or will avoid any Breach from occurring.*

*The official language of ASI is English. ASI aims to make translations available in a range of languages and these will be posted on the ASI website. In the case of inconsistency between versions, reference shall default to the official language version.*

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# 1. Introduction

## 1.1. Sustainability standards and claims

Voluntary sustainability standards, like the Aluminium Stewardship Initiative (ASI), enable participating organisations to make claims. These claims help to differentiate a Product, process, or Business, with reference to one or more of the three pillars of sustainability: social, economic, and/or environmental.

Claims may be public/consumer-facing (B2C) or business-to-business (B2B). They usually relate to:

- The intent or mission of the Standards system
- Participation in a Standards system
- Compliance with a Standard
- The impacts of the system
- General marketing or promotional claims.<sup>1</sup>

Logos are the most recognisable forms of sustainability claims. Many Standards organisations use them to help customers and consumers reliably identify Products that comply with a Standard. For the purposes of ASI, a claim or representation ('claims') is documented and consists of one or more of:

- Use of an ASI logo<sup>2</sup>
- Use of an ASI Certification number
- A written claim<sup>3</sup> relating to ASI, which may be inside and/or alongside the logo, or standalone
- Access to further information to support the claim, such as a website link.

As claims are frequently relied upon by Business partners and consumers, it is essential that they are accurate and not misleading. In some jurisdictions, terms, and concepts like 'sustainable', 'green', 'low carbon' and 'recycled' have legal restrictions when used in marketing. For instance, in Australia, businesses are required to provide clear, accurate and trustworthy information to consumers under the *Australian Consumer Law*. In Canada, the *Competition Act* includes provisions targeting greenwashing and requires businesses to have testing or substantiation to support environmental claims. Within the European Union, the *Directive on Empowering Consumers for the Green Transition*

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<sup>1</sup> ISEAL Alliance, *Sustainability Claims Good Practice Guide Version 1.0*, May 2015. Accessed: <https://www.isealalliance.org/defining-credible-practice/guidance-sustainability-claims>

<sup>2</sup> "Sustainability label" means any voluntary trust mark, quality mark or equivalent, either public or private, that aims to set apart and promote a product, a process or a business by reference to its environmental or social characteristics, or both, and excludes any mandatory label required under Union or national law; (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 through better protection against unfair practices and through better information).

<sup>3</sup> "Environmental claim" means any message or representation which is not mandatory under Union or national law, in any form, including text, pictorial, graphic or symbolic representation, such as labels, brand names, company names or product names, in the context of a commercial communication, and which states or implies that a product, product category, brand or trader has a positive or zero impact on the environment or is less damaging to the environment than other products, product categories, brands or traders, or has improved its impact over time (Directive (EU) 2024/825).

focuses on consumer protection by prohibiting misleading claims, and the (draft) *Directive on Green Claims* includes requirements for environmental claims to be substantiated.

Claims that are misleading or which imply performance levels beyond what is verified through certification may be accused of 'greenwashing' and can result in significant legal or financial consequences.

As a third-party certification program, ASI has a responsibility to oversee ASI-related claims to ensure they are both credible and accurate. Given the diversity of industries and supply chain activities involved in the aluminium value chain, there will be different forms of claims and differing relevance to various participants and their stakeholders. This Guide provides both principles and practical examples of how ASI Members and other stakeholders may make claims. It is in the interests of all ASI Members and supporting organisations to follow the rules regarding ASI-related claims and thus support the program's ongoing integrity and value.

## 1.2. Purpose and applicability

The purpose of the **ASI Claims Guide** is to set out the rules and supporting guidance for the types of ASI-related claims that can be made, including:

- Membership claims
- Certification claims (covering the ASI Performance Standard and Chain of Custody Standard)
- Product-related claims (including on-product claims and volume/ sourcing claims)
- General marketing claims

It also provides guidelines on the use of ASI logos and QR codes, and explains the processes for approval, monitoring, and enforcement of claims.

All ASI-related claims made by ASI Members and non-Members must conform with the requirements as set out in this **Claims Guide V4**. Some types of claims (Controlled Claims) must be submitted to ASI for approval before use (see section 9). This approval process helps to ensure consistency, clarity, and accuracy of such claims.

ASI carries out monitoring and enforcement to ensure that Members and other stakeholders making claims comply with the Claims Guide (see section 10). Non-compliance can lead to ASI withdrawing the Member's right to make an ASI-related claim (including the use of ASI logos) and/or suspension or termination of ASI membership. Legal recourse may be pursued in the case of Members and non-Members.

If you see any ASI logos or claims being used inappropriately, or potentially misleading or fraudulent claims or representations about ASI by either Members or non-Members, please notify us immediately at [claims@aluminium-stewardship.org](mailto:claims@aluminium-stewardship.org) so that we may investigate and take action.

**Glossary Terms:** All capitalised words are defined in the ASI Glossary available at the ASI Document Centre: <https://aluminium-stewardship.org/knowledge-hub/document-centre>

### 1.3. Effective date and transition period



This Claims Guide V4 becomes effective from 1 April 2025, with a transition period for full implementation:

- All new claims must comply with this Guide by 1 August 2025
- Existing off-product claims (e.g. statements on websites, etc) must comply with this Guide by 1 August 2025
- Existing on-product claims (e.g. Responsible Aluminium Sourcing Logo on packaging) must comply with this Guide at the latest by 31 December 2026.

If additional time is required, please contact the ASI Secretariat at [claims@aluminium-stewardship.org](mailto:claims@aluminium-stewardship.org).

### 1.4. Legal compliance

Organisations and individuals 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.

### 1.5. Review of this Guide

The ASI Secretariat will continue to engage with Members and stakeholders on the content, implementation, and oversight of the requirements of the **ASI Claims Guide**. The Guide will be regularly reviewed to take account of implementation experience and identify where guidance and procedures can be improved.

## 2. General requirements for all ASI-related claims

### 2.1. Introduction

The use of the ASI name and logos is an indication of an organisation's commitment to responsible production, sourcing, and stewardship of aluminium, supported by independent assurance in accordance with the ASI Assurance Framework against a set of published Standards. Their consistent, accurate and appropriate use by organisations making claims helps build awareness, recognition, and credibility of ASI.

Conversely, their inappropriate use has the potential to damage the credibility of ASI and contravene specific regulatory requirements on claims. Thus, ASI reserves the right to act on any use of its name or logos that it believes to be inappropriate. More information on monitoring and enforcement is found in section 10.



#### *Do ASI-related Claims require additional Fees?*

ASI Members pay an annual membership fee to ASI to support its work program. No additional usage or licensing fee currently applies for any legitimate use of the ASI logo or associated claims. The ASI Board reserves the right to review and amend fee structures in future.

### 2.2. Types of ASI Claims Covered

- Membership claims
- Certification claims (including the ASI Performance Standard and Chain of Custody Standard)
- Product-related claims (on and off-product)
- General marketing claims (by Members and other stakeholders)

### 2.3. References to ASI

When referring or making references to ASI, the following rules apply:

- ASI should be referred to only as 'Aluminium Stewardship Initiative Ltd,' 'Aluminium Stewardship Initiative', and/or 'ASI'
- Non-English translations of these terms may only be used when accompanied by the English version(s)
- Misleading or confusing use of the ASI name or logos is prohibited (see section 2.4)
- Associating the ASI name or logos with Products without CoC Certification is prohibited
- Incorporation of the ASI name or logos into a non-ASI brand name or logo is prohibited



- The ASI name or logo must not be placed in such a way that it could be interpreted as belonging to any company or organisation other than ASI or applicable to any companies or organisations other than its Members
- Any claim, description or commentary by a Member may not be used in association or conjunction with an ASI name, logo or reference in a way which makes it appear as though the claim, description or commentary were made or endorsed by ASI (unless with ASI's prior written approval)
- ASI's logos are not registered in all countries, so Members should assure themselves that ASI's logos are registered in the country in which the Member intends to use it or otherwise seek prior confirmation from ASI
- The use of the ASI name or logo alongside other sustainability/responsible sourcing logos, marks or seals is generally permitted.

## 2.4. Principles to avoid misleading or confusing claims







In addition to the above, the ASI name or logos must never be displayed in a way that could:



- Confuse any audience as to the association of ASI with other brands or logos
- Confuse or mislead an audience into believing that commentary from the Member is commentary from ASI, due to proximity of the ASI name or logo – any commentary which an audience could assume is from ASI should be amended to make it clear that it is commentary from the Member
- Any commentary attributed to ASI or quotation from ASI may not be used, unless with ASI's prior written approval
- Suggest or imply ASI Membership or Certification of an entity that is not an ASI Member, or part of an ASI Member
- Suggest or imply ASI Certification before it has been achieved
- Suggest or imply a larger scope of ASI Certification than an ASI Member has achieved
- Suggest or imply higher Conformance levels in an ASI Certification than an ASI Member has achieved
- Suggest or imply performance or practices that are outside the scope of the ASI Standard/s
- Suggest or imply that other metals, materials, or Products are ASI Certified
- Suggest or imply endorsement of a product or claim by ASI beyond that which ASI has endorsed
- Use ASI membership or Certification to support vague or misleading sustainability claims
- Otherwise, associate ASI to sustainability claims without Objective Evidence, where it could be considered 'greenwashing' by regulators or stakeholders
- Lead to any harm or prejudice to the reputation or credibility of ASI.

## 2.5. Overview of ASI Logos

*Table 1 – Types of ASI logos*

For an electronic copy of relevant ASI logos in relevant formats or translation requests, please contact the ASI Secretariat: [claims@aluminium-stewardship.org](mailto:claims@aluminium-stewardship.org).

Type	Logo
ASI organisational logo – only used by the ASI Secretariat and by third parties with permission	
ASI Member logo	
ASI Performance Standard Certified logo (shown at right), Performance Standard (Material Stewardship), and the Performance Standard Certified Provisional status logo (not pictured)	
ASI Chain of Custody Standard Certified logo (shown at right) and the Chain of Custody Standard Certified Provisional status logo (not pictured)	
ASI Responsible Aluminium Sourcing On-Product logo – full size. Preferred logo for On-Product use	
ASI Responsible Aluminium Sourcing On-Product logo – mini size.  <i>For use where space is limited</i>	

Type	Logo
ASI Accredited Auditing Firm logo	
ASI Registered Specialist logo	

### The ASI Style Guide

Consult the ASI Style Guide for additional instruction and guidance on the appropriate use of the ASI organisational logo, ASI Member logo, and Certification logos.

The ASI Style Guide contains information on:

- Available ASI logo formats
- Minimum size of logos
- Colours and permitted adaptations
- Background colours
- Exclusion zone
- Visual examples of acceptable and incorrect uses of logo placement, size, colour etc...

The most recent ASI Style Guide is available on the ASI website at: <https://aluminium-stewardship.org/document-centre>.

## 2.6. ASI QR Code

A QR Code is a machine-readable optical label that contains information about the item to which it is attached. They can be used in documents or on Products or packaging.

ASI has developed a QR Code that takes viewers to the ASI website claims page:

If you would like an electronic copy of an ASI QR Code or have a request for the development of a new ASI QR Code with more specific information or a different link, please contact the ASI Secretariat: [claims@aluminium-stewardship.org](mailto:claims@aluminium-stewardship.org)



## 2.7. Exceptions

If you have a request for exceptions to the display requirements outlined in the **ASI Style Guide** due to space limitations or other reasons, or wish to confirm use in a particular application, please contact ASI. The request will be reviewed, and a decision made with consideration of the principles of section 2.4.

All requests and decisions, including details of the exception, how it applied, and whether it was for a limited application or time, will be recorded and considered for future revisions of this Guide.

## 3. ASI Membership claims

### 3.1. ASI Membership claims

All ASI Members with a valid current membership may make claims about their ASI membership to customers, suppliers, consumers, media organisations and other stakeholders. Claims relating to ASI membership must be consistent with the scope detailed in the Member's application form to ASI.

#### Know the ASI primary contact in your organisation

If you are part of the marketing and communications team in your organisation, make sure you know ASI's primary contact in your organisation. They can help explain the scope of your organisation's ASI membership and/or Certification. If you don't know who this is, contact the ASI Secretariat – [info@aluminium-stewardship.org](mailto:info@aluminium-stewardship.org)

### 3.2. Graphical claims – ASI Member logo

Members from all membership classes can use the ASI Member logo with a direct link to their ASI Member page to indicate in their communications, internal and public, that they are Members of ASI.



For example:

- In Member's email signatures
- On Member's website
- In Member's annual report
- In Letterheads
- On social media

### 3.3. Written claims – ASI Membership

In general terms, approval is not required for written claims that relate to objective facts about ASI membership – date of joining ASI, ASI's aims and activities, or a commitment to achieving Certification.

*Table 2 – ASI membership written claims*

Claim and Eligibility	Examples
ASI membership – general	<ul style="list-style-type: none"> <li>• [Member name] is a member of the Aluminium Stewardship Initiative (ASI). ASI's mission is to recognise and collaboratively foster the responsible production, sourcing, and stewardship of aluminium. <a href="#">[Link to Member page on the ASI website]</a></li> </ul>

Claim and Eligibility	Examples
	<ul style="list-style-type: none"> <li>[Member name] is proud to be a [insert class e.g., Production and Transformation / Associations] member of ASI. [<a href="#">Link to Member page on the ASI website</a>]</li> <li>[Member name] joined ASI in [year]. [<a href="#">Link to Member page on the ASI website</a>]</li> <li>[Member name] joined ASI on its incorporation in [year] and was involved in its early development since [year]. [<a href="#">Link to Member page on the ASI website</a>]</li> </ul>
<p><b>ASI membership – working towards Certification</b></p> <ul style="list-style-type: none"> <li>Production and Transformation</li> <li>Industrial Users</li> </ul>	<ul style="list-style-type: none"> <li>[Member name] is a member of the Aluminium Stewardship Initiative (ASI). We are committed to achieving ASI Certification against the [Performance Standard/Chain of Custody Standard] to support responsible practices in the aluminium value chain. [<a href="#">Link to Member page on the ASI website</a>]</li> <li>[Member name] is a member of the Aluminium Stewardship Initiative (ASI). We are working towards achieving ASI Certification by [relevant date e.g., within 2 years of joining ASI, or an internal target date]. [<a href="#">Link to Member page on the ASI website</a>]</li> </ul>

### Not permitted: Claims that go beyond ASI Membership

Where claims go beyond what ASI membership means or contravene the principles in section 2.3 or 2.4 of this Guide, they are not permitted, and Members will be asked to revise any such claim. ASI can assist Members with developing an appropriately tailored claim for their situation in advance of publication, based on an understanding of the applicable ASI Certification Scope(s).

Examples of written claims that are **not permitted** that go beyond ASI Membership:

- [Member name] is a Member of the Aluminium Stewardship Initiative (ASI). Our membership means that [e.g., we are a sustainable company or carry out responsible sourcing – *in other words, any that associates ASI Membership with positive impacts that have not been assured through ASI certification.*
- [Member name] is an Associations Member of the Aluminium Stewardship Initiative (ASI). This means all our Members are complying with ASI standards – *where this is not the case!*

## 4. ASI Certification claims

Members in the Production and Transformation and Industrial Users membership classes are eligible to make claims about their ASI Certification Status, once achieved. There are two ASI Standards for Certification – the **ASI Performance Standard** (see section 5) and the **ASI Chain of Custody (CoC) Standard** (see section 6). Your organisation may currently be Certified against none, one or both – be sure to check and verify which claims you are eligible to make.

Certification against the **ASI Performance Standard** alone does not permit any claims related to ASI Aluminium or Products. This is because the **ASI Performance Standard** requirements relate only to principles and practices applied within the responsibility of the Certified Entity, and not to the flow of material through the supply chain.

Where claims relate to ASI Aluminium or other CoC Material that have been produced or sourced under ASI Standards, such claims must be supported by both the **Performance Standard** and **Chain of Custody (CoC) Standard** Certification.

### Know your Certification Scope

It is essential to know the Certification Scope that applies to any ASI Certifications that your organisation holds, as this will affect what you are able to say in your claim.

The Certification Scope describes what parts of the Business the Certification covers – this may be the whole Business, selected Entities within the Business, selected sites/Facilities, or selected program/Product areas.

If you don't know your Certification Scope, check your ASI Member page for the relevant ASI Certificates that will contain this information – find yours through:

<https://aluminium-stewardship.org/about-asi/members>

Alternatively, contact the ASI Secretariat at [info@aluminium-stewardship.org](mailto:info@aluminium-stewardship.org)

## 5. ASI Performance Standard certification claims

### 5.1. Graphical claims – ASI Performance Standard logo

Members can use the **ASI Performance Standard Certified** logo in their internal and external communications to indicate that they have achieved **ASI Performance Standard** Certification. The logo must always include a URL or an ASI QR code linking to additional information about ASI and ASI certification, such as the ASI Member's page, or the Member's website. This logo can be used for example:



- In email signatures
- On company website
- In annual reports
- On social media

**Not permitted: ASI Performance Standard logo is not for On-Product use**

The ASI Performance Standard logo is not for On-Product use because it refers to practices usually undertaken at Facilities and does not refer to the qualities of the Product itself. It may be used On-Product only in combination with the Chain of Custody Certified logo.

### 5.2. Written claims – ASI Performance Standard Certification

Members can make written claims related to ASI Certification for the **Performance Standard**.

Customers of Performance Standard Certified Members may only make claims or statements related to the Member's Performance Standard Certification and the principles and practices applied or implemented by the Certified Entity. The same rule applies to the Certified Entity, claims or statements made should refer to their own Performance Standard Certification and the principles and practices applied or implemented.

**Not permitted: ASI Performance Standard claims about ASI Aluminium or Products**

Certification against the ASI Performance Standard alone does not permit any claims about ASI Aluminium or Products. Claims must be about specific practices or processes explicitly related to the ASI Performance Standard Criteria.

For claims which go beyond the general examples, ASI can assist Members with developing an appropriately tailored claim for their situation, based on an understanding of the applicable ASI Certification Scope(s).



**Table 3 – ASI Performance Standard certification – written claims**

Claim and Eligibility	Examples
<b>Business level Certification Scope</b>	<ul style="list-style-type: none"> <li>[Member/Entity name/We] are Certified against the ASI Performance Standard as part of our commitment to responsible [production and/or stewardship and/or sourcing] of aluminium. [<a href="#">Link to Member page on the ASI website</a>]</li> </ul>
<b>Facility level Certification Scope</b>	<ul style="list-style-type: none"> <li>[Member name] is an ASI Member and [Facility name] in [Country] is certified against the ASI Performance Standard. [<a href="#">Link to Member page on the ASI website</a>]</li> <li>[Member name’s] [Facility name] is certified against the ASI Performance Standard as part of our commitment to responsible [production and/or stewardship and/or sourcing] of aluminium. [<a href="#">Link to Member page on the ASI website</a>]</li> </ul>
<b>Program level Certification Scope</b>	<ul style="list-style-type: none"> <li>[Member/Entity name] is an ASI Member and [Program name] in [Country] is certified against the ASI Performance Standard in [year]. [<a href="#">Link to Member page on the ASI website</a>]</li> <li>[Member/Entity name’s] [Program name] is certified against the ASI Performance Standard, as part of our commitment to responsible [production and/or stewardship and/or sourcing] of aluminium. [<a href="#">Link to Member page on the ASI website</a>]</li> </ul>
<b>Program level Certification Scope Principle 4 (P4)</b>  <i>Applicable with Performance Standard V2 only</i>  <i>All Entities must be certified to the full Performance Standard (P1-11) without exception by 31 May 2027</i>	<ul style="list-style-type: none"> <li>[Member/Entity name] is an ASI Member and [Program name] in [Country] has achieved ASI Certification against the Performance Standard with a Material Stewardship focus. [<a href="#">Link to Member page on the ASI website</a>]</li> </ul>
<b>Provisional Certification</b>	<ul style="list-style-type: none"> <li>[Member/Entity name] has been granted Provisional Certification against the ASI Performance Standard and is transitioning to full conformance over the next [6 months/1 year]. [<a href="#">Link to Member page on the ASI website</a>]</li> </ul>

## 6. ASI Chain of Custody (CoC) Standard certification claims

### Claims about ASI Aluminium or CoC Material that don't require ASI approval

Entities can only make claims about ASI Aluminium (or other CoC Material e.g., Bauxite, Alumina, or aluminium-containing products etc) if the Entity has a valid certification against the **ASI Chain of Custody (CoC) Standard** as well as the **ASI Performance Standard** covering the relevant scope(s). For more information, see the [ASI Assurance Manual](#) and [CoC Standards Guidance](#), or contact the ASI Secretariat at [claims@aluminium-stewardship.org](mailto:claims@aluminium-stewardship.org)

### Not permitted: ASI claims related to non-Aluminium materials

Downstream Products can contain materials that are not within the scope of ASI's Standards. Chain of Custody-related claims must not imply ASI Certification of such materials.

### 6.1. Graphical claims – ASI CoC Standard Logo

#### ASI Chain of Custody Standard Certified logo



Members can use the **ASI Chain of Custody Certification logo** in their internal and external communications to indicate that they have achieved ASI Chain of Custody Standard Certification. The logo must always include a URL or an ASI QR code linking to additional information about ASI and ASI certification, such as the ASI Member's page, or the Member's website. This logo can be used for example:

- In email signatures
- On company website
- In annual reports
- On social media

### 6.2. Written claims – ASI CoC Standard Certification

Members can make written claims related to ASI Certification for the **Chain of Custody (CoC) Standard**.

*Table 4 – Chain of Custody Certification claims*

Claim and Eligibility	Examples of Permitted Claims, Where Applicable
CoC Certification – general	<ul style="list-style-type: none"> <li>• [Member/Entity name] is ASI Chain of Custody Certified as part of our commitment to responsible sourcing of aluminium. <a href="#">[Link to Member page on the ASI website]</a></li> </ul>

Claim and Eligibility	Examples of Permitted Claims, Where Applicable
CoC Certification – up to and including the Casthouse	<ul style="list-style-type: none"> <li data-bbox="587 342 1401 454">[Member/Entity name] is ASI Chain of Custody Certified for production of ASI [Bauxite, Alumina, Aluminium]. [<a href="#">Link to Member page on the ASI website</a>]</li> </ul>

### 6.3. ASI claims used with other certification schemes

ASI encourages the recognition of ASI Chain of Custody (CoC) Certification by relevant sector-specific schemes for the responsible sourcing of materials. Certified Members making claims about CoC Certification and/or ASI Aluminium alongside other schemes must ensure the claim is not misleading or confusing when used in association with other brands or logos. Certified Members must consider any additional rules regarding claims as set out by these schemes.

## 7. Product-related claims

### Approval Required: Product-related claims

As a Controlled Claim, Members must request approval from ASI for all product-related claims, including use of the ASI Responsible Aluminium Sourcing logo on products and packaging, and any specific volume or sourcing claims. Refer to the approvals process in section 9.

Product-related claims include:

- **Consumer-facing Product Claims:** ASI Responsible Sourcing Logo or written claims that appear on or nearby a consumer-facing Product (for example, labels stamped or printed directly on the Product or its packaging). This also includes logo or written claims that relate to a specific Product but appear on different materials (such as an advertisement, a social media post or website)
- **Volume and Sourcing Claims:** Claims about the specific volumes or percentages of CoC aluminium sourced

Generally, product-related claims can only be made by Chain of Custody Certified ASI Members, although there are instances where non-certified customers can make claims if they are purchasing or sourcing from an ASI Certified supplier (see below).

## 7.1. ASI Responsible Aluminium Sourcing logo

The **ASI Responsible Aluminium Sourcing logo** was designed with minimum space and size requirements (see Appendix 3) to enable its use on various types and sizes of aluminium or aluminium containing Products. It is available in a mini version where space is limited.

Members may use the **ASI Responsible Aluminium Sourcing logo** to make product-related claims. Such claims must be supported by both the **Performance Standard** and **Chain of Custody (CoC) Standard** Certification.



Full



Mini

*Note: The micro version of the ASI logo has been phased out as of 1 January 2025.*

The **ASI Responsible Aluminium Sourcing logo** includes a 'call to action' and can only be used on products. Stakeholders can search for the ASI webpage with more information on ASI certification and the mass balance model.

- Written claim (optional)
- URL, or ASI QR code to further information such as the ASI website or ASI Member's page (optional)
- Certification Number (optional)



Figure 1 – Optional and compulsory elements with the ASI Responsible Aluminium Sourcing logo

### Written claims without the ASI Responsible Aluminium Sourcing logo

If the ASI Responsible Aluminium Sourcing logo is not used with a written claim, a URL or QR code to additional information, such as the ASI website (<https://asi-claims.org/>), the ASI Member page, or the Member's website must be included.

## 7.2. Consumer-facing product claims

Members who are certified to both the Performance and Chain of Custody standards can use the **ASI Responsible Aluminium Sourcing logo** on aluminium or aluminium containing consumer-facing products (such as packaging) for Outputs proportionate to CoC Inputs within the Material Accounting System. The logo can be used with or without **written claims** relating to ASI.

Product claims may be made by Members that design products but use Outsourcing Contractors for the manufacturing (following Principle 2 of the Chain of Custody Standard). This includes the physical application of ASI 'ASI Responsible Aluminium Sourcing On-Product logo' to ASI CoC Material or aluminium (containing) products by Outsourcing Contractors on behalf of a Certified Entity.

ASI logos and written claims related to a specific Product can also be used on other materials, such as websites or adverts. The logos must only be used in relation to the relevant Product(s) where use of the ASI Responsible Aluminium Sourcing logo use has already been approved (see section 9).



*Figure 2 – Example of On-Product Claims (with QR code, Responsible Aluminium Sourcing logo and written claim) on aseptic carton packaging*

Table 6 – Consumer-facing product claims

Claim and Eligibility	Examples of Permitted Claims, Where Applicable
<p><b>Consumer facing product claims</b></p>	<ul style="list-style-type: none"> <li>• ASI certification supports responsibly produced aluminium, from mine to metal. Visit <a href="https://asi-claims.org">asi-claims.org</a></li> <li>• By purchasing this [type of Product] you’re supporting the responsible production, sourcing, and stewardship of aluminium – worldwide through the Aluminium Stewardship Initiative. Visit <a href="https://asi-claims.org">asi-claims.org</a></li> <li>• By purchasing this [type of Product] you’re supporting the responsible production of aluminium – worldwide. Visit <a href="https://asi-claims.org">asi-claims.org</a></li> </ul> <p>For more examples of written claims that have previously been approved for use, see Appendix 2: ASI Responsible Aluminium Sourcing logo- On-Product usage.</p>

**Not permitted:** Language such as ‘this product comes from certified sources’, or ‘this product contains responsibly produced aluminium’, or ‘this product is made with 100% ASI certified aluminium’. Terms such as ASI certified aluminium, ASI certified Bauxite, ASI certified material etc are not permitted. This is due to the mass balance model underpinning ASI’s Chain of Custody.

**Permitted:** Terms such as ASI Bauxite, ASI Alumina, ASI Aluminium or language such as ‘this product/material comes from ASI certified sources’

### 7.3. ASI Aluminium sourcing and volume claims

Members and Entities with **CoC Certification** can make product-related claims about the sourcing of ASI Aluminium, or its use in Product ranges, markets, or projects. Sourcing claims that relate to specific volumes or percentages of ASI (CoC) material sourced also require approval in accordance with section 9. General claims about buying from ASI Certified suppliers do not require approval and can be found in section 8 – General Marketing Claims.

#### Approval Required: Specific Volume Sourcing claims

As a Controlled Claim, Members must request approval from ASI for all specific volume claims, for example: [Member/Entity name] sourced [x kg/tonnes] of ASI Aluminium in [20XX].

The volumes submitted as part of the approval process will be cross checked against the annual Chain of Custody Material Flow reporting. Refer to the approvals process in section 9.

Approval is not required for generic sourcing claims, for example: [Member/Entity name] sourced 100% of our Aluminium as ASI certified in [20XX].

**Only Performance Standard Certified and not Chain of Custody Certified?**

If you are only Performance Standard Certified and not CoC Certified but would like to make claims relating to sourcing ASI Aluminium, the claim must be approved by ASI following the approvals process outlined in section 9. ASI can assist Members with developing an appropriately tailored claim for their situation, based on an understanding of the applicable ASI Certification Scope(s).

**Table 7 – ASI Aluminium sourcing and volume claims**

Claim and Eligibility	Examples of Permitted Claims, Where Applicable
<p><b>Sourcing and Volume Claims</b></p>	<ul style="list-style-type: none"> <li>• [Member/Entity name] sourced [x kg/tonnes] of ASI Aluminium in [20XX]. ASI Aluminium is sourced through a mass balance system, which ensures that an equivalent amount of aluminium was produced by Entities certified against the ASI Performance Standard. Visit <a href="https://asi-claims.org">asi-claims.org</a></li> <li>• [Member/Entity name] sourced ASI Aluminium which is equivalent to [x%] of our total aluminium purchased in [20XX]. ASI Aluminium is sourced through a mass balance system, which ensures that an equivalent amount of aluminium was produced by Entities certified against the ASI Performance Standard. Visit <a href="https://asi-claims.org">asi-claims.org</a></li> </ul>
<p><b>Sourcing ASI Aluminium – building and construction claims</b></p>	<ul style="list-style-type: none"> <li>• [Member/Entity name] sourced [x kg/tonnes] of ASI Aluminium on behalf of [XXX building project]. ASI Aluminium is sourced through a mass balance system, which ensures that an equivalent amount of aluminium was produced by Entities certified against the ASI Performance Standard. Visit <a href="https://asi-claims.org">asi-claims.org</a></li> </ul>

**The ASI Mass Balance model: ASI Aluminium Sourcing and Volume claims**

The ASI Mass Balance model allows the mixing of eligible CoC Material (ASI bauxite, ASI alumina, or ASI aluminium, or ‘eligible scrap’) with non CoC Material at any point in the chain. However, the mass balance system requires each CoC Certified Entity to have a Material Accounting System in place. This ensures that over a specified period (e.g. calendar year) the Entity records their Inputs of CoC Material, and they can only sell a proportionate amount, or less, as ‘CoC Material’ to their customers. For more information on the ASI Mass Balance Model, visit the ASI website: [asi-claims.org](https://asi-claims.org)

## 7.4. Product-related claims by non-certified customers

Organisations that are not ASI Members and/or that are not certified against the ASI Standards can make product-related or volume and sourcing claims only if the following conditions are met:

1. The non-certified customer is purchasing CoC Material directly from an Entity that is certified to both the ASI Performance Standard and Chain of Custody Standard (“Certified Supplier”)
2. The Certified Supplier assumes all responsibility for the use of the claim and/or ASI logo on behalf of their customer, including ensuring compliance with the ASI Claims Guide, monitoring claims usage, and maintaining records to demonstrate compliance (e.g. shipping documents, etc) in accordance with the ASI Chain of Custody Standard
3. Approval from ASI is required for the use of any claims by non-certified customers, following the approval process outlined in section 9.
4. For On-Product claims (such as the ASI logo), the non-certified customer must not be transforming the product in any way (see box below).

### What is transformation of products?

Transformation of a product relates to changes in composition, physical integrity, or form of the material or Product. Transformation does not refer to re-packaging of the product or sealing, gluing, filling, connecting, surface finishing or assembling the final aluminium product.

For example, packaging (produced by an ASI CoC Certified Member) that is filled and then sealed by a non-Member Company may carry an ASI Responsible Aluminium Sourcing logo subject to the relevant approval process.



If you're uncertain whether your customer does not 'transform' a Product, please contact us at [claims@aluminium-stewardship.org](mailto:claims@aluminium-stewardship.org). We will evaluate each situation on a case-by-case basis to ensure if **Product-related Claims** may be made by a non-certified customer, or if they require ASI Certification by that customer.



## 8. General marketing claims

### 8.1. General claims by Members and other stakeholders

Members and stakeholders may choose to make general marketing and communications claims that refer to ASI. All such claims must be consistent with the general requirements and principles set out in section 2 of this Guide and follow applicable laws and regulations related to labelling, advertisement, and consumer protection, and Antitrust Laws (applicable laws and regulations relating to antitrust and competition).

For example:

- [Organisation name] is proud to say our supplier is ASI Performance Standard Certified. Visit <https://aluminium-stewardship.org>
- We source ASI Aluminium [from ASI Member] for our Products. ASI Aluminium means it is made following a comprehensive standard for governance, environment, and social performance. Visit <https://aluminium-stewardship.org>

### 8.2. Claims by ASI Accredited Auditing Firms and Registered Specialists

ASI has created logos for each of these two types of ASI-related service providers, ASI Accredited Auditing Firms and ASI Registered Specialists, as a way for them to publicly communicate their relationship to the ASI work program (see [Table 1](#)). These logos can be used on communications materials in both print and electronic format if their accreditation and registrations are current and valid.

## 9. Approvals for Claims

### 9.1. When is approval required?

The following types of claims are considered ‘Controlled Claims’ and all require approval from ASI before they can be used:

- **Consumer-facing Product Claims** (section 7.2): for use of ASI logos and/or written ASI-related claims made by Certified Entities (or on behalf of their customers in specific cases)
- **ASI Aluminium sourcing and volume claims** (section 7.3): including by Certified Entities and non-certified customers.
- **Other claims:** Any other type of claim not covered in this guide requires prior approval from ASI. For example, this could include claims about collaborating with ASI on specific projects, green building projects or claims about specific impacts of ASI Certification.

ASI has the right to decline, suspend or withdraw approval for use of its logo and/or related claims where there is a risk that it may be misleading or confusing or bring ASI into disrepute. These decisions will be made at ASI's discretion.



**ASI does not charge Members additional fees for using ASI logos or making ASI claims**

ASI Members pay an annual membership fee to ASI to support the organisation's work program. ASI does not charge Members additional fees to use or obtain approval for using the ASI logos or making ASI claims. The ASI Board reserves the right to review and amend fee structures in future.

## 9.2. Approvals process for Controlled Claims

**Step 1:** Consult the Claims Guide to determine if prior approval is needed.

**Step 2:** Submit the claim approval request using the appropriate form including a description/visual of the proposed claim(s) to ASI for advance review/approval via elementAL or the form provided by ASI (See Appendix 1: Claim approval requests). Members can seek approval on behalf of their clients/customers (non-Members) who will be leveraging On-Product Claims.

**Step 3:** ASI aims to review the claim request and send the initial response within ten working days in most circumstances.

**Step 4:** If approved, the Member may proceed with the use of the claim. If not, the text and/or design will need to be adjusted and re-submitted. The re-submitted design will be reviewed within ten working days in most circumstances.

**Step 5:** For auditing purposes Members shall keep confirmation of the approved claim's request, supporting documentation, and volumes of CoC Material used with the claim in their records. For more information, see section 11 of the ASI Chain of Custody (CoC) Standard – Guidance.

**Step 6:** Entities making product-related claims are required to report associated volumes of CoC Material to the ASI Secretariat annually (or for non-certified customers, to have their CoC Certified supplier do so on their behalf). For more information, see section 11 of the ASI Chain of Custody (CoC) Standard – Guidance.

Claims content or designs must not be finalised or printed for commercial application until approval is granted by ASI.

## 10. Monitoring and enforcement

### 10.1. Monitoring use of claims

ASI will adopt the following strategies to monitor the use of ASI-related claims:

- Members' use of approved claims can be monitored as part of the ASI assurance process, particularly during Surveillance and Re-Certification Audits against the **ASI Chain of Custody Standard**. This will be carried out by ASI Accredited Auditors.
- Additional surveillance for non-compliant or non-approved claims will be carried out.
  - For Members, checks will be carried out at the time of the annual renewal of membership. This will be carried out by the ASI Secretariat and will involve an inquiry to the Member about any claims being made, along with follow-up checks of the Member's website.
  - More generally, a Google Alert service is in place to identify internet-based claims and cross-check these with permitted and approved claims. This is overseen by the ASI Secretariat.
- **ASI Complaints Mechanism:** interested parties can report concerns relating to ASI claims or logo use, which will be followed up and/or investigated according to the procedure. The [ASI Complaints Mechanism](#) is available on the ASI website and is overseen by the ASI Secretariat.

The risk of fraudulent or misleading claims will be regularly analysed as part of the ASI Risk Assessment and ASI's monitoring strategies may be expanded or adapted accordingly.

### 10.2. Responding to misuse of claims

In the case of ASI Members, the ASI Secretariat will:

- Notify the Member or third party of any identified false, misleading, or otherwise inappropriate claims.
- Seek immediate corrective action from the Member or third party, providing guidance on appropriate claims (including this Guide).
- Track corrective action by the Member or third party and confirm outcomes.
- Log key steps in this process.

#### Misuse by Members

Where corrective action is not undertaken in a timely manner or is inadequate, suspension of the claim approval and/or ASI Certification may come into effect for specified periods for the Member. The ASI Secretariat will provide notifications of suspension and will identify the steps the Member is required to undertake in order to lift the suspension.

In serious cases of deliberate fraud, and/or actions or inactions which bring ASI into disrepute, the offending Member may undergo a disciplinary process following which their ASI membership may be suspended or terminated. ASI's disciplinary procedures are contained in the [ASI Constitution](#).

In cases where approved claims, ASI Certification or ASI membership are suspended or withdrawn, organisations who have relied on these claims in good faith will be notified. General information will also be added to the ASI website for transparency purposes.

In the majority of cases, the status of related Products already in the supply chain will not be affected. Products already in the supply chain beyond the offending Member/stage in the chain can continue to carry the claim since it was supplied when ASI Certification was still valid. There is no requirement to retroactively remove claims from material that was supplied before the suspension/withdrawal took effect.

However, some Members may evaluate the potential impact of a suspension/withdrawal situation on their ASI-related claims and are welcome to contact the ASI Secretariat for additional guidance.

### **Misuse by Third Parties**

For third parties, the matter will be escalated. The ASI Secretariat may seek legal advice, the result of which could include 'cease and desist' letters and/or legal action. ASI will also publish information about the misuse on the ASI website and its social media accounts and inform Members and stakeholders of the issue.

# Appendix 1: Claim approval requests

## Information Required by ASI for Claims Approvals

You should provide the following information in support of your request for approval of a Product-related claim. The form is found in *elementAL*. Consult your organisation’s *elementAL* contact to submit the Claims Approval Request, or if you are unsure of who your *elementAL* contact is, contact ASI at [info@aluminium-stewardship.org](mailto:info@aluminium-stewardship.org)

Information Required	Additional Description
Name of ASI Member	
Member Contact	
Other contact	
Job title of other contact	
Email address of other contact	
Type of claim	For example, Consumer facing Product, ASI Aluminium sourcing and volume claims or other type of claims.
Type and/or description of Aluminium (containing) product	For example, Bauxite, Alumina, Primary Aluminium, secondary aluminium, semi-fabricated Product, or component or final Product (e.g., aerospace, automotive, construction, consumer durables, engineering, IT, packaging or other)
Single or related Products*	Identify whether this is for a single type of Product, or a group of related Products that is under a common management system. If it is neither of these, there is an option to give further information
Proposed claim/visual* <i>Examples of approved claims may be incorporated into future revisions of this Guide to provide additional guidance for submissions.</i>	Add details of the proposed written claim or visual and content of the claim, and/or upload the graphic. For example, “By purchasing this beverage carton you’re supporting the responsible production of aluminium – worldwide. Visit <a href="http://asi-claims.org">asi-claims.org</a> ”.
Proposed claim location*	Explain where the claim will appear, and how it will be applied (e.g., printed, embossed, engraved, etc.)
Recipients of claim*	Who are the recipients of the claim? Please explain who the recipients of the claim are, for example customers or suppliers, consumers, other stakeholders.
Countries*	In which countries will the claim be used?
Target launch date for claim	For example, as soon as approval is received, or a future date

Information Required	Additional Description
Any other information	Add in any other information to support your submission, or to request further information or feedback from the ASI Secretariat.
<b>Consumer facing product claims</b>	
Claim request submitted on behalf of the client? <i>If yes, provide the name of the customer's company</i>	
Brand name of product	
Type of end consumer product	For example, energy drink, alcoholic beverage, or soft drink.
Validation of Claims	Provide any additional relevant information that would help us to assess the validity of the claim and verify the ASI Certification status of the applicable Products. <ul style="list-style-type: none"> <li>• CoC Documents</li> <li>• Confirmation Order</li> </ul>
<b>ASI Aluminium sourcing and volume claims</b>	
Volume sourced in tonnes (t)	
Validation of Claims	Provide any additional relevant information that would help us to assess the validity of the claim and verify the ASI Certification status of the applicable Products. <ul style="list-style-type: none"> <li>• CoC Documents</li> <li>• Confirmation Order</li> </ul>
<b>Other claims</b>	
Validation of Claims	Provide any additional relevant information that would help us to assess the validity of the claim and verify the ASI Certification status of the applicable Products. <ul style="list-style-type: none"> <li>• CoC Documents</li> <li>• Confirmation Order</li> </ul>

## Appendix 2: ASI Responsible Aluminium Sourcing logo- On-Product usage

Figure 1: Use of the ASI Member logo on a website

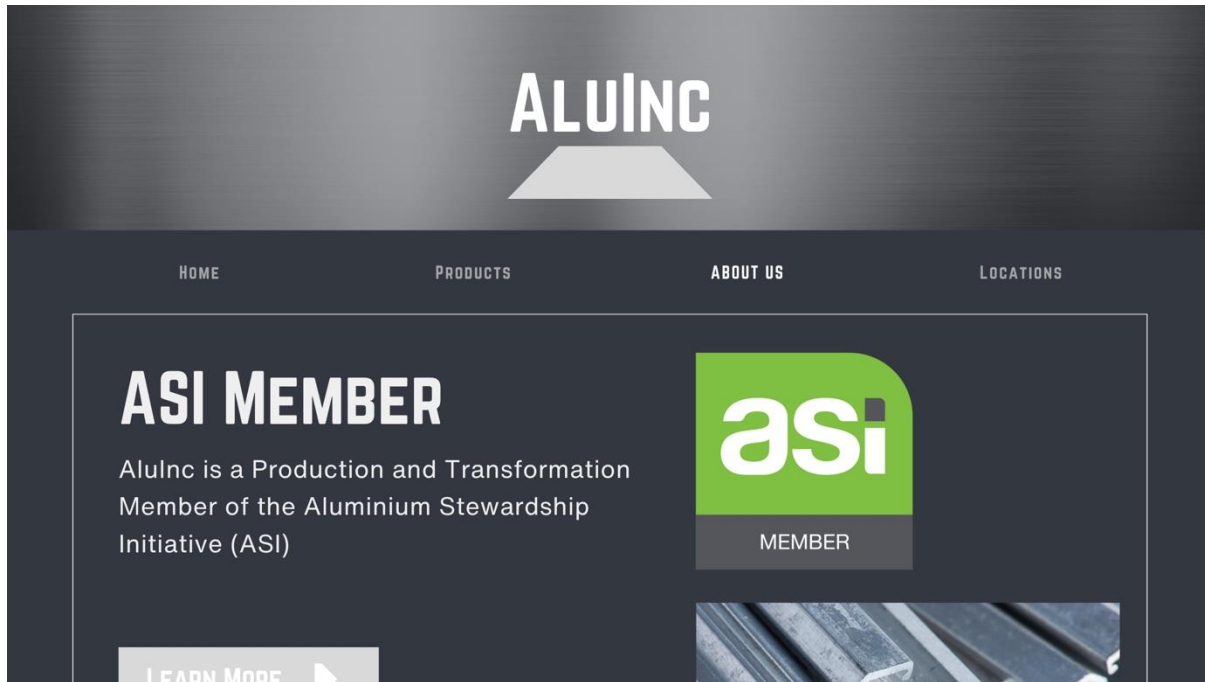


Figure 2: Use of certification logos on packing tape, with clear text detail on certified entities and link to more information.



## Appendix 3: Clear space and size requirements for on-product use

### ASI 'on-product' logo clearspace

#### ASI logo and claims

The ASI logo can be placed on every visible place of the design, including the bottom.

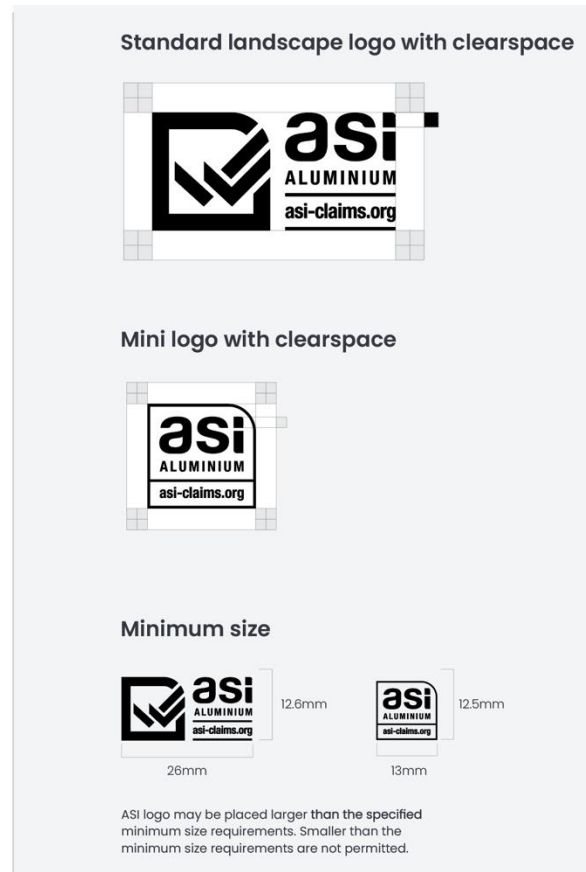
#### Translations

Aluminium Stewardship Initiative cannot be translated without also retaining the English language version. Other words like 'Chain of Custody' and 'Certified' can be translated but require prior approval from the ASI Secretariat, who will provide an approved version of the relevant logo.

#### Logo file type

Vector based EPS file format of the standard landscape and mini logo is available for production. This provides flexibility in updating and maintaining high image quality of the standard landscape and mini logo.

This vector based EPS file should be the only format used for production and not JPEG or PNG.







**Aluminium Stewardship Initiative Ltd**  
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