Client communication Rules for Verification & Validation

Public Communications of Verification and Validation Results and Compliance

Clients may refer to verification and validation results in marketing, advertising, and other public communications, including when demonstrating actions taken or improvements implemented in response to verification or validation findings, provided that confidentiality and sensitive information are protected.

Normec Verifavia clients should follow the guidelines bellow when communicating publicly about compliance with verification and validation results and related compliance:

1. Transparent and accurate communication

Clearly and concisely communicate the relevant verification or validation results, findings, actions taken, and resulting improvements. Public information shall remain within the specific scope, conclusions, and limitations of the applicable verification or validation and shall not mislead or exaggerate the results.

2. Accurate Attribution

Clearly identify Normec Verifavia as the body responsible for the verification or validation. Where applicable, use precise statements such as: “Verified by Normec Verifavia” or “Validated by Normec Verifavia”

3. Compliance Statements

Where clients communicate actions or improvements arising from verification or validation findings, they should clearly distinguish between:

- The findings and conclusions resulting from the verification or validation; and
- The client’s own actions, commitments, or improvements implemented in response to those findings.

Clients are not required to publicly disclose all verified or validated findings solely because they have been subject to verification or validation. Where specific findings are disclosed, the information shall be accurate, appropriately contextualized, and consistent with the applicable verification or validation statement or report.

4. Reference to supporting documentation

Where appropriate and where confidentiality requirements allow, provide references to the relevant verification or validation documentation supporting the public communication. This may include links to applicable reports, statements, opinions, or summaries published on the organization’s website, enabling stakeholders to access the supporting evidence.

5. No implication of broader endorsement

Public communications shall not imply that Normec Verifavia endorses, certifies, approves, or guarantees the client’s products, services, environmental performance, or overall claims beyond the specific scope of the verification or validation performed.

6. Continuous Commitment

Communicate the organization's ongoing commitment to maintaining and improving its environmental performance in response to the latest verification or validation findings. Public communications should distinguish between the results of the verification or validation and the client's own commitments or improvement actions.

Example of a compliance statement for public communication: "As part of our commitment to environmental integrity, our 2023 GHG (Green House Gases) emissions report has been independently verified by Normec Verifavia."

Use of the Normec Verifavia Verification Mark

Clients may use the Normec Verifavia verification mark in public communications only under the following conditions:

1. Scope and association with verified claims

The Normec Verifavia verification mark shall be used only in relation to specific claims, data, activities, or statements that have been verified or validated by Normec Verifavia. The mark shall be directly associated with the verified or validated content covered by the applicable verification or validation statement or report.

The use of the mark shall not imply a broader endorsement of the client's overall environmental performance or of any claims, data, products, services, or activities that have not been verified or validated by Normec Verifavia.

2. Clear identification and documentation reference

Normec Verifavia shall be clearly identified as the verification or validation body.

The relevant verification or validation statement or report shall be clearly referenced, including its title and date of issue, where applicable. Where appropriate, the reference should enable stakeholders to access the supporting documentation.

3. No misleading use or endorsement

The verification mark shall accurately represent the scope and outcome of the verification or validation activity performed by Normec Verifavia.

The mark shall not be used in a manner that could mislead stakeholders or the public about the nature, scope, findings, or conclusions of the verification or validation.

The mark shall not imply:

- Product endorsement.
- Product certification.
- Product quality approval.
- Certification of the client's organization or management system.
- Approval of the client's environmental performance; or
- Any other form of endorsement or approval by Normec Verifavia.

The mark shall signify only the verified or validated claims, data, activities, or statements to which it directly relates.

4. Approval of use

Clients wishing to use the Normec Verifavia verification mark shall obtain explicit permission from Normec Verifavia before using the mark in public communications and shall comply with any applicable instructions provided by Normec Verifavia.

Where required, the client shall submit the proposed use of the mark for review and approval to confirm that the proposed communication complies with these requirements.

5. Integrity and reproduction of the mark

The Normec Verifavia verification mark shall be reproduced in its approved form. It shall not be altered, modified, distorted, redesigned, or otherwise reproduced in a different form.

Clients shall not change the design, colour, shape, proportions, or any other element of the verification mark without prior permission from Normec Verifavia.

The mark shall not be used directly on products, product labels, or product packaging.

6. Use with other logos or marks

The Normec Verifavia verification mark may be displayed alongside other logos or marks, provided that a clear distinction is maintained between them.

Their positioning and presentation shall not create a risk of misinterpretation or imply co-validation, joint certification, endorsement, approval, or any other relationship between Normec Verifavia and the other organization or mark.

7. Transparency

The use of the Normec Verifavia verification mark shall support transparent communication about the basis and scope of the verification or validation.

Clients shall provide sufficient information for stakeholders to understand which claims, data, activities, or statements have been verified or validated and, where applicable, how the relevant verification or validation documentation can be accessed.

8. Validity and termination of use

The Normec Verifavia verification mark shall not be used after the applicable verification or validation statement or report has expired, been withdrawn, suspended, or otherwise become invalid, where such status affects the validity of the associated claim.

The client shall discontinue the use of the mark when instructed by Normec Verifavia or when the conditions under which its use was authorized are no longer met.

Normec Verifavia shall monitor the use of its verification mark to ensure that client communications accurately reflect the scope and validity of the verified or validated claims, maintain the credibility of the verification or validation process, and protect the integrity and reputation of the Normec Verifavia verification mark.

Use of Normec Verifavia marks and logos of its accreditation bodies

Normec Verifavia's clients are strictly forbidden from using the logos of national accreditation bodies such as COFRAC (France), UKAS (United Kingdom), SAC (Singapore) when publishing or communicating environmental claims that have been verified or validated by Normec Verifavia.
These accreditation bodies have assessed and accredited Normec Verifavia for its competence and capability to perform verification and validation activities as an independent conformity assessment body. Consequently, Normec Verifavia's clients shall not reuse or display these accreditations or their associated logos in connection with their own verified or validated environmental claims.

This requirement is intended to ensure clear and accurate public communication regarding the scope of Normec Verifavia's accreditation and to prevent any misleading representation of accreditation status.

Errors Identified in Normec Verifavia Statements or Reports

If a client identifies an error or potential error in a Normec Verifavia verification or validation statement or report, the client shall promptly inform Normec Verifavia in writing and provide clear details of the identified error.

Normec Verifavia will assess the reported issue, initiate the necessary corrective action where applicable, and communicate any updated or revised information to the client.

Clients shall not independently amend, correct, or alter the content of a Normec Verifavia statement or report.

Where a revised or corrected statement or report is issued, clients shall ensure that subsequent public references reflect the latest applicable version.

Misuse of Normec Verifavia Materials

As an independent and impartial validation and verification body, it is crucial for Normec Verifavia to ensure that its mark is used properly to reflect accurately the scope and validity of the environmental claims it has verified or validated. Misuse of their mark could undermine the trust stakeholders place in the services provided and in the environmental claims of the organizations using the mark.
Therefore, the potential consequences listed are appropriate measures to protect the integrity of Normec Verifavia's services and comply with ISO/IEC 17029:2019.

- Legal Action: This could involve litigation to enforce the terms of use associated with the mark, protect intellectual property rights, or address false claims made by misuse of the mark.

- Loss of Credibility: Misuse of the mark could damage the reputation of the client or organization, affect stakeholder trust and potentially lead to a broader impact on business relationships and market perception.
- Financial Penalties: These could be imposed as part of legal action or contractual penalties agreed upon in the terms of use for the mark, serving as a deterrent against misuse.

Additional measures may include requiring the client to correct, withdraw, or discontinue the relevant communication or unauthorized use of the mark, and suspending or withdrawing permission to use the Normec Verifavia mark.
Any action taken shall be proportionate to the nature of the misuse and shall consider applicable contractual, legal, and accreditation requirements.