

**FOKUS  
ZUKUNFT**



# SEAL GUIDELINES

FOKUS ZUKUNFT



PREFACE	3
THE PRINCIPLE OF CARBON NEUTRALITY	4
THE SEAL	5
AWARD OF SEAL	6
USE OF SEAL	8
DESIGN	9

# PREFACE

A few years ago, carbon neutrality was still something of a niche topic. Today, it is on everyone's lips. This is good news. The more companies make their products and services carbon neutral (or even climate positive), the more likely it is we will be able to stay within the 1.5°C of warming stipulated in the Paris Climate Agreement.

We obviously still have a long way to go. But every time Fokus Zukunft awards its 'carbon neutral' seal to a company and presents them with these guidelines, we increase our chances of staying within 1.5°C.

I am delighted that, in deciding to offset its greenhouse gas emissions, your company has recognised the need to ensure that we have a future worth living. You are making an important and valuable contribution to the world we live in. In recognition of your commitment, we are pleased to present you, along with this letter, with our seal and certificate.

Please feel free to use the seal and certificate in your communications – in email sign-offs, stationery, website, flyers, banners and product packaging. In doing so, you can make it clear to your customers, suppliers and staff that you are committed to reducing your carbon emissions.

In order for your stakeholders to better understand what this award means and how you earned it, experience has shown that it makes sense to explain the entire process as transparently as possible. Explain your objectives and why you decided to calculate your carbon footprint in the first place. You should state your reduction targets for the next few years and state which carbon offset projects you are supporting with the carbon credits you have purchased. When making your case to your stakeholders, feel free to refer to the information in this guide and to our other materials.



This guide consists of three parts. It begins with a brief introduction to carbon neutrality, which forms the basis for the award of our seal. Part 2 explains what the seal means, how it is awarded and how it should be used. Part 3 deals with the design and graphic inclusion of the seal.

If you have any questions, please do not hesitate to contact us at [info@fokus-zukunft.com](mailto:info@fokus-zukunft.com).

Thank you for placing your trust in Fokus Zukunft and choosing us as your offset partner.

Peter FrieB

# WHAT LIES BEHIND THE FOKUS ZUKUNFT AWARD?

When we use the term 'carbon neutral', we mostly mean the offsetting of greenhouse gas emissions. This means that the action being offset has neither a positive nor a negative effect on the climate through the greenhouse gases it emits. What this entails is that, somewhere else in the world, the same amount of greenhouse gases is either saved or stored. As far as the climate is concerned, it is irrelevant where on the planet this happens. What counts is the global net total.

Under the Kyoto Protocol, the UN has developed a tool called the Clean Development Mechanism (CDM) based on the aspects describe above. This means that industrialised countries can acquire credits for greenhouse gas emissions saved as part of an officially recognised offset project and then 'spend' them as part of their 'emissions budget'.

Officially recognised offset projects are currently located mainly in developing and emerging countries. The reason for this is that the potential for savings through the adoption of new technologies is comparatively high there, and these saving can be used more cost-effectively. For local people in particular, this technology transfer provides jobs and security. Fokus Zukunft therefore believes that the CDM is currently the most sustainable way to compensate for unavoidable emissions and to make a significant contribution to achieving the 1.5°C target agreed in the Paris Climate Agreement.

In general, Fokus Zukunft sees offsetting as the most effective strategy for maintaining the delicate balance of the Earth's atmosphere in the face of unavoidable emissions. But at the same time, we have to remember that offsetting alone will not be enough in order to create a future worth living. It would be far preferable to reduce and, if possible, eliminate emissions from being released in the first place.

## avoid - reduce - offset

Therefore, offsetting should be seen as a complementary measure and not as a free pass to continue our current way of life at the expense of the planet. For life to be lived in harmony with nature, the development of long-term and sustainable initiatives at all levels – political, economic and societal – is essential.

## The Seal

# FOKUS ZUKUNFT'S AWARD FOR BEING CARBON NEUTRAL (OR EVEN CLIMATE POSITIVE)

Companies, products and services that are awarded by Fokus Zukunft all have one thing in common: they cause emissions. However, in contrast to others, these emissions don't lead to a net increase in the total of greenhouse gases in the atmosphere. Fokus Zukunft recognises this achievement by providing its seal of approval.

The Fokus Zukunft seal is available in two versions: „carbon neutral“ and „climate positive“. The category of recipient (e.g. company, product etc.) is stated underneath the seal. The seal may also feature a QR code and a link to further information online.

All Fokus Zukunft seals contain the addition „Climate neutral via offsetting“ / „Climate positive via offsetting“, which makes the significance of the meaning of the award even more clearly.

The Fokus Zukunft award testifies to the fact that your company has dealt with its unavoidable emissions in a responsible and legally approved manner.

We comply with the internationally valid PAS 2060 standard as the recognised method for achieving carbon neutrality.



## CLIMATE NEUTRAL COMPANY

certified by Fokus Zukunft  
climate neutral via offsetting

The „carbon neutral“ label confirms that the emissions have been offset with equivalent carbon credits from the Fokus Zukunft portfolio (1 tonne of CO<sub>2</sub>e = 1 carbon credit).



## CLIMATE POSITIVE COMPANY

certified by Fokus Zukunft  
climate positive via offsetting

„climate positive“ award generally means that at least twice the number of carbon credits from the Fokus Zukunft portfolio have been purchased and thus the offset is greater than the original emissions.



## CLIMATE NEUTRAL COMPANY

certified by fokus-zukunft.com/xxxxx  
climate neutral via offsetting



The seal in combination with a QR code or link leads to an information page with details on carbon offsetting and the award itself.

# CRITERIA

For either award, the following criteria apply:

- The amount of emissions to be offset has been calculated by Fokus Zukunft or another service provider in accordance with the Greenhouse Gas Protocol, the corporate value chain or ISO 14064.
- The emissions have been offset with carbon credits from the Fokus Zukunft portfolio. This consists exclusively of internationally recognised carbon offset projects certified under UN CER, VCS, VCS + CCBS or the Gold Standard and validated by independent auditors.
- The number of credits purchased has been properly accounted for by Fokus Zukunft, so that the same credits can't be traded more than once.

Seals are usually awarded with a certificate containing the following information:

- Who has offset what
- Number of credits purchased
- Period for which the offset applies
- Offset project(s) involved, incl. country and relevant standards
- Date of award and digital signature of Peter Frieß, Fokus Zukunft's Chairman of the Board



Depending on the communication package requested, the award – both the seal and the certificate – will be provided in English, but other languages are available on request (fee applies). The seal can be provided with or without a QR code and link. You can also get the award in the form of a wooden trophy, which can be placed at your reception or other prominent area.

# CATEGORIES

Almost any activity that causes emissions can be audited and offset.

Fokus Zukunft specialises in the auditing of certain categories and provides special seals for them:

- **Companies** (via Corporate Carbon Footprint (CCF) taking into account Scope 1 and 2 and partly Scope 3; via comprehensive Corporate Carbon Footprint (cCCF) taking into account Scope 1 - 3).
- **Products** (via Product Carbon Footprint (PCF) at total or product range level or for an individual product)
- **Hotels** (via Corporate Carbon Footprint (CCF) taking into account Scope 1 and 2, partly Scope 3, incl. food and external services)
- **Printed products** (via Corporate Carbon Footprint (CCF) taking into account Scope 1 and 2, partly Scope 3, incl. downstream products)
- **Events/exhibitions** (using the Greenhouse Gas Protocol calculation method)

Other categories can also be audited and offset. This will be explained in more detail on request. Buildings, for example, are not listed here, as they are awarded a plaque instead of a seal.

The emission factors used for the conversion of the consumption data collected come predominantly from these sources:

- Data principles for emissions auditing as issued by DEFRA (Department for the Environment, Food and Rural Affairs)
- GEMIS database (Global Emissions Model of Integrated Systems, Version 4.9, published by the International Institute for Sustainability Analysis and Strategies)
- Ecoinvent database
- Federal Environment Office (UBA) database
- IPCC (Intergovernmental Panel on Climate Change)

## VALIDITY

The seal itself is not dated, but this doesn't mean it can be used indefinitely. The validity of the seal depends on the period for which the emissions were offset.

This means that, on expiry of the period in question, you need to purchase more credits. Otherwise the award automatically expires with the end of the offset period. The period of validity is stated on the certificate.

Fokus Zukunft strongly recommends extending the validity period before it expires so that the award can be used continuously in your communications. Unless you are expecting a significant increase in your carbon footprint over the next few years (e.g. due to expansion), you can offset for several years at once. However, it is advisable to audit your carbon footprint at least every two years so that any change can be accounted for.

The use of an invalid seal, or the use of a seal in a different context, is not permitted.

# APPEARANCE AND DESIGN

The Fokus Zukunft seal uses a clear, modern and minimalist design language. To allow for flexibility of use, the figurative element and the font stand side by side so as not to restrict the length of the carbon-neutral space.

The image with the arrow in the circle is based on the Fokus Zukunft logo and thus establishes a link to the scheme's sponsor. By reducing the image, the signet is easily recognisable even if reproduced in smaller formats.

The leaves symbolise sustainability, a step in the right direction and the potential for growth.

„Carbon neutral“ and the area are written in capitals. This maintains readability and the two words form a unit. „Carbon neutral“ is in bold to emphasise it as the most important part of the seal.

„Certified by Fokus Zukunft“ and the URL (for seals with a QR code) round off the design by directing the reader to more information.

If the seal has a QR code, the code is always placed at a distance to the right of the seal. Only in exceptional cases and subject to agreement may the QR code be placed differently (e.g. for reasons of space).



Seal with no QR code



Seal with QR code

Design of seal

# COLOUR SCHEME

The seal contains one primary colour:  
turquoise. This must always and exclusively  
be used as follows and must not be changed:

CMYK 80 | 30 | 65 | 20

RGB 45 | 118 | 95

HEX #2d765f

Pantone 3288 C

RAL 6024

Design of seal

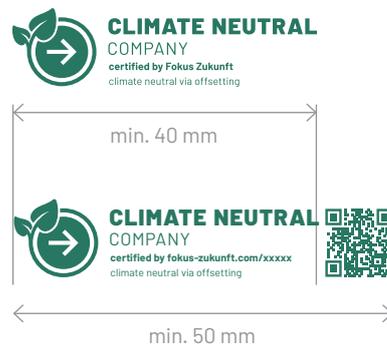
# PERMITTED USE

In order to gain the full effect of the seal, be sure to give it space and to place it in an optimal position.

The seal should always be placed away from other elements by least the width of the arrow (distance x). Make sure that no part of the seal gets cut off.



The seal should never be reproduced at less than 40 mm wide, otherwise legibility may be compromised and areas of print may smear. With a QR code, the complete seal must be at least 50 mm wide. Check that the QR code can be scanned.



If the elongated seal cannot be placed, a round seal can be provided in exceptional cases. This must be placed with a minimum width of 30 mm. All information in this document also apply to the round seal variant.



Design of seal

# PERMITTED USE

The seal must be reproduced in turquoise or white on turquoise. If in black and white, the seal must be printed in black.

If a 'quiet', low-contrast background image is used on advertising material, the seal may be placed in white on the image as long as legibility is maintained.



Permitted: turquoise on white



Permitted: black on white



Permitted: white on turquoise



Permitted: seal placed on low-contrast image, provided legibility is maintained.

## Design of seal

# UNAUTHORISED USE

Placement on a 'busy' background image is not permitted, as this compromises legibility.

Colours that are not in the corporate design guidelines must not be used as background colours.

The use of drop shadows or distorted or slanted placement is also to be avoided.



Not permitted: 'busy' image background



Not permitted: background colours that are not in design guidelines



Not permitted: drop shadow



Not permitted: distortion



Not permitted: slanting

## ABOUT FOKUS ZUKUNFT

Fokus Zukunft is a sustainability consultancy based in Starnberg. We specialise in the carbon and lifecycle auditing of companies, products and buildings and in holistic consulting in the field of corporate sustainability and decarbonisation.

## FOR MORE INFORMATION:

Fokus Zukunft GmbH & Co. KG  
Leutstettener Straße 28  
82319 Starnberg

Tel. +49 8151 44 6 770  
marketing@fokus-zukunft.com  
**[www.fokus-zukunft.com](http://www.fokus-zukunft.com)**

