



# **The Copper Mark Claims Guide**

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## The Copper Mark Claims Guide

The Copper Mark is the trading name of the UK incorporated not-for-profit company that owns and governs the certification mark and logo trademark also known as “The Copper Mark.” The Copper Mark is a credible assurance framework to promote responsible production practices and demonstrate the copper industry’s commitment to the green transition.

The Copper Mark also owns and governs and the use of logo marks for other metals, known as the following:

- “The Nickel Mark”;
- “The Zinc Mark”; and
- “The Molybdenum Mark”

together with The Copper Mark logo and The Copper Mark Chain of Custody logo termed “**The Company logos**”

For the purposes of this Claims Guide, reference to The Copper Mark-related claims shall mean claims relating to any of Marks mentioned above as applicable to that metal, unless otherwise specified.

## Disclaimer

*This document does not intend to, nor does it, replace, contravene or otherwise alter the requirements of The Copper Mark Articles of Association 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. The Copper Mark documents are updated from time to time.*

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## 1. Introduction

### Legal Compliance

Organizations that make The Copper Mark-related claims are each responsible for legal compliance with applicable regulations, including labelling, advertisement, consumer protection and competition laws, at all times. The Copper Mark cannot accept liability for any violations of applicable law, or any infringement of third-party rights made by other organizations.

### The Copper Mark and The Copper Mark-related claims

The Copper Mark enables organizations to make claims to differentiate their business by their commitment to implementing responsible production practices or by showing support for the objectives of The Copper Mark and The Copper Mark Assurance Process.

The Copper Mark-related claim is a claim or representation that is public-facing or used in business to business (B2B) communications, is documented, and consists of one or more of:

- Use of one of The Company logos.
- Text relating to The Copper Mark Assurance Process, which may be alongside The Company logo, or standalone, depending on the situation.

Consistent, accurate and appropriate use of terms related to The Copper Mark Assurance Process and use of The Company logos helps to build awareness, recognition and credibility.

The Copper Mark controls all relevant The Copper Mark-related claims to ensure they are both credible and accurate. This means that The Copper Mark must grant permission for any use of The Copper Mark-related claims prior to their being made unless stipulated otherwise in this Guide, to ensure compliance with the relevant standards. The Copper Mark reserves the right to act on any use of its name or logo that it reasonably believes to be inappropriate.

There are different types of claims and differing relevance to Participants in The Copper Mark Assurance Process, downstream users of the Copper Mark Chain of Custody standard, The Copper Mark partners and general supporters of The Copper Mark. This Claims Guide provides both principles and practical examples of how various organizations related to the Copper Mark Assurance Framework may make claims. See the section on "Types of Claims Permitted and Prohibited by The Copper Mark" for a chart defining who can make which types of claims.

## Purpose of this Guide

The purpose of The Copper Mark Claims Guide is to set out the rules and supporting guidance for various claims. This Guide outlines the types of claims both permitted and prohibited by The Copper Mark in respect of the various types of users of The Copper Mark standards and Assurance Framework. It also addresses the measures The Copper Mark may take to monitor and enforce the use of its claims.

## Applicability of this Guide

The Guide must be used by anyone making The Copper Mark-related claims. It is publicly available to assist other stakeholders in their understanding of The Copper Mark-related claims. There are three general categories of organizations that might choose to make a The Copper Mark-related claim:

1. **Participant:** a site involved in the extraction, processing, treatment, mixing, recycling, handling, or otherwise manipulating one or more of the principle covered metal products.

A Participant is assessed against all 32 Copper Mark Criteria.

Participants must sign a Letter of Commitment and are required to pay annual fees. They have access to The Copper Mark working groups, governance bodies and other resources.

Parent companies of Participants, and joint venture partners are also eligible to make claims about the Participant(s) in which they have an interest. **All claims must be clearly linked with the specific Participant site that has fulfilled the requirements of The Copper Mark Assurance Process.**

Note that within the Copper Mark Assurance Framework there are other eligible sites. Other eligible sites are those that are assessed **only** against the Joint Due Diligence Standard and **are not eligible to make The Copper Mark-related claims** in accordance with this Claims Guide.

2. **Downstream Users:** A user of the Copper Mark Chain of Custody Standard that is not eligible or required to undergo an assessment against the Copper Mark Criteria for Responsible Production. A user of the Copper Mark Chain of Custody Standard that is not eligible to undergo an assessment is a site that purchases Copper Mark copper or a product that contains Copper Mark copper for use in a complex object but does not manipulate or chemically alter the copper itself. These are generally referred to as manufacturers or end users but may also include traders.
3. **Other:**

- a. **Copper Mark partners:** The Copper Mark partner is an organization in the copper value chain that uses, relies on or has an interest in copper or copper production in their business and that has made a public commitment to The Copper Mark's vision and objectives and recognizes the responsible production and sourcing of copper in their business policies and activities through expressing a preference for producers assured through The Copper Mark Assurance Process.

Such organizations include but are not limited to component and parts manufacturers using copper in their industrial processes; original equipment manufacturers using copper in their end-products; and investors and financial institutions with direct or indirect interests in copper production.

- b. **Assessors:** An Assessor approved by The Copper Mark in accordance with The Copper Mark standards and Assurance Framework.
- c. **General Supporters:** An organization that is not part of the copper value chain, and thus is not eligible to be a The Copper Mark partner or Participant but wishes to express their support for The Copper Mark's vision and objectives. Such organizations include, but are not limited to, organizations with social or environmental missions, community groups, trade unions, governmental organizations, trade associations, standards bodies, and academic institutions.

## 2. General Requirements for all The Copper Mark-Related Claims

### General

The following rules apply to all The Copper Mark-related claims:

- The Company logos must be used and referred to as set out in Annex I.
- The names of The Company logos may not be translated into other languages without also retaining the English version/s for reference.
- The Company logos or their names must never be displayed in such a way that is misleading or confusing or might lead to any harm or prejudice to the reputation or credibility of The Copper Mark.
- The use of The Company logos or their names as, or as part of, another brand name is prohibited.
- The Company logos or their names must not be placed in such a way that they could be interpreted as belonging to any company or organization other than The Copper Mark.
- The use of The Company logos or their names alongside other sustainability/responsible sourcing logos, marks or seals is generally permitted.

## Logo Use Requirements

The Copper Mark has developed Brand Guidelines that contains information on:

- Available logos 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.

Please contact The Copper Mark at [info@coppermark.org](mailto:info@coppermark.org) to request a copy of the Brand Guidelines or if you have any questions.

## 3. Types of Claims

### Assurance Claims

An assurance claim is a claim that can be made as a result of an assurance process against a responsible business code or standard. The Copper Mark allows assured claims by Participants and downstream users that have fulfilled the requirements of The Copper Mark Assurance Process against relevant The Copper Mark standards. Such claims are known as The Copper Mark Assurance Claims and include both text claims and use of the Company logos, and their permitted use is further described in Section 4.1 of this Guide.

The Copper Mark Assurance Claims may relate to a Participant's site or may appear on or accompany copper products where:


- 1) The claim clearly identifies the Participant site having met the Copper Mark Criteria for Responsible Production; or
- 2) The party has met the requirements of the Copper Mark Chain of Custody Standard.

### Marketing Claims

Marketing claims are claims that relate to corporate commitments or expressions of support relating to The Copper Mark, its mission, goals and to The Copper Mark Assurance Process, but that are not based on assurance against The Copper Mark standards. For example, marketing claims could include statements expressing an organization's general level of commitment or involvement in The Copper Mark's work program, support for responsible sourcing of copper, or an intention of a copper producer to work towards The Copper Mark Assurance. Sites, Partners, Assessors and General Supporters can all make marketing claims. All such claims must be consistent with the general principles set out in Section 2 of this Guide.



## Types of Claims Permitted and Prohibited by The Copper Mark

	Marketing Claims	Assurance Claims		
		Site-based	Product-claims	
			Separation	Mass-balance
A) Participants				
Copper sites	 **			
Nickel, Zinc, Molybdenum sites	 **			
Joint Ventures / Parent Companies	 **	 *		
Other eligible sites				
B) Downstream Users				
Manufacturers / end-users				
Traders				
C) Other				
Copper Mark partners				
Assessors	 **			
General Supporters	 **			

\* Claims must be tied to the assured site.

\*\* Text-based claims may be made but use of The Company logos is not permitted.

\*\*\* Use of The Copper Mark logo is not permitted, only The Copper Mark Chain of Custody logo (shown in Annex I).

Naturally, all claims may only make use of the Mark (logo or name thereof) relevant to the metal in question.

### 4. The Copper Mark-related claims

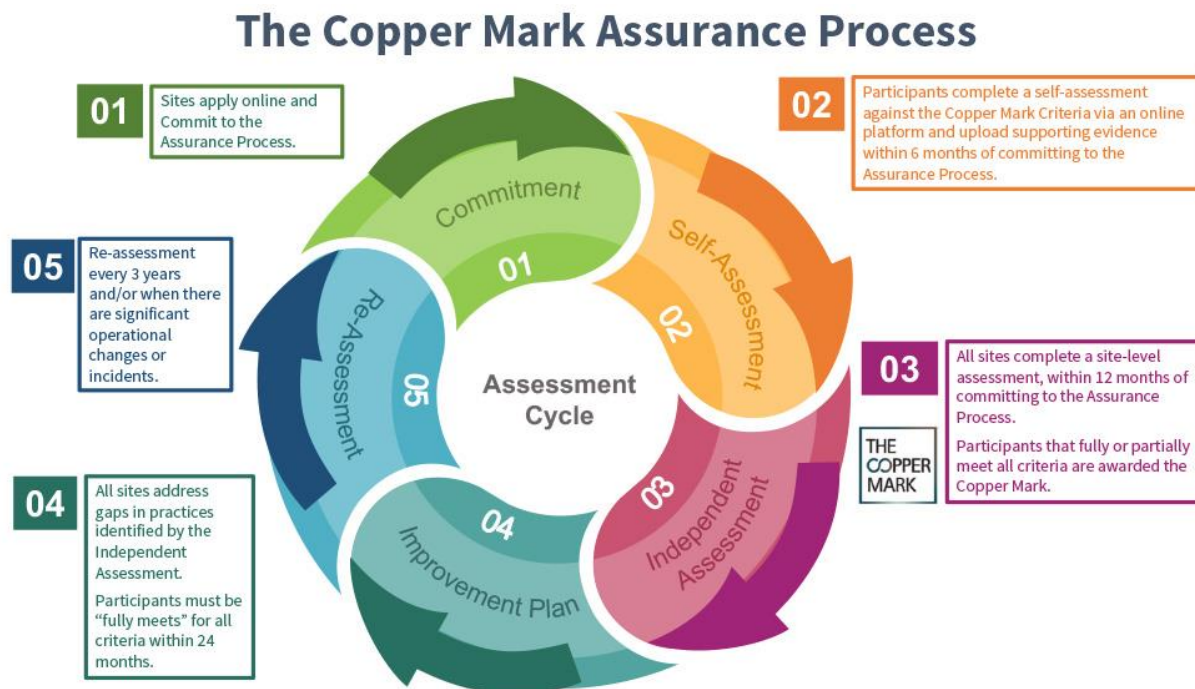
#### Claims by sites and Joint Ventures/Parent Companies

##### The Copper Mark Assurance Claims

A The Copper Mark Assurance Claim is an assured claim that conveys information about responsible practices of a particular Participant or product as defined in The

Copper Mark standards. Only Participants or parties that have implemented policies and practices independently assessed as conforming with The Copper Mark standards and that follow The Copper Mark Assurance Process are eligible to make The Copper Mark Assurance Claims.

There are 5 steps in The Copper Mark Assurance Process relating to Participants, which are illustrated in Figure 1.



**To make a The Copper Mark Assurance Claim, participants are required to be independently assessed as having ‘fully met’ or ‘partially met’ the criteria of the Copper Mark standards within 12 months of signing a Letter of Commitment (Step 1), and to commit to addressing all ‘partially met’ criteria within 24 months of signing the Letter of Commitment (Step 1).**

The Copper Mark standards provides guidance to assessors on how to determine whether a criterion is ‘does not meet,’ ‘partially meets,’ or ‘fully meets.’

To continue to make The Copper Mark Assurance claims beyond Step 3, participants must demonstrate and have independently assessed (Step 4) that they have implemented the necessary improvements to raise their performance determination in

all issue areas of The Copper Mark standards from ‘partially meet’ to ‘fully meet’ within 24 months of signing the Letter of Commitment (Step 1), as applicable.

To continue to make The Copper Mark Assurance Claims beyond having been assessed as ‘fully meets’ all The Copper Mark standards (Step 4), Participants must demonstrate continued conformance through a re-assessment (Step 5) by independent The Copper Mark-approved assessors, or demonstrating conformance with recognized equivalent standards or certifications, every three years from being eligible to make their first The Copper Mark Assurance Claim (Step 3).

A re-assessment of a Participant can also be triggered sooner, as defined in The Copper Mark Assurance Process. Please refer to the Copper Mark Assurance Process for details on those circumstances.

Where a Participant:

- has failed to meet all The Copper Mark standards as set out in Step 4;
- has failed to demonstrate continued conformance through its re-assessment in accordance with Step 5; and/or
- in the reasonable opinion of the Copper Mark is no longer deemed to be participating in The Copper Mark Assurance Process,

such Participant will no longer be eligible to make use of The Company logos or make The Copper Mark Assurance Claims to its customers, suppliers, consumers, media organizations and stakeholders.







Participants may make The Copper Mark Assurance Claims to customers, suppliers, consumers, media organizations and stakeholders generally and claims can be displayed in corporate material, contracts, invoices, web site and signage.


In addition to the requirements stipulated in 2.1 of this Guide, participants eligible to make The Copper Mark Assurance Claims must never display any of The Company logos or write associated text in such a way that suggest or implies:

- participation in The Copper Mark Assurance Process before Step 3 has been completed.
- a larger assessment scope of a Producer in the Assurance Process than has been assessed following completion of Steps 3, 4 or 5.
- participation in The Copper Mark Assurance Process by an organization other than the specific site of the participating site stipulated in the Letter of Commitment.

Please refer to the tables below for specific text claims’ examples for The Copper Mark Assurance Claims. Please also refer to [Annex II](#) for examples of logo use.




The Copper Mark Assurance Claims: SITE CLAIMS	
Eligibility	Participants

<b>Assurance Process Status</b>	<p>Step 3, 4 &amp; 5: Participants independently assessed or re-assessed as having partially or fully met all 32 of The Copper Mark Criteria</p> <p>OR</p> <p>Step 3, 4 &amp; 5: Participants independently assessed or re-assessed as having partially or fully met all 32 of The Copper Mark Criteria <b>and</b> independently assessed or re-assessed as having met the requirements of The Copper Mark Chain of Custody Standard</p>		
<b>Claim Placement</b>	<p>Corporate reports (e.g., sustainability reports), promotional material, letter heads, contracts, invoices, web sites, cathode bundle labels, and site signage.</p> <p><b>All claims must be placed in such a way to be clearly linked with the specific participant site that has fulfilled the requirements of The Copper Mark Assurance Process</b></p>		
<b>Example Text Claim</b>	<b>Logo Permitted</b>	<b>Approval required from The Copper Mark</b>	
[North Mine], a The Copper Mark Site since 2020, has been independently assessed against The Copper Mark Criteria.		YES	
As part of The Copper Mark Assurance Process – [North Mine] has been independently assessed as having partially/fully met The Copper Mark Criteria and Chain of Custody Standard.		YES	
[South Mine] is an assured The Nickel Mark Site.		YES	
[East Mine]: a The Molybdenum Mark Producer		YES	
[North Mine]: The Copper Mark Assured		YES	
[Polly Metal North], a producer of copper, nickel, lead, molybdenum, silver and zinc, has been independently assessed and re-assessed against The Copper Mark Criteria		YES	

[Polly Metal North], a producer of copper, nickel, lead, molybdenum, silver and zinc, is an assured The Copper Mark, The Molybdenum Mark, The Nickel Mark, and The Zinc Mark Site.		YES
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## On-Product Claims

Conformance with the Chain of Custody standard allows Participants to make on-product claims, which vary depending on the type of chain of custody model used. The logo must be directly accompanied by the approved, on product text claims.




The Copper Mark Assurance Claims: PRODUCT SPECIFIC		
<b>Eligibility</b>	Copper Participants	
<b>Assurance Process Status</b>	Steps 3-5: Participants independently assessed as having partially or fully met all 32 of The Copper Mark Criteria <b>and</b> assessed as having met the requirements of The Copper Mark Chain of Custody Standard.	
<b>Chain of Custody Model</b>	Separation	
<b>Claim Placement</b>	Concentrate shipment invoices, cathode bundles, wire, rod, sheet, alloy products, etc.	
Example Text Claim	Logo Permitted	Approval required from The Copper Mark
[Product] comes from Copper Mark copper, a certified source.		YES
[Product] is from Copper Mark copper, a source that meets The Copper Mark Responsible Production Criteria.		YES
[Product] contains Copper Mark copper, assured as meeting The Copper Mark Responsible Production Criteria.		YES

When using a mass balance model, the participant must link to a statement on their website that clearly indicates the scope of mass balance. This URL to the statement must be included on the product claim. The statement may be developed by the participant as long as it uses the term “mass balance” and makes it clear that Copper Mark copper is not physically traceable to end products.

Alternatively, the Copper Participant may use any of the following:




- Copper Mark copper is sourced via a system of mass balance and is not physically traceable to end products.
- Copper is sourced via a system of mass balance and therefore may not contain Copper Mark copper.
- Copper Mark copper is sourced via a chain of custody model called mass balance. This means that Copper Mark copper is not physically traceable from mine to end products.

Note that when using a mass balance model Participants may **not** use claims to the effect that “[Product] contains/comes from Copper Mark copper” or use The Copper Mark logo to this effect.

<b>The Copper Mark Assurance Claims: PRODUCT SPECIFIC</b>		
<b>Eligibility</b>	Copper Participants	
<b>Assurance Process Status</b>	Step 3-5: Participants independently assessed as having partially or fully met all 32 of The Copper Mark Criteria <b>and</b> assessed as having met the requirements of The Copper Mark Chain of Custody Standard.	
<b>Chain of Custody Model</b>	Mass Balance	
<b>Claim Placement</b>	Concentrate shipment invoices, cathode bundles, wire, rod, sheet, alloy products, etc.	
<b>Example Text Claim</b>	<b>Logo Permitted</b>	<b>Approval required from The Copper Mark</b>
[Product] is Copper Mark copper. <b>URL</b>		YES
[Product] supports the production of Copper Mark copper. <b>URL</b>		YES
[Product] contributes to the production of Copper Mark copper. <b>URL</b>		YES
<b>The following claims are NOT permitted</b>		

[Product] contains Copper Mark copper. <b>URL</b>
[Product] is sourced from Copper Mark sites. <b>URL</b>

## Parent Company / Joint Venture Claims

The Copper Mark Assurance Claims: PARENT COMPANIES / JV PARTNERS			
<b>Eligibility</b>	Parent Companies and Joint Venture Partners of Participants		
<b>Assurance Process Status</b>	Step 3, 4 & 5: Participants independently assessed or re-assessed as having partially or fully met all 32 of The Copper Mark Criteria		
<b>Claim Placement</b>	<p>Corporate reports (e.g., sustainability reports), promotional material, letter heads, and web sites.</p> <p><b>All claims must be placed in such a way to be clearly linked with the specific Copper Producer's site and/or facility that has fulfilled the requirements of The Copper Mark Assurance Process</b></p>		
Example Text Claim		Logo Permitted	Approval required from The Copper Mark
The [East Mine] of [MountainNickelCorp] has been independently assessed as having fully met the responsible environmental and social production practices' requirements of The Nickel Mark.			YES
The [North Mine] of [MountainCopperCorp] has been independently assessed against and has partially met The Copper Mark Criteria and is committed to continuous improvement at the site to fully meet all 32 of The Copper Mark Criteria by [September 2023].			YES
[MontainCopperCorp] is proud to announce that its [North Mine] and [South Mine] have been re-assessed as fulfilling the necessary			YES






requirements to be The Copper Mark Assured and The Molybdenum Mark Assured.		
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## The Copper Mark Marketing Claims

Participants that have signed a Letter of Commitment (Step 1) and/or have completed a self-assessment against The Copper Mark Criteria (Step 2) are not eligible to make The Copper Mark Assurance Claims but may make Marketing Claims to communicate that they have committed to meet The Copper Mark Criteria and are working towards achieving conformance within the period stipulated in The Copper Mark Assurance Process.



Additionally, Participants may publish their Letter of Commitment and the link to the page on The Copper Mark website that list sites participating in The Copper Mark Assurance Process.

Please refer to the table below for example text claims for The Copper Mark Marketing Claims. Please also refer to [Annex II](#) for examples of logo use.

The Copper Mark Marketing Claims: Participants		
<b>Eligibility</b>	Participant	
<b>Assurance Process Status</b>	Steps 1 & 2: Participants working towards independent assessment of meeting all 32 of The Copper Mark Criteria	
<b>Claim Placement</b>	Corporate material (e.g., sustainability reports), promotional material, web sites, letter heads, and signage.	
Example Text Claim	Logo Permitted	Approval required from The Copper Mark
[North Mine] is committed to achieving independent assessment of The Copper Mark Criteria to support responsible practices of copper production.		NO
[South Mine] is engaged in the Copper Mark Assurance Process in order to obtain The Zinc Mark.		NO
[North Mine] is working towards fully meeting all The Copper Mark Criteria by [May 2024] within [2] years of signing a Letter of Commitment.		NO

The Copper Mark Marketing Claims: Parent Companies and JV Partners
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<b>Eligibility</b>	Parent Companies and Joint Venture Partners of Participants working towards independent assessment of meeting all 32 of The Copper Mark Criteria		
<b>Assurance Process Status</b>	Not applicable		
<b>Claim Placement</b>	Corporate material (e.g., sustainability reports), promotional material, web sites and letter heads.		
<b>Example Text Claim</b>		<b>Logo Permitted</b>	<b>Approval required from The Copper Mark</b>
[MountainCopperCorp] is proud to support its [North Mine] in meeting the environmental and social performance requirements of The Copper Mark by [March 2021]			NO
[MountainNickelCorp], a joint venture partner with [International Base Metals Inc.] in [East Mine] is proud to support the site's commitment to meet the requirements to become an assured The Nickel Mark Site.			NO

### Claims by Downstream Users of the Chain of Custody Standard

Downstream users of the Chain of Custody Standard are entities that are not eligible to be assessed against the Copper Mark Criteria for Responsible Production but use Copper Mark copper in their products. They may make claims related to the copper contained in their products and in respect of where the copper has been sourced.

<b>The Copper Mark Assurance Claims: PRODUCT SPECIFIC</b>			
<b>Eligibility</b>	Downstream Users of the Chain of Custody Standard		
<b>Assurance Process Status</b>	Downstream Users of the Chain of Custody Standard who have signed the Copper Mark End User Agreement <b>and</b> fulfil their obligations detailed in the Copper Mark Chain of Custody Standard		
<b>Chain of Custody Model</b>	Separation (as confirmed by Chain of Custody Transfer Record)		
<b>Claim Placement</b>	Final products containing Copper Mark copper or Copper Mark copper products, websites, annual reports, marketing materials, etc.		
<b>Example Text Claim</b>		<b>Logo Permitted</b>	<b>Approval required from The Copper Mark</b>

[Product] includes Copper Mark copper, a certified source.		YES
[Product] includes Copper Mark copper from suppliers that meets the Copper Mark Responsible Production Criteria.		YES
[Product] contains Copper Mark copper, assured as meeting the Copper Mark Responsible Production Criteria.		YES




When using a mass balance model, the downstream user must link to a statement on their website that clearly indicates the scope of mass balance. This URL to the statement must be included on the product claim. The statement may be developed by the downstream user as long as it uses the term “mass balance” and makes it clear that Copper Mark copper is not physically traceable to end products.

Alternatively, the downstream user may use any of the following:

- Copper Mark copper is sourced via a system of mass balance and is not physically traceable to end products.
- Copper is sourced via a system of mass balance and therefore may not contain Copper Mark copper.
- Copper Mark copper is sourced via a chain of custody model called mass balance. This means that Copper Mark copper is not physically traceable from mine to end products.

Note that when using a mass balance model parties may **not** use claims to the effect that “[Product] contains/comes from Copper Mark copper” or use The Copper Mark logo to this effect.

The Copper Mark Assurance Claims: PRODUCT SPECIFIC		
<b>Eligibility</b>	Downstream Users of the Chain of Custody Standard	
<b>Assurance Process Status</b>	Downstream Users of the Chain of Custody Standard who have signed the Copper Mark End User Agreement <b>and</b> fulfil their obligations detailed in the Copper Mark Chain of Custody Standard	
<b>Chain of Custody Model</b>	Mass balance (as confirmed by Chain of Custody Transfer Record)	
<b>Claim Placement</b>	Final products containing Copper Mark copper or Copper Mark copper products, websites, annual reports, marketing materials, etc.	
<b>Example Text Claim</b>	<b>Logo Permitted</b>	<b>Approval required from The Copper Mark</b>

[Product] is Copper Mark copper. <b>URL</b>		YES
[Product] supports the production of Copper Mark copper. <b>URL</b>		YES
[Product] contributes to the production of Copper Mark copper. <b>URL</b>		YES
<b>The following claims are NOT permitted</b>		
[Product] contains Copper Mark copper. <b>URL</b>		
[Product] is sourced from Copper Mark sites. <b>URL</b>		

## Claims by Others

### The Copper Mark Partner Claims

The Copper Mark Partners are organizations in the copper value chain that use or rely on the principle covered metals (copper, molybdenum, nickel, zinc) in their business and include, but are not limited to, organizations in the auto and electronics OEM, and construction sectors, and financial institutions investing in the production of the principle covered metals. The Copper Mark encourages such organizations to make a commitment to The Copper Mark vision and objectives by recognising the responsible production and sourcing of the principle covered metals in their core business policies and activities. A The Copper Mark Partner Claim is different to a General Supporter Claim as it commits the organization to go beyond statements of general support by incorporating The Copper Mark into business decisions and resource allocation.




Examples of such commitments include the recognition by a manufacturing business of its suppliers' responsible production and sourcing of copper through expressing a preference for producers assured through The Copper Mark Assurance Process; an investor acknowledging e.g. that a The Nickel Mark Assured Site meets its requirements for environmental, social and governance due diligence; or, by allocating the time and expertise of staff to actively serve on The Copper Mark Board of Directors or The Copper Mark Advisory Council.

Organizations wishing to be The Copper Mark Partners submit a formal request through The Copper Mark website that will include a statement of their commitment. The request will be reviewed by The Copper Mark and, if necessary, The Copper Mark may require

amendments to the request before accepting the organization formally as a The Copper Mark Partner.


The Copper Mark Partners agree to have their name and logo placed on a dedicated web page on The Copper Mark website.

Please refer to the table below for specific The Copper Mark Partner text claims' examples. Please also refer to [Annex II](#) for examples of logo use.

The Copper Mark Marketing Claims: Partners		
<b>Eligibility</b>	Organizations in the copper value chain that have made a formal commitment to The Copper Mark, which has been acknowledged by The Copper Mark	
<b>Assurance Process Status</b>	Not applicable	
<b>Claim Placement</b>	Corporate material (e.g., annual reports, sustainability reports), promotional material, web sites, letter heads, and signage.	
Example Text Claim	Logo Permitted	Approval required from The Copper Mark
[Superfast Auto] is proud to be a partner to The Copper Mark and recognizes the credibility of The Copper Mark in its responsible sourcing policy and strategy.		NO
[Smart Investing Capital] invests in zinc mining operations that are committed to meet and to be independently assessed against the responsible environmental and social production practices' requirements of The Copper Mark.		NO
[Mrs. Yolanda Verde, CEO of the charity NatureSave] is proud to serve on the board of The Copper Mark and to advance its mission to recognize good production practices globally.		NO

## Assessor Claims



The Copper Mark encourages expressions of support and the promotion of The Copper Mark by The Copper Mark-approved assessors. Such Assessors may make text-based claims but may not use any of The Company logos.

Eligibility	The Copper Mark-Approved Assessor		
Assurance Process Status	Not applicable		
Claim Placement	Corporate material (e.g., annual reports, sustainability reports), promotional material, web sites, letter heads, and signage.		
Example Text Claim		Logo Permitted	Approval required from The Copper Mark
[Reliable Assessors Inc]. are proud to be approved The Copper Mark Assessors.			NO

### General Supporter Claims

The Copper Mark encourages expressions of support and the promotion of The Copper Mark by communities, NGOs, governmental organizations and other stakeholders. A General Supporter Claim is a statement of support for The Copper Mark that does not imply a direct relationship with producers participating in The Copper Mark Assurance Process, or any materials produced by them, or with The Copper Mark directly.

<b>The Copper Mark General Supporter Claims</b>			
<b>Eligibility</b>	Organizations that are not part of the copper value chain; including those with a social or environmental mission, community groups, trade unions, NGOs governmental organizations, trade associations, standards bodies, and academic institutions, but not including vendors or assessors		
<b>Assurance Process Status</b>	Not applicable		
<b>Claim Placement</b>	Corporate material (e.g., annual reports, sustainability reports), promotional material, web sites, letter heads, and signage.		
<b>Example Text Claim</b>		<b>Logo Permitted</b>	<b>Approval required from The Copper Mark</b>

We, the [Xtappa Community of Indigenous Peoples], support copper mining operations that are committed to meet and to be independently assessed against the responsible environmental and social production practices' requirements of The Copper Mark Assurance Process.		NO
[Mountain and Valley Conservation Group] acknowledge The Copper Mark's role in advancing better environmental practices and support Participants seeking assurance by The Copper Mark		NO

### Approvals for Claims

To use any of The Company logos and/or The Copper Mark-related claims, approval is required from The Copper Mark, unless otherwise specified in this Guide, in order to ensure use complies with the relevant standards. For a claim to be approved, please submit requests, including the proposed text and logo use and placement, by email to [info@coppermark.org](mailto:info@coppermark.org) using the form provided in Appendix A.

Under normal circumstances, The Copper Mark will respond to requests within 10 business days. In some cases, The Copper Mark might require requested The Copper Mark-related claims to be adjusted. In such cases, the request should be re-submitted for approval by The Copper Mark.

Claims content or designs should not be finalized or printed until approval is granted by The Copper Mark.

### Fees for Use of Claims

Participants in The Copper Mark Assurance Process pay an annual fee to The Copper Mark to support its work programme. No additional usage or licensing fee currently applies for any legitimate use of The Company logos or associated claims. There is no fee for legitimate use of The Copper Mark Chain of Custody logo or associated claims relating to the Chain of Custody standard. The Copper Mark Board reserves the right to review and amend fee structures from time to time.

## 5. Monitoring and Enforcement

It is essential that claims are not inaccurate or misleading. Claims that appear absolute or imply performance levels beyond what is actually required or assured by The Copper Mark Assurance Process may result in accusations of 'greenwashing'. Claims that imply a formal association with The Copper Mark where none exists might mislead business or the general public and expose users to legal recourse.

### Monitoring Use of Claims

The Copper Mark will implement the following strategies to monitor the use of The Copper Mark-related claims:

- The Copper Mark will carry out checks to monitor internet-based claims and cross-check these with approved claims, using services such as Google Search and Alert.
- The Copper Mark will reconcile that product claims made by participants are consistent with those provided by downstream through an annual review of records provided by users of the Copper Mark Chain of Custody Standard.
- Interested parties can report concerns relating to The Copper Mark-related claims, which The Copper Mark will investigate, through The Copper Mark Grievance Mechanism. The Copper Mark Grievance Mechanism is accessible through The Copper Mark website and is overseen by The Copper Mark.

### Identified Misuse of The Copper Mark-Related Claims

The Copper Mark has the right to suspend or withdraw approval for use of The Copper Mark-related claims where there is a reasonable risk that a The Copper Mark-related claim may be false, misleading or confusing or where The Copper Mark Board of Directors decide to disassociate from a participant, partner or downstream user of the Chain of Custody Standard.

Identification of potential misuse of The Copper Mark-related claims may be made by The Copper Mark itself, by its stakeholders informing The Copper Mark, or through a complaint being lodged under The Copper Mark Grievance Mechanism. Decisions on whether to suspend or withdraw approval for use of The Copper Mark-related claims will be made at The Copper Mark's discretion. The Copper Mark will record key steps and outcomes in this process.

In cases of misuse, The Copper Mark will take the following steps:

1. Identification and record logged of misuse of a The Copper Mark-related claim.



2. Written notification of misuse issued to the organization making The Copper Mark-related claim and requirement to take corrective action within 15 days.



3. Final warning issued on last (15th) day.

Receipt of written confirmation and supporting evidence that the corrective action has been taken

4. Notification in writing that the corrective action related to the claim has been completed to the satisfaction of The Copper Mark.

Where corrective action is not undertaken in a timely manner or is inadequate.

4. Notification in writing that the corrective action related to the claim has NOT been completed to the satisfaction of The Copper Mark and issuance of a final 5-day warning.



5. Final warning issued on last (5th) day.



6. Notification of ineligibility to make The Copper Mark-related claims.



7. The Copper Mark may seek legal advice, the result of which could include 'cease and desist' letters and/or legal action



## 6. Related The Copper Mark Information and Documents

The Copper Mark has developed documents with information on The Copper Mark Assurance Process overall and that support the implementation of its Assurance Process, and a glossary of words and terms used by The Copper Mark. Please contact The Copper Mark at [info@coppermark.org](mailto:info@coppermark.org) to request this information.

## 7. Review of this Guide

The Copper Mark will continue to engage with its participants and stakeholders on the content, implementation and oversight of The Copper Mark Claims Guide. This Guide will be regularly reviewed to take account of implementation experience and identify where it can be improved.

## 8. Contact The Copper Mark

This Guide aims to cover the key information relating to making The Copper Mark-related claims. The Copper Mark welcomes your feedback and questions, which will be used to inform future revisions of the Guide. If you have any questions, comments or concerns regarding The Copper Mark-related claims or logo use, please contact us by email at: [info@coppermark.org](mailto:info@coppermark.org).

For more information on The Copper Mark Assurance Process and how to participate, please visit [www.coppermark.org](http://www.coppermark.org).

## 9. Glossary

Assessment	An evaluation of the performance of a site against the Copper Mark Criteria or the Joint Due Diligence Standard for Copper, Lead, Nickel and Zinc.
Assessor	An independent service provider or individual (third party) that is approved by The Copper Mark Company and contracted by a Site to assess and verify conformance with the Copper Mark Criteria and / or Joint Due Diligence Standard at the site.
The Copper Mark	The trading name of the UK incorporated not-for-profit company that owns and governs the trademark-protected certification mark and logo also known as “The Copper Mark.”
The Copper Mark Assurance Process	The steps and actions required in The Copper Mark to obtain and consider evidence in order to enhance the degree of confidence regarding conformance with The Copper Mark standards.

The Copper Mark Chain of Custody Standard	<p>The Copper Mark Chain of Custody Standard sets the rules to support product-level claims related to “<i>Copper Mark copper</i>.”</p> <p>The Chain of Custody Standard is a <b>voluntary add-on option</b> to an assessment against the Copper Mark Criteria, alternatively as a separate option for downstream users. It defines the requirements for a system of control and transparency for copper-containing products that move through a supply chain.</p>
The Copper Mark Criteria for Responsible Production	<p>The Copper Mark uses the Risk Read Assessment (RRA) as the basis for evaluating participants’ performance. The RRA condenses over 50 international standards and guidelines into 32 issue areas covering environmental, social and governance aspects of mining, smelting and refining operations. For the full list of criteria, see The Copper Mark Criteria Guide. Also referred to as ‘The Copper Mark Criteria’</p>
The Copper Mark-related claims	<p>A claim or representation that is public-facing or used in business to business (B2B) communications, is documented, and consists of one or more of: Use of one of The Company logos and / or Text relating to The Copper Mark Assurance Process, which may be alongside the relevant The Company logo, or standalone.</p> <p>This covers The Copper Mark Assurance Claims and The Copper Mark Marketing Claims.</p>
The Copper Mark standards	<p>The Copper Mark Criteria for Responsible Production (Copper Mark Criteria). The Copper Mark uses the Risk Read Assessment (RRA) of the Responsible Minerals Initiative (RMI) as the basis for evaluating Participants’ performance, including the RRA-Copper Mark Criteria Guide of February 2020.</p> <p>AND</p> <p>The Joint Due Diligence Standard for Copper, Lead, Nickel and Zinc of February 2021.</p> <p>AND</p> <p>The Copper Mark Chain of Custody Standard of July 2022.</p>
Joint Due Diligence Standard for Copper, Lead, Nickel and Zinc	<p>The joint Due Diligence Standard for Copper, Lead, Nickel and Zinc (the Standard) was established by The Copper Mark, the International Lead Association (ILA), the Nickel Institute (NI), the International Zinc Association (IZA) and the Responsible Minerals Initiative (RMI) to enable responsible</p>









	global supply chain management in the copper, lead, nickel and zinc industries.
Other eligible sites	<p>Any company extracting, producing and/or trading copper, lead, nickel, or zinc materials from mine sites, including producers of refined metal products, which are generally referred to as the refiner.</p> <p>The Joint Due Diligence Standard also applies to producers of nickel chemical compounds and all nickel raw intermediate materials (including ferro-nickel, nickel pig iron, and nickel oxide sinter) entering production of stainless steel, alloys, batteries, and plating, and where no refining takes place.</p>
Participant	<p>A site involved in the extraction, processing, treatment, mixing, recycling, handling, or otherwise manipulating one or more of the principle covered metal products.</p> <p>A Participant is a site assessed against all 32 Copper Mark Criteria.</p>
Performance Determination	Level of performance assigned to each risk area based on whether the site's practices 'does not meet', 'partially meets', or 'meets' The Copper Mark Criteria (see the Criteria Guide for further detail).
Principle covered metal products	For the purpose of the Copper Mark, principle covered metal products contain or are made up of copper, nickel, molybdenum, or zinc mined ore, metals, chemicals, alloys or other materials. This includes products up to and including the point where the product is given a special shape, surface or design which determines its function to a greater degree than its chemical composition, and down to but not including the point where a complex object is manufactured.
Site	<p>The definition of a site is based on activities, product, geographical scope, and management control.</p> <p>A site refers to an operation involved in the extraction, processing, treatment, mixing, recycling, handling, or otherwise manipulating one or more of the principle covered metal products.</p> <p>A site also refers to an operation involved in extracting, producing and/or trading copper, lead, nickel, or zinc materials from mine sites, including producers of refined metal products. This includes an operation involved in the production of nickel chemical compounds and all nickel raw</p>

	<p>intermediate materials (including ferro-nickel, nickel pig iron, and nickel oxide sinter) entering production of stainless steel, alloys, batteries, and plating, and where no refining takes place</p> <p>A site may comprise several activities in different locations in the same geographic area and under the same management control.</p>
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**10. References**

ISEAL Alliance, Sustainability Claims Good Practice Guide, Version 1.0, May 2015

## Annex I: The Company Logos

Name	Logo(s)	Permitted users
The Copper Mark	 or 	Copper Participants in relation to site-based and product-based assurance claims
The Nickel Mark	 or 	Nickel Participants in relation to site-based assurance claims
The Zinc Mark	 or 	Zinc Participants in relation to site-based assurance claims
The Molybdenum Mark	 or 	Molybdenum Participants in relation to site-based assurance claims

The Copper Mark Chain of Custody	 The logo features the 'THE COPPER MARK' text in a blue box, followed by a large, light blue stylized 'CC' and the words 'CHAIN OF CUSTODY CERTIFIED' in a smaller blue box.	Downstream Users of the Chain of Custody Standard
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## Annex II: Branding Guidelines

### Logo + Tagline

When the tagline is used in an application, it is always locked with the logo mark in a specific configuration. The tagline is not to be arranged with the logo in any other combination other than those seen here.



### Logo Clear Space + Sizing

To maximize its presence and provide clear visibility, the logo ideally needs clear space around it. The amount of clear space is in direct proportion to the size of the logo and must not be altered.



### Logo Minimum Space

The minimum space around the logo should be equivalent to one third the height of the outer square in the logo or at least .25" - see illustration. If possible, more space should be allowed. For maximum legibility, the logo should never be used smaller than .5 inches / 13 millimeters in width.



### Improper Use of the Logo

- DO NOT change the position of any separate elements in the master logo.
- DO NOT change the color of the logo or use any shadows or effects.

- DO NOT stretch or skew the logo.
- DO NOT use the color or grayscale logos over an image or color background that does not provide enough contrast.



### Logo Co-branding

The logo of the responsible company must be given preeminence when paired with the Copper Mark logo. If the company has multiple locations and they are not all participating, include a brief line of text, centered under the logos, detailing the participating location.

The space between each logo should be kept to a minimum of .5 inches / 13 millimeters. A .75-point rule line should be centered between the two logos.



Mountain Copper Mine A has received The Copper Mark.

### Metal Partner Logos





As with the original Copper Mark logo, there is a version with and without the tagline. When the tagline is used in an application, it is always locked with the logo mark in a specific configuration. The tagline is not to be arranged with the logo in any other combination other than those seen here.




Clear space and usage guidelines follow that of the Copper Mark logo.

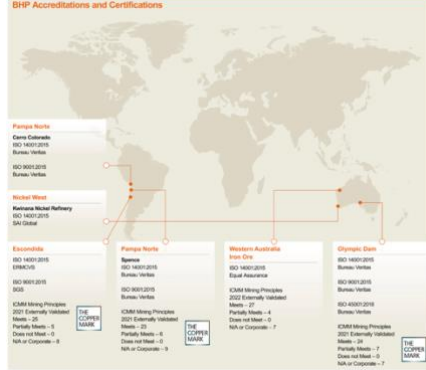
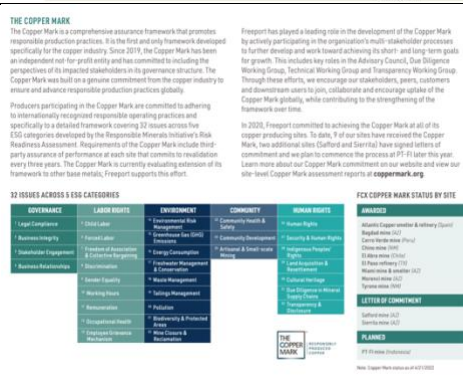

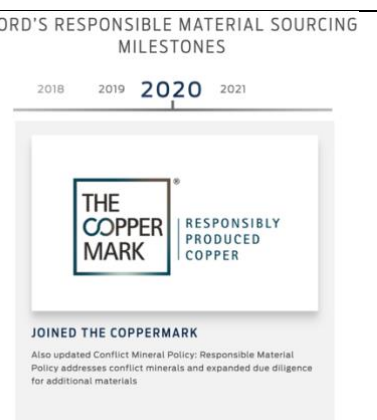


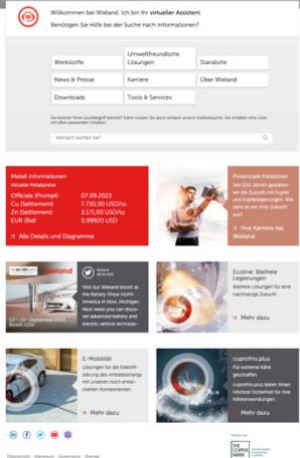
## Annex III: Examples of Use of The Company Logos

Assurance Claims: Site Claims		
Placement	Caption	Image
Website	Homepage of Aurubis Bulgaria	
Website	Website of Aurubis Bulgaria under “certificates”	<p><b>Certificates</b></p> <p>Aurubis Bulgaria's integrated system for quality management was first audited in accordance with ISO 9001 in December 2006.</p> <p>In March 2006 the plant was certified in accordance with ISO 14001 for our integrated system for environmental management.</p> <p>In October 2009, Aurubis Bulgaria was certified in accordance with the ISO 45001 for the implemented Occupational Health and Safety Management System.</p> <p>The certificates are issued by CRQA. The systems for quality management, environment and health and safety at work are integrated, maintained and continuously improved.</p> <p>In 2009 the Analytical Laboratories at Aurubis Bulgaria received a certificate of accreditation under ISO 17025.</p> <p>In 2009 Aurubis Bulgaria cathodes were certified with Grade A on the London Metal Exchange.</p> <p>In October 2010 Aurubis Bulgaria AD became an Authorized Economic Operator (AEO) Full for customs simplifications, security and safety. This status, valid in all EU Member States, has been granted by the Bulgarian Customs Authorities.</p> <p>In April 2012 Aurubis Bulgaria was certified with The Copper Mark.</p> <p>In August 2012, Aurubis Bulgaria was certified by SGS for compliance with the ISO 50001 standard for an implemented Energy Management System.</p>
Website	Website of Compañía Minera Condestable (Southern Peaks Mining)	

Website	Website of Compañía Minera Condestable (Southern Peaks Mining)			
Jackets	Team jackets at Minera Centinela (AMSA)			
Jackets	Close up of team jackets at Mineral Centinela (AMSA)			
Cathode bundle label	Close up of cathode bundle label at El Abra (FMI)			

Cathode bundle label	Close up of label to put on cathodes at El Abra (FMI)	
Cathode bundle label	Perspective of placement of cathode bundle label at El Abra (FMI)	
Media report	LS Nikko announcement in local media re: Onsan Smelter	<p>LS니코동계련은 최초 예상했던 내년 12월부터 1년이나 앞당겨진 인증 신청 9개월 만에 '카피마크'를 획득했다. 지난 2020년 12월부터 인증 준비를 시작해 지난 3월 18일 취득을 신청했으며, 자체 기준 강화와 현장 실사를 거쳐 12월 22일 공식 인증을 받았다. 이에 대해 회사 측은 2016년부터 지속적으로 실천해온 환경·안전 관련 투자와 윤리경영, 진정성 있는 사회적 책임 이행이 큰 영향을 준 것 같다고 설명했다.</p> 
<b>Assurance Claims: Parent Companies and Joint Ventures</b>		
<b>Placement</b>	<b>Caption</b>	<b>Image</b>

<p>Website</p>	<p>BHP website: accreditations and certifications</p>	
<p>Annual Sustainability Report</p>	<p>Freeport McMoRan Inc. 2021 annual sustainability report</p>	
<p>Website</p>	<p>Rio Tinto</p>	
<p>Marketing Claims: Copper Mark Partners</p>		
<p>Website</p>	<p>Ford Motor Company's material sourcing milestones</p>	

Website	Wieland's homepage	
Press release	Southwire joins as a Copper Mark partner	<p><b>Southwire Enters into Partnership with the Copper Mark</b></p> 