



THE PLASTIC POLLUTION REDUCTION STANDARD

REVISION HIGHLIGHTS

Compared to the previous version, this Plastic Pollution Reduction Standard version includes:

- i. Definition of certifying companies and organizations as Plastic-Free and Plastic Negative in addition to the existing Plastic Neutral Certifications.
- ii. Specifications that the Offset Buyer should offset at least the same weight of the same type of plastic or opt for plastic that is deemed more harmful to the environment.
- iii. Updates on the inclusion of the blockchain ledger as the platform of the Plastic Credit Registry.
- iv. Appendix 01 as guide for Aggregating Partners whether community collection or institutional.
- v. Specifications that PCX reserves the right to qualify Partner Auditors based on PCX's due diligence and assessment.
- vi. Updates on Appendix 04 Specific Guidelines and Requirements for Businesses applying for Plastic Neutral/Negative Certification.

DEFINITION OF TERMS

Aggregators: An individual, a group of individuals, or an organization (government or non-government) who collects post-consumer plastic waste and forwards this to Processors.

Assessment: Process of quantifying the Plastic Footprint of a given entity through a third-party independent auditor, using transparent methods that are consistent for all organizations.

Auditor: A qualified individual or an entity who is tasked to perform an assessment or process review of any Offset Buyers, Aggregators, or Processors.

Awarded Plastic Credit: A plastic credit that is purchased and assigned to an Offset Buyer and registered in the blockchain ledger.

Blockchain: A secure digital database that tracks the information on the activity and status of plastic credits and shares this with public.

Certificate Applicant: An individual, a group of people, or a corporation applying for Certification.

Certification: Refers to either a Plastic-Free, Plastic Neutral, or Plastic Negative Certification.

Ocean-bound Plastic: Post-consumer plastic collected within a 50-kilometer distance from the nearest coastlines, which if not recovered, is expected to leak into the environment.

Offset Buyer: An individual, a group of people, or a corporation purchasing plastic credits and/or applying for a plastic neutral or plastic negative certification.

Operating Partner: Refers to an Aggregator, Processor, or an entity that covers both aggregation and processing that has been accredited by PCX.

Negative Tonnage: Refers to the collection of any plastic waste beyond a current Plastic Footprint, whether that collection is fresh or vintage.

Net Plastic Footprint: Refers to the amount of Plastic Footprint when the Plastic Offset volume, which is collected through recycling, co-processing, material and energy recovery, and other reduction methods, is subtracted from the Gross Plastic Footprint.

Plastic/s: Any of a group of synthetic or natural organic materials, including resins, resinoids, polymers, cellulose derivatives, casein materials, and proteins.

Plastic Credit: Transactable environmental asset representing a unit of weight, typically 1,000 kilograms or 1 metric ton (tonne) of plastic waste from documented and verified plastic offsets and registered in the blockchain ledger.

Plastic Credit Retirement: State in which a Plastic Credit may no longer be used because it has already been accounted for in a claim.

Plastic-Free: State in which an individual, company, brand, product, or service that has refrained from using plastic.

Plastic Footprint: Amount of plastic emitted into the environment as a result of the activities of a business based on a defined scope. This includes plastics emitted through manufacture, distribution, promotion, and sale of its product or service, as well as general and administrative functions. This represents an inventory, in units of mass (kg or metric ton) of plastic waste. Also referred to as Gross Plastic Footprint.

Plastic Neutral: State which is achieved when at least 100% of the net plastic footprint associated with a company, brand, product, or service is reduced to zero through Plastic Offsetting, recycling, co-processing, material and energy recovery, and other reduction methods for a defined period.

Plastic Negative: State which is achieved when at least 200% of the net plastic footprint associated with a company, brand, product, or service is processed through Plastic Offsetting, recycling, co-processing, material and energy recovery, and other reduction methods for a defined period.

Plastic Offsetting: Act of recovering and processing post-consumer plastic waste to compensate for an established plastic footprint for a defined period.

Plastic Reduction Goal: Refers to an individual or organization's commitment to achieve any of Plastic-Free, Plastic Neutral, or Plastic Negative status.

Processors: Facility that receives, treats, or converts post-consumer plastic waste into other useful forms through material or energy recovery.

Verification: Independent evaluation conducted by any qualified third-party to check that the quality of input data, plastic footprint assessment, or that the use of certification badge is in line with the approach and principles of the Plastic Pollution Reduction Standard.

Vintage: Refers to the year the Plastic Offset or Plastic Credit has been processed.

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INTRODUCTION

The Plastic Credit Exchange (PCX) recognizes the decades-long global challenge of plastic waste. According to a report conducted by the UN Environment Programme (UNEP), we produce 300 million metric tons (tonnes) of plastic waste every year.¹ Only 9% of all plastic waste that has ever been produced has been recycled; 12% has been incinerated, while the remaining 79% has accumulated in landfills or the environment—where they can persist for centuries. By the year 2040, the annual flow of plastics going into the ocean could triple, reaching up to 29 million metric tons (tonnes) per year.²

PCX is a non-profit organization that believes in sustainable solutions to meet this challenge. We view plastic offsetting, not as an excuse to pollute, but rather as part of a solution set for businesses and individuals to take responsibility for the plastic waste that threatens our environment today. All stakeholders must do their best to reduce, reuse, and recycle plastics wherever and whenever possible.

The Plastic Pollution Reduction Standard (PPRS), along with our processes, constantly evolves to reflect the latest environmentally responsible solutions, government policies, and industry best practices in all the markets we operate in. PCX was the first to publish a standard on plastic waste management as early as March 2020. PCX has since conducted various reviews and revisions that have led to this current version effective July 2021.

¹ United Nations Environment Programme (UNEP), 'Beat Plastic Pollution', *UNEP: Beat Plastic Pollution*, <https://www.unep.org/interactive/beat-plastic-pollution/>, (June 2021)

² Breaking the Plastic Wave, PEW Charitable Trusts and Systemiq, 2020.

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OBJECTIVES OF THE PLASTIC POLLUTION REDUCTION STANDARD

The objective of the PPRS is to provide a framework for the implementation of a credible and verifiable plastic-free and offsetting program. PCX, through its network of Partners, provides a safe system of physically collecting, transporting, and processing plastic waste to prevent leakage into nature. Through a fully audited process, PCX translates the weight of Plastic Offsets to the equivalent Plastic Credits registered in our blockchain ledger. Any individual or corporation may purchase Plastic Credits as a means to take responsibility for their plastic waste and achieving their sustainability goals.

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SCOPE

PPRS covers the processes of securing for companies or organizations who seek to achieve any of the following Plastic Reduction Goals: Plastic-Free, Plastic Neutral, or Plastic Negative.

For Plastic Neutral and Plastic Negative applications, PCX awards a Certification to an Offset Buyer that purchases Plastic Credits equivalent to at least the Offset Buyer's Plastic Footprint. The Plastic Credits should be of the same type of plastic or a type that is deemed more harmful for the environment.

Materials. Plastic offsetting as defined in the PPRS covers a wide range of plastics that go into the waste stream. These include:

1. All materials made of the seven types of plastics: Polyethylene Terephthalate (PETE or PET), High-Density Polyethylene (HDPE), Polyvinyl Chloride (PVC), Low-Density Polyethylene (LDPE), Linear Low-Density Polyethylene (LLDPE), Polypropylene (PP), Polystyrene or Expanded Polystyrene (PS or EPS) and Other Plastics (O).
2. Any of a group of synthetic or natural organic materials, including resins, resinoids, polymers, cellulose derivatives, casein materials, and proteins which include, among others, acrylic or poly methyl methacrylate, acrylonitrile butadiene styrene (ABS), polyamide (nylon), polycarbonate and polylactic acid.
3. Composite materials containing the plastics and material types listed above, such as multilayer paper boards with polyethylene and/or aluminum layers.

Aggregation. This includes in scope all informal waste collection activities, community waste collection from the environment, and government or private, and government or private-led waste collection activities. PCX provides operational guides in the conduct of aggregation across industries. This is provided as Appendix 01. Operational Procedure Manual for Aggregating Communities and Institutional Partners.

Processing. As the optimal recovery option for plastic waste depends on many prevailing circumstances, life-cycle analysis should be applied to decide, depending on the type and composition of the plastic waste and the capabilities and regulations in the respective countries, which options are environmentally more favorable and sustainable. In the case of commingled or composite plastic waste, energy recovery and some feedstock recycling processes will sometimes be the optimal choice. Plastic waste may be managed utilizing a hierarchical framework comprising life-cycle strategies for prevention and minimization of

waste and of its potentially adverse environmental impact as described in ISO 17422. In general, plastic waste processing technologies utilized by PCX partners can be divided into the following classes:

1. Material recovery (mechanical recycling, chemical or feedstock recycling, and biological or organic recycling).
2. Energy recovery in the form of heat, steam, or electricity generation using plastics waste as substitutes for primary fossil fuel resources.
3. Other emerging technologies which are qualified based on PCX's requirements.

PCX provides guidelines for the accreditation of prospective partners. This is provided in Appendix 02. Accreditation of Operations Partners.

Auditors. PCX works with in-house and industry partners who provide assurances consistent with the requirements of the PPRS, local regulations, and international best practices. PCX reserves the right to qualify Audit Partners who have passed PCX's due diligence. Audit Partners also provide a level of verification in the blockchain ledger.

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GUIDING PRINCIPLES

The Certification is a sustainability-driven commitment and action taken by an individual or business, voluntarily or through compliance, to reduce or compensate for the environmental impact of its Plastic Footprint. PPRS is guided by the following principles:

Conservativeness - Businesses making claims of Certification status agree to exert best efforts to be as accurate as possible. In cases where this is not feasible, businesses agree to undertake conservative approaches and to disclosing the methodologies that underlie their claims.

Integrity and Consistency - PCX operates in accordance with third-party verification to ensure that claims of Certification status are applied consistently and appropriately across the relevant and intended users of the PPRS.

Continuous Improvement - PCX is committed to regularly review and refine the PPRS for the benefit of the environment and the stakeholders. PCX benchmarks the processes and results to make sure that operations are harmonized and compliant with international industry best practices.

Transparency and Traceability - PCX shall disclose relevant and sufficient information of stakeholder interest in the blockchain ledger, making every effort to ensure easy, prompt, and practical access to the appropriate information. The registry is protected by our blockchain ledger – a robust and tamper-proof way to manage every Plastic Credit processed. Once the Plastic Credit is registered on our blockchain ledger, it is considered retired and can no longer be reassigned.

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PLASTIC CREDITING PROCESS

(For Offset Partners and Operating Partners)

1. **Purchasing Plastic Offsets.** Offset Buyers may purchase or commit to purchase Plastic Offsets for a defined period.
2. **Activate Ecosystems** - Pledges from the Offset Buyers provide resources that allow PCX to engage the aggregation, transport, and the valorizing of the post-consumer plastics from various sources. PCX accredits Operating Partners to ensure that operations are compliant with the requirements of the PPRS. PCX continuously collects plastic offsets from plastic waste recovered and processed through accredited partners.
3. **Verification of Offsets and Registry of Credits** – Plastic Credits will be based on the actual plastic waste recovered and processed by PCX through accredited Aggregators and Processors. These quantities shall be supported by documentation submitted to PCX and shall be incorporated as attachments in the Plastic Credit Certificates. These supporting documents may include but are not limited to the following:
 - a. Certificate of processing
 - b. Certificate of pre-treatment
 - c. Delivery receipts
 - d. Calibration records

These documentations ensure that each metric ton is traceable and auditable and avoids any issues on double counting or leakage. Verified plastic offsets shall remain valid for one (1) year from the date of entry or until these are purchased as Plastic Credits by an Offset Buyer.

4. **Awarding of Plastic Credit Certificate.** PCX shall release a Plastic Credit Certificate to the Offset Buyer with the corresponding supporting documents. These Certificates and the documents will be published on the blockchain ledger and be accessible to the public.
5. **Sustaining Ecosystems** – Aside from the direct recovery activities, PCX allocates a percentage of the funds to the following advocacies:
 - a. Educational activities that promote Behavior Change towards a more Circular Economy.

- b. Investments in Waste Management Infrastructure for Underserved Communities.
- c. Addressing the clean-up of historical plastic waste in the environment.



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CERTIFICATION PROCESS

(For Certification Applicants)

The PPRS is designed to encourage individuals and businesses to do their best to reduce, reuse, and recycle plastics wherever and whenever possible. PCX provides options for more individuals and businesses to participate while maintaining a high-degree of accountability and transparency. For businesses, the Plastic Reduction Goals may be achieved at different levels of operations:

Product. Corresponds to a single Stock Keeping Unit (SKU) of brand.

Brand. Corresponds to all SKUs under the same brand category.

Company. Corresponds to all parts of the company's operations, including the plastic inputs for producing the products and services, logistics, advertising, promotion and selling, as well as general administrative activities.

Businesses seeking any kind of Certification shall undertake the following process:

1. **Define Scope.** It is critical that a good baseline measurement is achieved, and the first step is to define the coverage of the operations that will be matched with corresponding Plastic Credits, whether at Product, Brand or Company level. In addition to the level of operations, the Certificate Applicant must specify the coverage period where the Plastic Footprint will be calculated from documentation and other pertinent records. The Certificate Applicant must be clearly defined by name with a description of relevant legal and geographical boundaries.
2. **Measure and Verify Plastic Footprint.** Once the Certificate Applicant has defined the scope of its desired level of Certification, the Certificate Applicant must compute its Plastic Footprint. PCX facilitates this computation by assisting the Certificate Applicant with the use of the PCX Plastic Footprint Calculator (Appendix 04).
 - a. For Certificate Applicants applying for Plastic-Free Certification, there is no need to secure Plastic Credits but the Certificate Applicant shall submit an audit verification that the Plastic Footprint based on the defined scope and period is zero.
 - b. For Certificate Applicants applying for a Plastic Neutral or Plastic Negative Certification and with more than 100 metric tons of annualized Plastic Footprint this requires engagement of an accredited third-party auditor at

the expense of the Certificate Applicant. Further guidelines are provided in Appendix 05.1.

- c. For Certificate Applicants applying for a Plastic Neutral or Plastic Negative Certification and with less than or equal to 100 metric tons of annualized Plastic Footprint, specific guidelines are provided in Appendix 05.2.

Depending on the level of Certification applied for, the Certificate Applicant must submit the pertinent documents that supports their Plastic Footprint calculation. The Certificate Applicant must provide PCX with a true and certified copy of the pertinent documents and audit report.

- 3. Secure Plastic Credits** (For Plastic Neutral and Plastic Negative Certification only). An Offset Buyer commits to cover its Plastic Footprint for a minimum period of 3 consecutive years.

Year 1: Actual Plastic Footprint for the past year

Year 2: Plastic Footprint the current year

Year 3: Plastic Footprint forecasted for the succeeding year

The Offset Buyer may specify any month as the start of the defined period. Reconciliation starting in Year 2 will be conducted annually in order to keep the Certification status valid. Any variation from the projected Plastic Footprint shall be settled within two months from the verification of the actual Plastic Footprint.

The purchased Plastic Credits, Certification status, and supporting documentation shall be published for public transparency on the blockchain ledger.

Plastic-Free Partners do not need to secure Plastic Credits but shall submit an audit verification that the Plastic Footprint based on the defined scope and period is zero.

- 4. Receive Certification.** PCX notifies the Certificate Applicant of the successful application, upon review of the pertinent documents submitted as well as the recommendation granted by the auditor. The official status begins when the Certificate Applicant is awarded the Certificate by PCX. Supporting information and documents such as Plastic Footprint Assessment and Plastic Credits will be publicly disclosed on our blockchain ledger.

- 5. Communicate.** The Certificate Applicant is granted the rights to the use of the relevant Certification badge. PCX provides the assets and guidance for applying the Certification Badge on its packaging and communications. All communications relating to one's Certification must be factually based, clear, and transparent. The Certification Badge may be prominently featured on their packaging to signify the bold action and commitment towards their Plastic

Reduction Goals. The use of the Certification Badge must conform to the usage terms laid out on Appendix 05. It is the successful Certificate Applicant's responsibility to ensure that their claims are compliant with any local guidelines.

Failure to comply with the PPRS and the agreements with PCX, including use of badges, may result in suspension or termination of the Certificate Applicant's Certification status and the corresponding legal remedies will apply.



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SAFEGUARD SYSTEMS

(For Operating Partners)

Environmental Impact and Pollution Prevention. The Operating Partner's compliance to the PPRS provides assurances that in the process of reducing plastic waste, there shall be no detrimental impacts to the other aspects of the environment. This includes but is not limited to, pollution prevention and abatement, biodiversity and marine conservation, management of natural resources, and the welfare of the people. Potential impacts and risk assessments shall be conducted by the Operating Partner in all aspects of their operations and mitigation measures will be put in place when these are deemed necessary.

Occupational Health and Safety. The Operating Partner shall consider the health and safety of the people and the properties involved in all stages of their operations. The risks inherent to the activities shall be identified and addressed prior to conducting activities from aggregation up to processing. Necessary measures shall be implemented by the Operating Partner to avoid accidents, injuries, and diseases arising from or associated with these activities which includes emergency response and preparedness.

Gender Equality and Social Inclusion. The Operating Partner shall not implement any specific activities that constitute any form of discrimination or harassment. The Operating Partner shall promote and observe best practices on gender equality and inclusivity.

Feedback and Grievance Mechanism. Consultations and feedback mechanisms shall be put in place and will be available throughout the implementation of the necessary activities. PCX takes into consideration the views of all the stakeholders throughout its activities until the registration of Plastic Credits in our blockchain ledger.

Prohibited Materials and Activities. Operating Partners shall not engage the following:

- a. Activities involving all forms of forced or child labor.
- b. Activities deemed illegal under international conventions and host country regulations; and
- c. Activities involving toxic and hazardous materials including weapons, munitions, and radioactive materials.

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APPENDICES

Appendix 01 – Operating Guide for Aggregating Communities and Institutional Partners

PCX provides guidelines for the Operating Partners to properly record and document the collection of post-consumer plastic waste in their respective areas. Operating Partners are guided by the following classifications of the type of plastics collected.

No.	Name	Acronym
1	Polyethylene terephthalate	PET
2	High-density polyethylene	HDPE
3	Polyvinyl chloride	PVC
4	Low-density polyethylene	LDPE
5	Polypropylene	PP
6	Polystyrene	PS
7	Others	O

The following table is used to collect basic information needed by PCX to aid in the reporting of the environmental impact from the specific Operating Partners:

#	Date Collected	Source	Soft plastics (LDPE, LLDPE)	PETs	Hard Plastic (HDPE, PVC)	Styro and cutleries (PS)	Others (Tires, multilayers)	Total	Remarks

Appendix 02 - Accreditation of Processing Partners

1. Through internal referrals or external inquiries, PCX will reach out to individuals or organizations who are interested to participate in the Plastic Credit Exchange as an aggregator, a transport or hauling partner, or both. They will be required to present the documents needed to be accredited to the platform through a service proposal. For cases where the party is interested to become an integrated aggregator-hauler-processor, the requirements requested on all sections of the form should be satisfied.
2. The potential Operating Partner shall submit the identified regulatory and environmental requirements per the country's requirements as identified in PCX-OP-002-F1.
3. PCX shall conduct a review of the documents and due diligence (including site visits) to verify the requirements of PCX's Plastic Pollution Reduction Standard on Environmental Impact and Pollution Prevention, Occupational Health and Safety and Prohibited Materials and Activities.
4. The Sustainable Community Development Manager and the Sustainability Campaign Manager will confirm the compliance of the Operating Partner to the Plastic Pollution Reduction Standard and other requirements.
5. The Sustainable Community Development Manager or the PCX-authorized auditor shall regularly inspect the Operating Partner's compliance to the requirements which includes the inspections of the facilities at least once every year. The partner's compliance shall be documented using PCX-OP-002-F2.

ACCREDITATION CHECKLIST FOR OPERATIONS PARTNERS

Control No.

Date:

Auditor:

Purpose:

- Accreditation (New Partner)
- Monitoring (Existing Partner)

Instructions: The following form provides PCX with a guide on how to assess the environmental, labor, and safety compliance of the Operating Partners who will be accredited by PCX. PCX may request further documentation in addition to those listed or seek additional field inspections, if necessary.

Part 1. General Information

	Required Info	Details	Documents to Submit
1.1	Company Name		Certificate of Registration Business Permit Articles of Incorporation
1.2	Type of Operations	<ul style="list-style-type: none"> • Aggregator • Hauler • Processor 	
1.3	Address		
1.4	President / CEO		
1.5	Contact Person		
1.6	Designation		
1.7	Contact Number		
1.8	E-mail Address		
1.9	Year established		

Part 2. Process Descriptions

No.	Scoping Questions	Answers	Documents to Submit	Remarks
2.1	Products		Technical specifications	
2.2	Raw Materials Accepted	<ul style="list-style-type: none"> • PET • HDPE • PVC • LDPE • PP • PS • Others (describe) 	Material Data Sheet	

2.3	Description of Processes / Technology Maturity		Process Flow Diagram	
2.4	Equipment / Materials used in the operations		Equipment List, Calibration Certificates	
2.5	Documents that provide information on the plastics that were received and processed in the facility		Certificate of Deliveries, Certificate of Disposal or Processing, Delivery Receipts, Bill of Lading	
2.6	Provide any quality, environmental or any other certifications for the Company's operations		Example: ISO certificates	
2.7	Identify the key shareholders (government agencies, private corporation partners, community partners) in the operations. Please also provide their contact details in case there is a need to correspond with them as well.			

Part 3. Environmental Impact and Mitigation

No.	Scoping Questions	Answers	Documents to Submit	Remarks
3.1	Are the processes registered and recognized by the local environment regulating agency (e.g. DENR)?		Country's Environmental Compliance Certificate and Permit-to-Operate	
3.2	Are there areas of physical, natural or cultural significance (rivers, waterways, etc) affected by the plant operations?		Location Map of operations	
3.3	Are there any effluents (liquid) in the process? What is the disposal strategy and how is it monitored?		Discharge Permit and Test reports	
3.4	Are there any emissions (gas) in the process? What		Discharge Permit and Test reports	

	is the disposal strategy and how is it monitored?			
3.5	Provide the latest sustainability report for the company's operations (if any)		ESG or sustainability report	
3.6	Provide estimation of Greenhouse Gas Emissions from the Operations			

Part 4. Safeguards

No.	Scoping Questions	Answers	Documents to Submit	Remarks
4.1	Do the Operating Partner's processes ensure that there are no activities in the Plastic Pollution Reduction Standard's prohibited list? <ul style="list-style-type: none"> • Activities involving forms of forced or child labor • Activities deemed illegal under international and country regulations • Activities involving toxic and hazardous materials 			
4.2	What is the Operating Partner's occupational health and safety policy?		OHS Policy or OHS Manual	
4.3	Has the Operating Partner received complaints from sensitive receptors? How are these resolved?		Articles or related reports	
4.4	Has the Operating Partner received notices of non-compliance with regulating agencies? How are these resolved?			
4.5	Describe the core labor standards implemented by the Operating Partner?			

Part 5. PCX Assessment

Decision:

Approved

Need Further Information

Defer / Disapprove

Prepared By: _____

Reviewed By:

Sustainable Community Development Manager

Sustainability Campaign Manager



Appendix 03 – PCX Footprint Calculator



Plastic Footprint Calculator

Objectives

The objective of this calculator is to aid you and your independent auditor in the assessment of your plastic footprint as defined in the Plastic Neutral Pact. Here, we outline the different possible sources of plastic within your business, so that you may plot volumes within a given time frame accordingly.

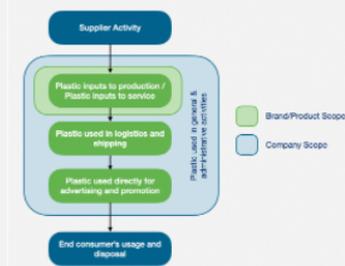
Using these measurement standards allows your organization follow a process when collecting data, and more importantly helps you to identify plastic reduction opportunities. If you are applying for a Plastic Neutral certification please ensure that you submit a true and certified copy of this document to PCEx along with your application.

Principles

1. All input data pertains only to the company being assessed, and not any of its stakeholders (e.g. employees).
2. All input data shall have as its basis only purchases the company has made and recorded on its books.
3. All input data shall fall under a defined period of assessment.

Scope Summary

The scope of the plastic footprint calculator covers all the plastic generated along the value chain starting upon ownership and receipt of raw materials up until use of product/ service by consumers in its intended purpose. This includes all raw and packaging materials inputs, materials used during production, transport, advertising and promotion, and consumption in its original packaging (for products). The plastic footprint represents an inventory, in unit of mass, of plastic leakage into the environment.



General Information

Company Name

Plastic Footprint Scope

Period of Data Used for Calculator

Download full PCX Footprint Calculator [here](#).

Appendix 04 – Communication Guide on the Use of Plastic Neutral Badge and Certificates

Logo
Overview



Brand Guide

Logo

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Logo - Brand Marks Usage

To ensure we are building the proper brand equity, it all starts with the logos and how they are used.

For clear and consistent brand communications we strongly recommend following these guidelines around the usage of the PCX logos at all times.

Logo

Who Uses It

Where

Primary Logo Lockup



All PCX communications, media publications, collaborators, and various stakeholders.

Off-product only. On websites, print articles, and corporate communication materials.

Most instances that might be an individual or companies introduction to the brand. Having the full lockup will communicate the brand most clearly and ultimately build brand equity.

Abbreviated Logo Lockup



All PCX communications, media publications, collaborators, and various stakeholders.

For small instances only. Off-product, on websites, print articles, and corporate communication materials.

Logomark



All PCX communications, media publications, collaborators, and various stakeholders.

This mark can be used alone in instances where the full lockup is already present or in moments that are more consumer-focused. T-Shirts and other branded merchandise, website, social media, etc.



Brand Guide

Logo - Brand Marks

4

Logo - Brand Marks
Incorrect Usage

To ensure we are building the proper brand equity, it all starts with the logos and how they are used.

For clear and consistent brand communications we strongly recommend following these guidelines around the usage of the PCX logos at all times.



Do not change the scale relationship within any of the lockups.



Do not stretch or alter the ratio of any of the logos.



Do not use the logo in multiple colors.



Do not alter the typeface within the logos.



Do not adjust the layout or spacing of any of the logos.



Do not adjust the orientation of any of the logos.

Logo - On-Pack Badges
Usage Guidelines
—Tiers

Similar to our brand marks, the on-pack lockups are an important moment to build brand equity.

This is likely the most common point for consumers to interact with the brand and it's important that experience is as consistent as possible brand-to-brand and product-to-product.

This is also a moment for the brand to flaunt the Plastic Neutral Badge proudly. Therefore it's designed in a way that can work at large and small scales as well as any of the brand's colors giving the brand the flexibility to highlight the badge in a variety of ways.

Logo

Who Uses It

Where

Plastic Neutral Product



Companies starting off their Plastic Neutral journey with selected parts of their product portfolio and have been awarded Plastic Neutral Product Certification.

On all SKUs of the product category or sub-range and marketing collaterals of the Plastic Neutral Certified Product only.

Plastic Neutral Brand



Companies with multi-brand portfolios starting off their Plastic Neutral journey with a specific brand under its product portfolio and have been awarded Plastic Neutral Brand Certification.

On all SKUs and marketing collaterals of the Plastic Neutral Certified Brand.

Plastic Neutral Company



Companies who have opted for the boldest example of Plastic Neutrality. For single-brand or single-product companies, as well as service companies and professional firms that have been awarded Plastic Neutral Company Certification.

On all SKUs and all marketing communications of the Plastic Neutral Certified Company.

Logo - On-Pack Badges
Usage Guidelines
—Background & Spacing

No Background Circle

For use on simple, one or two color backgrounds.



With Background Circle

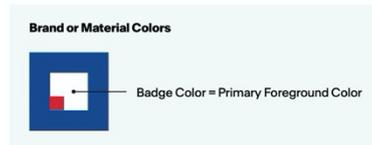
For use on more complex, multi-color backgrounds like photography or illustration.



Logo - On-Pack Badges
Usage Guidelines
—Color

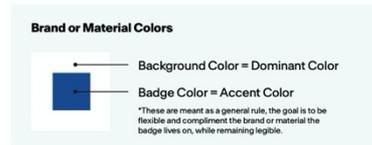
No Background Circle

For use on simple, one or two color backgrounds.



With Background Circle

For use on more complex, multi-color backgrounds like photography or illustration.



Logo - On-Pack Badges
Incorrect Usage

Similar to our brand marks, the on-pack lockups are an important moment to build brand equity.

This is likely the most common point for consumers to interact with the brand and it's important that experience is as consistent as possible brand-to-brand and product-to-product.

This is also a moment for the brand to flaunt the Plastic Neutral Badge proudly. Therefore it's designed in a way that can work at large and small scales as well as any of the brand's colors giving the brand the flexibility to highlight the badge in a variety of ways.



Do not change the scale relationship within any of the lockups.



Do not stretch or alter the ratio of any of the logos.



Do not use multiple colors within the lockups.



Do not alter the typefaces within the lockups.



Do not use any non-approved layouts of the lockups.



Do not alter the orientation or format of the lockups.

Appendix 05.1 – Specific Guidelines and Requirements for Offset Buyers applying for Plastic Neutral/Negative Certification

(For Offset Buyers with more than 100 metric tons of annualized Plastic Footprint)

Offset Buyer’s Pledge:

This application serves to safeguard that the Offset Buyer has reported the information required to carry the Plastic Neutral/Negative badge according to the PPRS.

Three parties are involved in the completion of this application:

1. The Certification Applicant must complete and submit this form to PCX.
2. The Plastic Credit Exchange (PCX) must receive a copy of the accomplished and signed form.
3. A ‘Third-Party Independent Auditor’, a qualified assessment auditor contracted by the Certification Applicant, must certify that the measurement of the Certification Applicant’s Plastic Footprint conforms with the stipulations of PPRS.

DEFINE SCOPE

<input type="checkbox"/>	Plastic Negative	<input type="checkbox"/>	Plastic Neutral
<input type="checkbox"/>	Product	<input type="checkbox"/>	Brand
<input type="checkbox"/>		<input type="checkbox"/>	Company

1. Certification Applicant, e.g. name and description of company, brand, and/or product:

2. Certification duration

From To

MEASURE AND VERIFY PLASTIC FOOTPRINT

----- To be completed by the Third-Party Independent Auditor -----

3. Date of completion of plastic footprint assessment	From	<input type="text" value="mm/ dd/ yyyy"/>
	To	<input type="text" value="mm/ dd/ yyyy"/>
4. Period of data used for the plastic footprint assessment	From	<input type="text" value="mm/ dd/ yyyy"/>
	To	<input type="text" value="mm/ dd/ yyyy"/>

----- To be completed by the Third-Party Independent Auditor -----

Date of previous of Plastic Footprint assessment, if applicable	<input type="text" value="mm/ dd/ yyyy"/>
Total Plastic Footprint, metric tons	<input type="text"/>

I certify that the total Plastic Footprint stated has been calculated in conformance with the framework set out in the Plastic Pollution Reduction Standard and recommend this company for neutrality for the scope defined. (please check)

I certify that the input data and calculations that underpin the above Plastic Footprint are attached to the submission of this Certification Form. (please check)

Name of Third-Party Independent Auditor assessing Certification Applicant's Plastic Footprint:

10. Authorized Signatory of the Third-Party Independent Auditor:

11. Name:

12. Designation:

13. Date Signed:

14. Contact Information

----- End of section to be completed by the Third-Party Independent Auditor -----

TESTIMONY

I attest that the information provided on this certification form is a true and accurate representation of my product, brand, and/or company to the best of my knowledge.

I attest that I am authorized to submit this data and execute this certification form on behalf of my company.

15. Signature

16. Name

17. Designation

18. Date Signed

Please submit this certification form and all supporting documents to info@plasticcreditexchange.com for verification.

VERIFICATION OF PLASTIC CREDITS

19. Amount of Plastic Credits purchased from PCX, metric tons

20. Serial number/s of Plastic Credits Certificate Issued

This application serves to safeguard that the Offset Buyer has reported the information required to carry the Plastic Neutral/Negative badge according to the Plastic Pollution Reduction Standard.

Appendix 05.2 - Specific Guidelines and Requirements for Offset Buyers applying for Plastic Neutral/Negative Certification

(For Offset Buyers with less than or equal to 100 metric tons annualized Plastic Footprint)

This application only applies to Offset Buyers that have annual Plastic Footprint that is less than or equal to 100MT.

Two parties are involved in the completion of this application:

1. The Plastic Credit Exchange (PCX) must receive the accomplished and signed form.
2. The 'Certification Applicant' must complete and submit this form to PCX.

DEFINE SCOPE

	Plastic Negative		Plastic Neutral
	Product		Brand
			Company

2. Certification Applicant, e.g. name and description of company, brand, and/or product:

3. Certification duration

From To

MEASURE AND VERIFY PLASTIC FOOTPRINT

----- To be completed by the Third-Party Independent Auditor -----

3. Date of completion of Plastic Footprint assessment	From	mm/	dd/	yyyy
	To	mm/	dd/	yyyy
4. Period of data used for the Plastic Footprint assessment	From	mm/	dd/	yyyy
	To	mm/	dd/	yyyy
5. Date of previous of Plastic Footprint assessment, if applicable		mm/	dd/	yyyy
6. Total Plastic Footprint, metric tons				

TESTIMONY

I attest that the information provided on this certification form is a true and accurate representation of my product, brand, and/or company to the best of my knowledge in conformance with the framework set out in the Plastic Pollution Reduction Standard.

I attest that the input data and calculations that underpin the above Plastic Footprint are attached to the submission of this Certification Form.

I attest that I am authorized to submit this data and execute this Certification Form on behalf of my company.

I attest that I have received the relevant instructions and guidelines and have the necessary skills, experience, and resources to compute for the Plastic Footprint in accordance with the methodology provided by PCX.

After due investigation and reasonable inquiry, I confirm that the Plastic Footprint is below 100 metric tons annually for all the plastic used in our products and operations thereof and that the volumes claimed as the Plastic Footprint in this document are true to the best of my knowledge.

I attest that any false or misleading statements or omissions made herein will result in the immediate suspension or revocation of Plastic Neutral/Negative Certification and my company will be required to immediately cease any representation thereof. I also hereby agree and understand that any breach of the confirmations, representations, or certifications provided herein will cause reputational harm and irreparable damage to PCX for which the recovery of damages alone would be inadequate.

Therefore, PCX will be entitled to obtain timely injunctive relief under this Agreement, in addition to any such other further relief as may be available under applicable law and as may be granted by a court of competent jurisdiction.

7. Signature

8. Name

9. Designation

10. Date Signed

Please submit this certification form and all supporting documents to info@plasticcreditexchange.com for verification.

----- *To be completed by representative from PCX* -----

VERIFICATION OF PLASTIC CREDITS

11. Number of Plastic Credits purchased from PCX, metric tons

12. Serial number/s of Plastic Credits Certificate Issued



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