

Conditions of use of the One Planet Action Plan toolkit and One Planet Living framework by non-endorsed and unaffiliated organisations and projects

1 Introduction

BioRegional’s One Planet initiative consists of a range of exemplary practical projects and partnerships around the world that use the One Planet Living framework to achieve the highest standards of sustainability.

A rigorous endorsement and review process is a key strength of the each of the programmes that make up the One Planet initiative. To be part of the One Planet initiative, for example to be endorsed as a One Planet Company, requires a commitment to achieving ambitious targets and promoting wider sustainability measures.

In addition to the formal programmes of the One Planet initiative, we encourage third party projects and developments to use the One Planet Living framework and ten One Planet Living principles to inform their sustainability programmes. Since such projects are not subject to any inspection or accreditation process it is important that their use of trademarked terms including “One Planet Living” and “One Planet Communities” is strictly controlled. This document provides guidance to such projects and organisations on the ways in which they may use these trademarked terms.

Ensuring that ‘One Planet’ status is not misrepresented is essential in order to protect the integrity of the programme and the credibility of the officially endorsed projects.

Our main concern is to make sure that One Planet Living is not used for greenwash, and that where organisations are not subject to any inspection or accreditation process they do not imply or create any perception that their work is approved or endorsed by BioRegional under the One Planet initiative.

2 One Planet Action Plan toolkit

The One Planet Action Plan toolkit is a free element of the One Planet initiative, which is aimed at small businesses, non-for-profit organisations and community groups.

The toolkit, based on the One Planet Living framework, enables organisations to develop their own One Planet Action Plan to improve their sustainability performance.

Organisations that have developed a One Planet Action Plan may use the dedicated One Planet Action Plan logo (illustrated right).



3 Use of other One Planet Living logos and graphics

The 'planet with a heart' One Planet Living logo (illustrated right) is a registered trademark and its use is strictly controlled. **Only officially endorsed One Planet initiative partners may use the planet with a heart logo.** Detailed conditions covering usage of the logo are contained in the contracts between BioRegional and our partners. Any use of the logo outside of contractual provisions must be specifically agreed with BioRegional.



The 'flower' graphic (illustrated right), representing the ten principles of One Planet Living, is available for use by organisations which are using the One Planet Living framework to inform their approach to sustainability. The 'flower' graphic may only be used in conjunction with factual and verifiable statements such as those set out in section 4.







We strongly encourage all such organisations using the One Planet Living framework to develop and publish a One Planet Action Plan, as this provides greater transparency and a more structured approach to sustainability.

4 Acceptable statements

Where organisations use the One Planet Living framework, but are not part of any BioRegional programme, they are not subject to any inspection or accreditation process, nor is there any requirement for transparency. Because of this it is essential that the use of trademarked terms including "One Planet Living" and "One Planet Communities" is strictly controlled. Organisations must not be allowed to imply or create any perception that their work is approved or endorsed under the One Planet programme.

Only factual and verifiable statements may be made. Examples of acceptable and unacceptable statements are given below:

✓	Our company has used the 10 One Planet Living® principles to help us work more sustainably.
✓	We are using the One Planet Living® framework to inform our sustainability programme.
✗	Our work meets the One Planet Living® standard

	We comply with the One Planet Living® principles
	Acme Solvents Inc. is a One Planet Living® company
	The Haven is a One Planet Community®
	The Haven will be a One Planet Community®

7 Trademark symbol and credit description

The phrases One Planet Living and One Planet Communities must include the registered trademark symbol on their first use within a document, and credit must be given to BioRegional in the following form:

One Planet Living (when used in North America)

“One Planet Living® is an initiative based on 10 guiding principles of sustainability developed by BioRegional.”

One Planet Living (when used in the rest of the world)

“One Planet Living® is an initiative based on 10 guiding principles of sustainability developed by BioRegional and WWF.”

One Planet Communities

“One Planet Communities® is an initiative of BioRegional Development Group.”

8 Responsibilities for correcting inaccurate reporting

From time to time media outlets may misreport a project’s status, for example reporting a candidate project as an endorsed One Planet Community. It is essential that the integrity of the One Planet Initiative is maintained and that only officially-endorsed projects are described as such. Where there is erroneous reporting BioRegional will always seek to put straight, and to ensure that the publishers correct any inaccurate information.

Where a exploratory project or candidate project is the subject of inaccurate reporting BioRegional expects that the company responsible for the project will contact the media to ensure that such stories are corrected. The co-operation of exploratory and candidate projects in maintaining the integrity of the One Planet Initiative is seen as an important part of the endorsement process.

9 Contact

Should you require any further information or clarification on the contents of this document, please contact:

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