

**FRIEND OF THE EARTH®**

Optional Explanatory Claims Register

Proposed English claims for products and services

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Introduction and conditions for use

English edition | Proposed wording for review | 14 October 2026

This register provides three optional explanatory claims for each of the 16 certification categories in the FOE multilingual schedule. The wording identifies the certified subject and describes the scope of certification for use on packaging, product pages and relevant service communications.

How to select a claim

Option A is compact. **Option B** provides the standard explanation. **Option C** gives an extended explanation where more space is available. Select one option that accurately matches the certificate and the communication context.

Conditions for use

The texts are proposals for WSO review, not an issued register of approved claims. Before use, confirm the current standard, certificate validity, certified products or activities, and authorization to use the mark. Category-specific notes are instructions for selecting and approving the wording, not text to reproduce as a consumer claim.

Identify the certified ingredient, component, product, site or service precisely. Do not extend a limited certification to the whole product, business or supply chain. Replace a generic subject only with its accurate certified equivalent, and retain the approved scope.

The badge lines follow the supplied FOE V6 schedule, with Furniture replacing Design and the category scope limited to furniture. They do not replace official artwork or establish that a standard with that exact short title is applicable. Use the authorized badge and any identifier required by the current FOE logo guidelines.

Claims such as carbon neutral, zero impact, organic, recycled content or quantified savings require their own applicable evidence. Certification alone does not establish these attributes.

Categories needing scope confirmation

Alternative Proteins, Tourism, Cosmetics and Collagen have specific standard or scope questions identified on their pages. Their wording must be finalized against the applicable certificate and technical standard. All other categories also require normal approval of the selected wording.

Format follows the compact, standard and extended structure of the supplied FOS register. This document contains English claims only. Sources are listed at the end.

1. Agriculture

Agricultural products or identified agricultural ingredients covered by certification.

1.1 English (EN)

Label claim badge text	CERTIFIED TO AGRICULTURE STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>“Certified to the Friend of the Earth® Agriculture Standard, covering ecosystem protection, soil and water management, and social responsibility.”</i>
Option B · Standard standard explanation	<i>“This agricultural product comes from production certified to the Friend of the Earth® Agriculture Standard. The standard includes requirements for cultivation practices, protection of wild flora and fauna, water use, and social responsibility.”</i>
Option C · Extended large packs, e-commerce	<i>“This agricultural product comes from production independently certified to the Friend of the Earth® Agriculture Standard. Assessment covers the management of soil and water resources, cultivation inputs, ecosystem protection, energy, emissions, and social responsibility within the certified production scope.”</i>

Conditions specific to this category

For a multi-ingredient product, identify the certified ingredient explicitly. Certification alone does not substantiate an organic or pesticide-free claim.

Technical basis: source 1.

2. Farming

Livestock products or identified ingredients from the certified farming operation.

2.1 English (EN)

Label claim badge text	CERTIFIED TO FARMING STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>“Certified to the Friend of the Earth® Farming Standard, covering animal welfare, environmental management, and social responsibility.”</i>
Option B · Standard standard explanation	<i>“This livestock product comes from farming independently certified to the Friend of the Earth® standard. Certification covers requirements for animal welfare, ecosystem protection, management of water and soil resources, and social responsibility.”</i>
Option C · Extended large packs, e-commerce	<i>“This livestock product comes from farming certified to the Friend of the Earth® standard, with independent assessment of animal welfare and farming practices. The applicable requirements address feed, protection of ecosystems, water and soil management, energy, emissions, and social responsibility within the certified operation.”</i>

Conditions specific to this category

Use the exact standard title on the certificate. Do not infer free-range, antibiotic-free or organic status.

Technical basis: source 2.

3. Tobacco Curing Fuel

Fuel sourcing and use for tobacco curing within the certified scope.

3.1 English (EN)

Label claim badge text	CERTIFIED TO TOBACCO CURING FUEL STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>“Tobacco curing fuel certified to the Friend of the Earth® standard, covering fuel traceability and management of deforestation risks.”</i>
Option B · Standard standard explanation	<i>“The fuel used for the tobacco curing activities identified in the certificate is certified to the Friend of the Earth® Tobacco Curing Fuel Standard. Assessment covers documented fuel origins, sourcing controls, and deforestation risk management.”</i>
Option C · Extended large packs, e-commerce	<i>“The tobacco curing fuel supply covered by this certification meets the Friend of the Earth® Tobacco Curing Fuel Standard. Assessment addresses fuel sourcing records, traceability, forest and land-use risks, and management controls, including records of fuel use and curing activities within the certified scope.”</i>

Conditions specific to this category

This claim concerns curing fuel. It must not imply certification of the entire tobacco product, health benefits, or harmless smoking.

Technical basis: source 3.

4. Fashion

The certified garment, accessory or explicitly identified product line.

4.1 English (EN)

Label claim badge text	CERTIFIED TO FASHION STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>“Certified to the Friend of the Earth® Fashion Standard, covering material sourcing, environmental management, and social accountability.”</i>
Option B · Standard standard explanation	<i>“This fashion product is certified to the Friend of the Earth® Fashion Standard. Independent assessment covers the applicable requirements for raw material origin, production practices, management of environmental impacts, and working conditions.”</i>
Option C · Extended large packs, e-commerce	<i>“This fashion product is independently certified to the Friend of the Earth® Fashion Standard. Assessment addresses the origin of materials, the use of hazardous substances, water, energy, emissions and waste management, and social accountability across the production activities included in the certification scope.”</i>

Conditions specific to this category

Do not describe the whole collection or brand as certified if only selected products are covered. State recycled content only where separately documented.

Technical basis: source 4.

5. Jewelry

The certified jewelry item or identified components within its scope.

5.1 English (EN)

Label claim badge text	CERTIFIED TO JEWELRY STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>“Certified to the Friend of the Earth® Jewelry Standard, covering material traceability, environmental requirements, and workers’ rights.”</i>
Option B · Standard standard explanation	<i>“This jewelry item is certified to the Friend of the Earth® Jewelry Standard. Assessment covers traceability of materials and the environmental and social requirements applicable to their origin and processing within the certified scope.”</i>
Option C · Extended large packs, e-commerce	<i>“This jewelry item is certified to the Friend of the Earth® Jewelry Standard. The assessment addresses material traceability, sourcing and processing controls, environmental management, and workers’ rights. Requirements are applied according to the materials and production activities covered by the certificate.”</i>

Conditions specific to this category

The public technical document is titled Sustainable Jewels. Confirm alignment with the JEWELRY badge. Do not imply that every item contains recycled or mined materials.

Technical basis: source 5.

6. Packaging

The packaging itself or an explicitly named certified packaging component.

6.1 English (EN)

Label claim badge text	CERTIFIED TO PACKAGING STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>“This packaging is certified to the Friend of the Earth® Packaging Standard, covering material sourcing and environmental and social requirements.”</i>
Option B · Standard standard explanation	<i>“This packaging is independently certified to the Friend of the Earth® Packaging Standard. Assessment covers the applicable criteria for raw materials, resource use, environmental management, recovery options, and social accountability.”</i>
Option C · Extended large packs, e-commerce	<i>“This packaging is certified to the Friend of the Earth® Packaging Standard. Assessment covers material sourcing, measures to minimize resource use, environmental management during production, recovery options, and social accountability. The certification claim applies to the packaging covered by the certificate.”</i>

Conditions specific to this category

Identify any excluded components. This is not certification of the contents. Separate recyclability or recycled-content claims require evidence for the specific pack and market.

Technical basis: source 6.

7. Insect Farming

Certified insect farming production and its identified products.

7.1 English (EN)

Label claim badge text	CERTIFIED TO INSECT FARMING STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>“Certified to the Friend of the Earth® Insect Farming Standard, covering feed controls, environmental management, and social responsibility.”</i>
Option B · Standard standard explanation	<i>“These insects come from farming certified to the Friend of the Earth® Insect Farming Standard. Assessment covers feed origin and monitoring, management of water and waste, and the applicable social and environmental requirements.”</i>
Option C · Extended large packs, e-commerce	<i>“These insects come from production certified to the Friend of the Earth® Insect Farming Standard. The assessment addresses traceability and monitoring of feed substrates, water use and discharges, waste handling, and the social and environmental management of the farming operation within the certified scope.”</i>

Conditions specific to this category

Adapt “these insects” to the named certified insect ingredient when necessary. Certification is not a food or feed market authorization.

Technical basis: source 7.

8. Alternative Proteins

Only the alternative protein product or ingredient identified in the certificate.

8.1 English (EN)

Label claim badge text	CERTIFIED TO ALTERNATIVE PROTEINS STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>“This alternative protein product is certified to the applicable Friend of the Earth® standard for the product identified in the certification scope.”</i>
Option B · Standard standard explanation	<i>“This alternative protein product is certified to the applicable Friend of the Earth® standard. Certification applies to the product and production activities identified in the certificate. Information about the applicable standard is available at friendoftheearth.org.”</i>
Option C · Extended large packs, e-commerce	<i>“This alternative protein product is certified to the applicable Friend of the Earth® standard for its production category. The certificate identifies the product and production activities covered. Certification does not, by itself, establish a comparative carbon footprint or a nutritional advantage over another protein source.”</i>

Conditions specific to this category

Confirm the exact standard and eligible protein type before release. The reviewed public page concerns plant-based meat and does not establish coverage of all alternative proteins.

Technical basis: source 8.

9. Event

The named event and edition or expressly certified range of events.

9.1 English (EN)

Label claim badge text	CERTIFIED TO EVENT STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>"This event is certified to the Friend of the Earth® Event Standard, covering the management of its environmental and social impacts."</i>
Option B · Standard standard explanation	<i>"This event is certified to the Friend of the Earth® Event Standard. Assessment covers its documented commitments, environmental and social risks, and management measures within the event scope identified in the certificate."</i>
Option C · Extended large packs, e-commerce	<i>"This event is certified to the Friend of the Earth® Event Standard. Assessment addresses the organizer's documented strategy, assessment of environmental and social risks, allocation of resources, and management of the activities covered by certification. The claim applies to the event or range of events identified in the certificate."</i>

Conditions specific to this category

Identify the event, location and edition. Certification of one event does not automatically cover the organizer's future events, exhibitors or sponsors.

Technical basis: source 15.

10. Furniture

Furniture products covered by the applicable certificate.

10.1 English (EN)

Label claim badge text	CERTIFIED TO FURNITURE STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>"This furniture product is certified to the Friend of the Earth® Furniture Standard, covering material sourcing and production requirements."</i>
Option B · Standard standard explanation	<i>"This furniture product is certified to the applicable Friend of the Earth® Furniture Standard. Assessment covers material origin, environmental management in processing, and social accountability within the certified scope."</i>
Option C · Extended large packs, e-commerce	<i>"This furniture product is certified to the Friend of the Earth® Furniture Standard. Assessment covers the applicable requirements for material sourcing, resource use, energy, water, emissions and waste management, and social accountability during the certified production activities."</i>

Conditions specific to this category

The scope is limited to furniture. The claim does not cover interior design services, home decor outside the certified furniture scope, or unrelated design activities.

Technical basis: source 9.

11. Mining

Certified mining products and the mining activities covered by the certificate.

11.1 English (EN)

Label claim badge text	CERTIFIED TO MINING STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>“Certified to the Friend of the Earth® Mining Standard, covering environmental management, ecosystem protection, and social responsibility.”</i>
Option B · Standard standard explanation	<i>“This mining product originates from operations independently certified to the Friend of the Earth® Mining Standard. Assessment covers environmental impacts, ecosystem protection, water, waste and energy management, and social responsibility.”</i>
Option C · Extended large packs, e-commerce	<i>“This mining product comes from operations certified to the Friend of the Earth® Mining Standard. Independent assessment addresses environmental impact assessment, management procedures, ecosystem protection, water and waste controls, energy management, and social responsibility within the certified mining scope.”</i>

Conditions specific to this category

Certification of mining origin does not automatically certify subsequent manufacturing or a finished jewelry item.

Technical basis: source 10.

12. Smart Working

The company's certified remote-working arrangements and covered employees.

12.1 English (EN)

Label claim badge text	CERTIFIED TO SMART WORKING STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>"This company is certified to the Friend of the Earth® Smart Working requirements for the remote-working arrangements covered by its certificate."</i>
Option B · Standard standard explanation	<i>"This company holds Friend of the Earth® Smart Working certification for its documented remote-working arrangements. The claim applies to the employees and working arrangements covered by the certificate."</i>
Option C · Extended large packs, e-commerce	<i>"This company holds Friend of the Earth® Smart Working certification. Its documented working arrangements meet the applicable remote-working participation requirements for the employees covered by the certificate. The certification concerns those working arrangements and does not certify the company's products or establish a measured carbon saving."</i>

Conditions specific to this category

The published criteria specify 18 remote-working days per month or 80% of monthly working days for employees not required on the production line. Verify the current policy and employee scope.

Technical basis: source 11.

13. Sport

The sports operator, site and sporting activities identified in the certificate.

13.1 English (EN)

Label claim badge text	CERTIFIED TO SPORT STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>"This sports operation is certified to the Friend of the Earth® Sport Standard, covering environmental management and social accountability."</i>
Option B · Standard standard explanation	<i>"This sports operation is certified to the Friend of the Earth® Sport Standard. Assessment covers the applicable requirements for resource use, waste management, transport and recreational activities, ethics, and social accountability."</i>
Option C · Extended large packs, e-commerce	<i>"This sports operation is certified to the Friend of the Earth® Sport Standard. Assessment addresses social and environmental management, water and air resources, waste, energy, transport and recreational activities, and social accountability within the sites and activities identified in the certificate."</i>

Conditions specific to this category

Do not extend an operator's certification to sports equipment, sponsors or every event unless those are included in the certificate.

Technical basis: source 12.

14. Tourism

The tourism facility or travel-agency service covered by its applicable certificate.

14.1 English (EN)

Label claim badge text	CERTIFIED TO TOURISM STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>“This tourism service is certified to the applicable Friend of the Earth® standard for the activities identified in its certificate.”</i>
Option B · Standard standard explanation	<i>“This tourism service is certified to the applicable Friend of the Earth® tourism standard. Certification covers the facility or service and the activities identified in the certificate. Details of the applicable certification are available at friendoftheearth.org.”</i>
Option C · Extended large packs, e-commerce	<i>“This tourism service is certified to the applicable Friend of the Earth® standard for its category. The certificate defines the facility or service and activities covered. The claim applies within that scope and does not extend automatically to transport providers, excursions, or other services supplied by third parties.”</i>

Conditions specific to this category

Confirm whether the certificate concerns tourism facilities or travel agencies, and whether the authorized mark is FOE or WSO. Participation in a conservation programme is not equivalent to certification.

Technical basis: source 13.

15. Cosmetics

Only a cosmetic product, or a specifically named ingredient, expressly covered by certification.

15.1 English (EN)

Label claim badge text	CERTIFIED TO COSMETICS STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>“This cosmetic product is certified to the applicable Friend of the Earth® standard for the product identified in its certificate.”</i>
Option B · Standard standard explanation	<i>“This cosmetic product is certified to the applicable Friend of the Earth® standard. The certificate identifies the product and activities covered by certification. Information about the applicable standard is available at friendoftheearth.org.”</i>
Option C · Extended large packs, e-commerce	<i>“This cosmetic product is certified to the applicable Friend of the Earth® standard within the scope identified in its certificate. Where certification covers only an ingredient, the claim must identify that ingredient. Certification does not, by itself, substantiate efficacy, organic, vegan, or cruelty-free claims.”</i>

Conditions specific to this category

Release only after confirming the applicable technical standard and whether certification covers the finished formulation or an ingredient. The attachments contain a category name, not technical criteria.

Technical basis: category listed in the supplied FOE V6 schedule; technical standard confirmation required.

16. Collagen

Land-animal collagen or an explicitly named collagen ingredient authorized under FOE.

16.1 English (EN)

Label claim badge text	CERTIFIED TO COLLAGEN STANDARD FRIENDOFTHEEARTH.ORG
Option A · Compact small packs, side panels	<i>"This land-animal collagen is certified to the applicable Friend of the Earth® standard within the scope identified in its certificate."</i>
Option B · Standard standard explanation	<i>"This land-animal collagen is certified to the applicable Friend of the Earth® standard. Certification applies to the collagen ingredient and activities identified in the certificate. Information about the applicable standard is available at friendoftheearth.org."</i>
Option C · Extended large packs, e-commerce	<i>"This land-animal collagen is certified to the applicable Friend of the Earth® standard. The certificate defines the collagen ingredient and production activities covered by certification. When used in a finished formulation, this claim refers to the certified collagen ingredient and does not extend automatically to the other ingredients."</i>

Conditions specific to this category

Confirm FOE versus FOS authorization and the current collagen standard before release. The public FOE collagen page uses FOS scheme wording. Do not transfer marine-collagen claims or infer health benefits.

Technical basis: source 14.

Technical references

Sources reviewed on 13 October 2026. The applicable version named on the certificate governs use. Public category pages support general subject areas; they do not replace the full technical standard.

1. Agriculture requirements

<https://friendoftheearth.org/standards-and-certifications/certification-of-products-from-sustainable-agriculture/>

2. Farming requirements

<https://friendoftheearth.org/standards-and-certifications/certification-of-sustainable-farming-products/>

3. Tobacco Curing Fuel Standard 2022, purpose and requirements

https://friendoftheearth.org/wp-content/uploads/FOE-Standard_TOBACCO-CURING-FUEL_2022.pdf

4. Fashion requirements

<https://friendoftheearth.org/live-sustainably-2/sustainable-fashion/>

5. Sustainable Jewels Standard Version 1

<https://friendoftheearth.org/wp-content/uploads/Friend-of-the-Earth-Standard-Sustainable-Jewels-V1.pdf>

6. Packaging requirements

<https://friendoftheearth.org/sustainable-packaging/>

7. Insect Farming Checklist, sections 1 and 6 to 9

<https://friendoftheearth.org/wp-content/uploads/Check-list-FOE-insect-farming-EN.pdf>

8. Alternative proteins public category page

<https://friendoftheearth.org/standards-and-certifications/plant-based-meat/>

Technical references continued

9. Furniture and Interior Design requirements

<https://friendoftheearth.org/sustainable-furniture-and-interior-design/>

10. Mining requirements

<https://friendoftheearth.org/standards-and-certifications/sustainable-mining/>

11. Smart Working requirements

<https://friendoftheearth.org/smart-working-company/>

12. Sport requirements

<https://friendoftheearth.org/sustainable-sports-certification/>

13. Tourism facilities and travel agencies

<https://friendoftheearth.org/sustainable-hospitality/>

14. Collagen public category page

<https://friendoftheearth.org/sustainable-collagen/>

15. Events Standard Version 1, scope and section 1

<https://friendoftheearth.org/wp-content/uploads/Sustainable-Events-Standards-Friend-of-the-Earth-V1.1-1.pdf>

Document references

FOE_Multilingual_Claims_UPDATED_New_Guideline_V6.xlsx: categories and English badge text, cells A2:B17, with Furniture replacing Design as confirmed on 13 October 2026 and Farming replacing Livestock Farming as instructed on 14 October 2026.
FOS-CLAIMS-REG-2026_Rev-27092026_V3.pdf: visual reference and compact, standard and extended format.