



# COMMUNICATION MANUAL LIFE INSTITUTE

LIFE-IN-MP26-1.0-R1-EN

Version: 1.0-R1

Language: English

Applicability: International

Title: LIFE INSTITUTE COMMUNICATION MANUAL

Code: LIFE-IN-MP26-1.0-R1-EN

Applicability: International

Type: Management Procedure (MP)

Version: 1.0-R1

Status: Final

Language: English

Approval: LIFE Institute Board of Directors

Date: 02/25/2025

*In case of doubt and/or inconsistency between versions, the original document must be consulted (Portuguese version).*

Contact:

LIFE Institute

Rua Victor Benato, 210 – Bosque Zaninelli – Pilarzinho

Postal Code: 82.120-110 – Curitiba – PR – Brazil

Phone: +55 41 3253 7884

[www.lifeinstituteglobal.org](http://www.lifeinstituteglobal.org)

2025 LIFE Institute

Rights reserved by copyright law in Brazil and according to the terms defined in the Brazilian and foreign legislation relevant to the subject when abroad. Any form of reproduction of this document or part of its content requires express written permission of LIFE Institute.

**OBJECTIVE**

In order to protect the name and brand of the LIFE Institute, this document aims to establish guidelines and instructions regarding communication, logo usage and associated brands to be followed by the organizations affiliated to the LIFE Institute (founders, financial and institutional supporters, accredited certifying bodies, companies holding a valid LIFE Certification, affiliated partners, LIFE Biodiversity Credits holders and other partners of the LIFE Institute). In addition, guidelines for the communication and use of the Certification and Accreditation seals are established, which must be followed by accredited Certifying Bodies and organizations holding the LIFE Certification.

**APPLICATION**

This document applies to all organizations related to the LIFE Institute or those that use of the LIFE brands and seals anywhere in the world.

**CONTENTS**

**1. INTRODUCTION..... 5**

**2. TYPES OF INSTITUTIONAL RELATIONS..... 6**

**3. GENERAL GUIDELINES FOR THE USE OF THE NAME, BRAND AND ASSOCIATED BRANDS ... 7**

3.1. THE LIFE BRAND ..... 7

3.2. APPLICATION OF THE INSTITUTIONAL LOGO ..... 8

**TECHNICAL RECOMMENDATIONS FOR THE USE AND APPLICATION OF THE LIFE INSTITUTE'S INSTITUTIONAL LOGO BY AUTHORIZED INSTITUTIONS ..... 14**

3.3. ASSOCIATED BRANDS..... 15

**4. SPECIFIC INFORMATION TARGETED BY TYPE OF INSTITUTIONAL RELATIONSHIP ESTABLISHED ..... 19**

4.1. CERTIFYING BODIES..... 19

4.2. ORGANIZATIONS WITH THE LIFE CERTIFICATION FOR BUSINESS & BIODIVERSITY ..... 20

4.3. LIFE BIODIVERSITY CREDITS ..... 26

4.4. AFFILIATED PARTNERS ..... 27

4.5. LIFE EXPERT CONSULTANTS ..... 28

4.6. USERS OF THE LIFE KEY SYSTEM..... 28

4.7. ORGANIZATIONS WITH THE LIFE CERTIFICATION FOR SUSTAINABLE TERRITORIAL MANAGEMENT..... 29

**INFORMATION ON THE DEVELOPMENT OF THIS DOCUMENT ..... 31**

## **1. INTRODUCTION**

The LIFE Institute is an international standard-setting body, responsible for the development and management of LIFE methodologies and certifications (Business & Biodiversity / Sustainable Territorial Management) and LIFE Biodiversity Credits.

This document presents general information and guidelines related to communication, the LIFE Brand and the associated logos which must be observed and respected by all who use them. In addition, it brings specific information on seals and permitted messages that must be followed according to the type of institutional relationship established with the LIFE Institute.

Should there be any doubts, the LIFE Institute should always be consulted.

## 2. TYPES OF INSTITUTIONAL RELATIONS

- Founders: organizations that created the LIFE Institute.
- Financial supporters: organizations that have chosen to formalize a financial support agreement, where there is a transfer of funds to the LIFE Institute.
- Affiliated partners: member organizations of the LIFE Business & Biodiversity Coalition.
- Institutional supporters: organizations that in some way support the work developed by the LIFE Institute, without the transfer of financial funds, in an institutional, technical or instrumental way.
- International representative: local agent in charge of the operations of the LIFE Institute.
- Certifying Bodies accredited by the LIFE Institute.
- LIFE Certified Organizations: Organizations that have undergone a third-party audit and have a current LIFE Certification certificate.
- Organizations/Individuals holding LIFE Biodiversity Credits.
- Clients/Partners: organizations that use LIFE Methodology (companies that have carried out pilots/technical projects or users of the LIFE Key and LIFE Territorial systems), consultants and business partners.

### 3. GENERAL GUIDELINES FOR THE USE OF THE NAME, BRAND AND ASSOCIATED BRANDS

#### 3.1. THE LIFE BRAND

##### 3.1.1. Emergence

The Text: *Pale Blue Dot: A Vision of the Human Future in Space*, by Carl Sagan, was the element that inspired the LIFE Logo. LIFE stands for *the Lasting Initiative For Earth*. It is the perfect allusion to the noblest of the legacies that we can leave to our descendants.

Represented in the center of the Brand, the circle is the starting point, which expands and, in three dimensions, becomes the sphere, the *Pale Blue Dot*, which we work to conserve. Learn more about the [brand's history and transformation here](#).

##### 3.1.2. Writing

The writing of the word "LIFE" must always be capitalized, and the first letter of the word that precedes it must be capitalized (example: LIFE Institute, LIFE Methodology, LIFE Certification, etc.). When referring to the LIFE (Institute), the preceding article must be masculine. In other situations, it is necessary to add the word to what is being referred to (e.g. the LIFE Methodology, the LIFE Certification, etc.) to use the feminine article.

##### 3.1.3. Institutional Logo

This is the Main Signature of the LIFE Institute and should be used, as a priority, in all printed and electronic communication. The image of the LIFE Institute should be based on this. It is essential that the brand is used in accordance with the following guidelines.



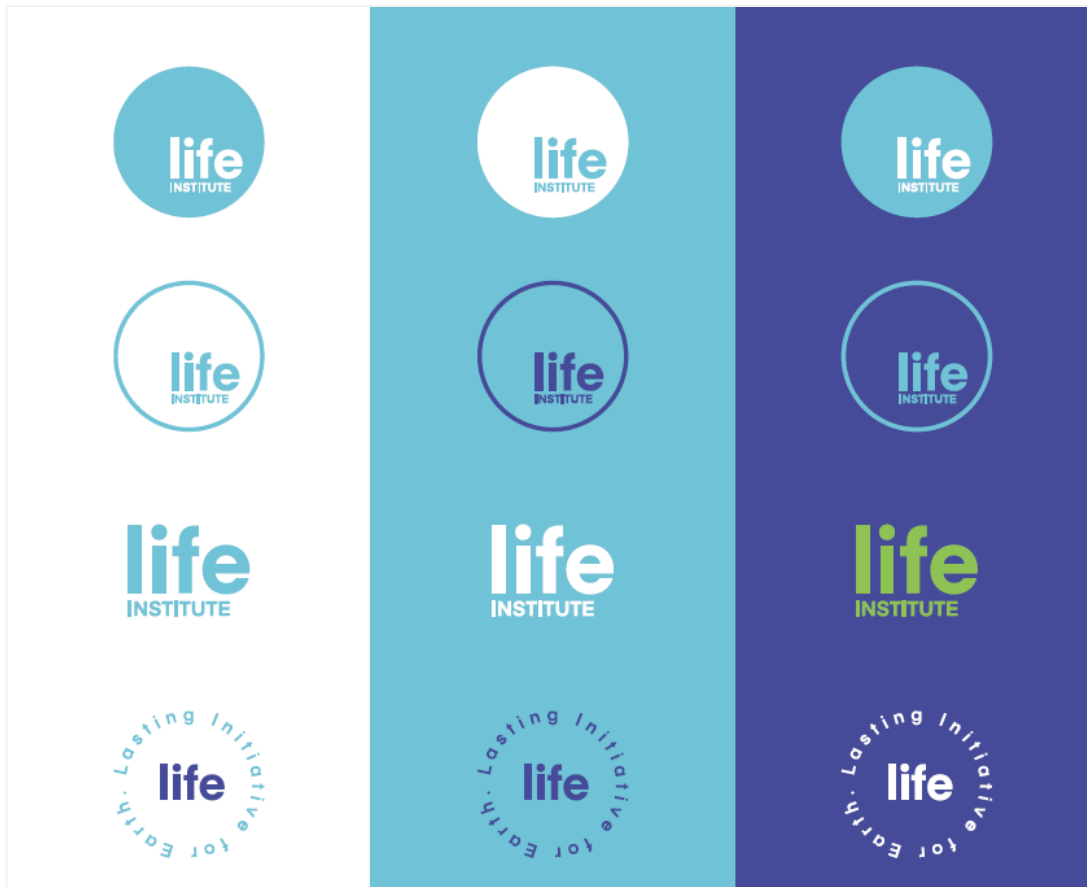
Behind the brand is more than a logo. There is a DNA. A set of information and benefits. It is a story told in a single word. Therefore, always observe the colors, shapes, sizes and other features of our brand. And, whenever necessary, consult the LIFE Institute.

### 3.2. APPLICATION OF THE INSTITUTIONAL LOGO

#### 3.2.1. Brand Styles



#### 3.2.2. Chromatic variations





### 3.2.3. Negative version



### 3.2.4. Monochromatic version / B&W / Monochromatic variations

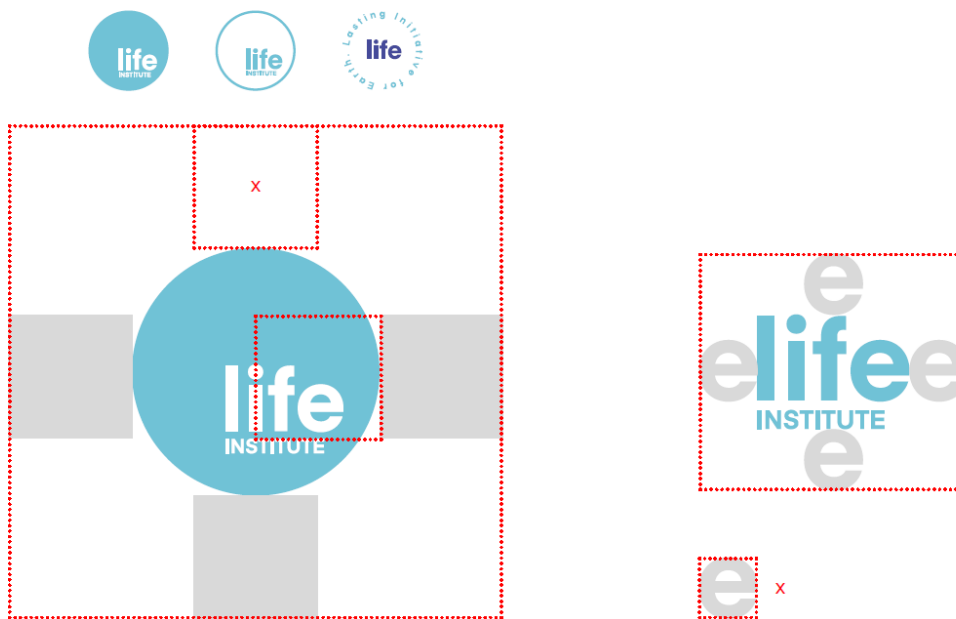


The original brand may not be applied with a black filled circle. The alternative variations below must be used.



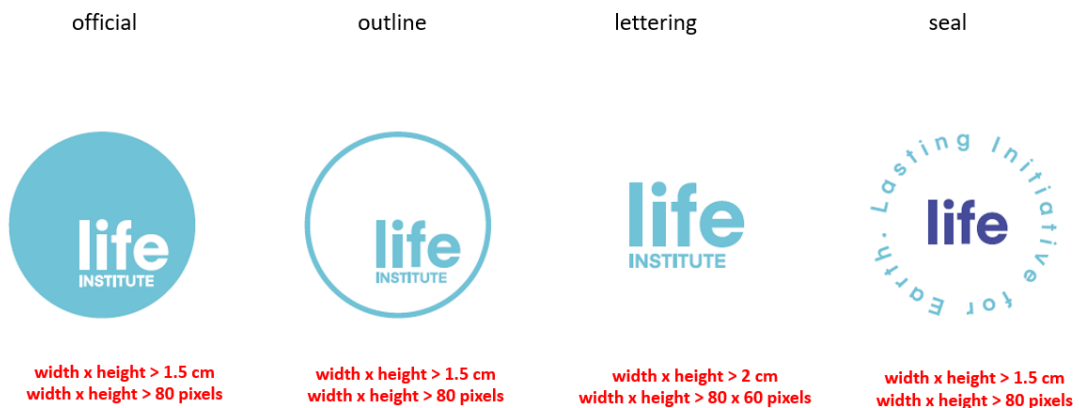
### 3.2.5. Setting the area around the Brand

A free space must be safeguarded around the brand, free from interference from other graphic elements to preserve its integrity and readability. The minimum recommended area around the brand is equal to half of the circle of the brand and seal for the circulars and the letter "e" of the brand *lettering*. This value is equal to "X", the distance that determines the area around the brand.



### 3.2.6. Brand Reduction

The measurements specified below indicate the brand reduction limit for centimeter prints and digital pixel reproductions. Reducing it beyond this limit will compromise the reading of the brand.



### 3.2.7. Font

EINA 01 and MACKLYN DISPLAY are the typeface families of the LIFE Institute's Visual Identity.

**EINA 01** FONT FOR TEXTS AND TITLES > Light, Regular, Italic, Semibold, Bold > including italic versions

aaaaaaa

*macklyn display* FONT FOR HIGHLIGHTED TEXTS AND TITLES > ExtraLight Italic, Italic, Medium Italic

*aaa*

### 3.2.8. Application on chromatic backgrounds

Applying the LIFE Institute's brand to backgrounds requires certain precautions. Below are the cases' analyses:

- a. The use of the original brand on polluted backgrounds or images, which may make it difficult to see or cause any type of optical illusion should be thought of for the best highlight, preferably using the blue version.



- b. The alternative brands in their original color can only be applied to neutral backgrounds, where their visualization will be highlighted.

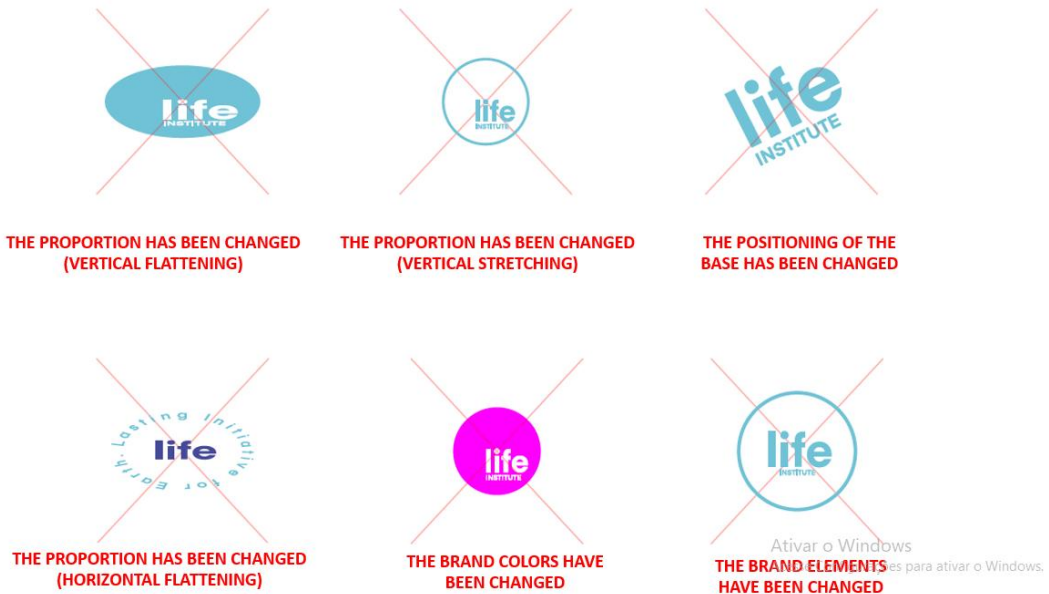


- c. On dark backgrounds outside the palette pattern, the application of the original brand should preferably be in original blue, for alternative brands and stamps it should be done in negative (white).



### 3.2.9. Incorrect Uses

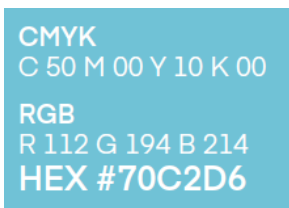
The brands of the LIFE Institute must not be changed, either in their colors, layout or proportions. Below are changes that are not allowed. Comparing with the original brand, check for incorrect uses and ensure that the LIFE Institute brand is never changed.



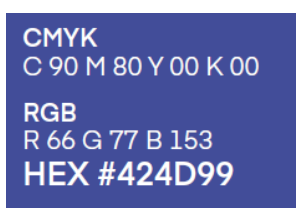
### 3.2.10. Institutional Palette

Faithfulness in color reproduction is essential to ensure consistency in the brand's image. Below are the references of the chromatic codes that make up the visual identity of the LIFE Institute.

LIFE Blue



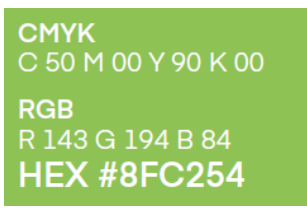
Dark Blue



White



Green



## **TECHNICAL RECOMMENDATIONS FOR THE USE AND APPLICATION OF THE LIFE INSTITUTE'S INSTITUTIONAL LOGO BY AUTHORIZED INSTITUTIONS**

The name LIFE Institute as well as the logo of the LIFE Institute are the exclusive property, and their use in any graphic materials (brochures, publications, folders, institutional material, sustainability reports, or the like) or digital materials (website, social media, presentations, institutional materials in digital version, among others) must follow the guidelines of this document.

The LIFE Institute cannot be held responsible for the misuse of the LIFE name and logo by third parties. The LIFE Institute provides a public whistleblowing channel on its website. If any deviation from the established guidelines is detected or any situation in which the logo is used in a way that damages the image and credibility of the LIFE Institute and Certification, the LIFE Institute will request corrective actions or the suspension of its use.

It is forbidden to use the LIFE Institutional Logo concomitantly with the logo of certifications that may mislead the public, which may confuse the institutional partnership with the LIFE Certification itself. Only the companies with valid LIFE Certification can use the certification seal, following the guidelines described in the item intended for certified companies in this document.

### 3.3. ASSOCIATED BRANDS

#### 3.3.1. Business & Biodiversity

##### Main version



**maximum suggested reduction**  
height in proportion > 2 cm  
height in proportion > 80 pixels

##### Negative version



##### Monochromatic variations



#### 3.3.2. Sustainable Territorial Management

##### Main version



**maximum suggested reduction**  
height in proportion > 2 cm  
height in proportion > 80 pixels

Negative version



Monochromatic variations



3.3.3. LIFE Business & Biodiversity Coalition

Main version



maximum suggested reduction  
height in proportion > 2 cm  
height in proportion > 80 pixels

Negative version



Monochromatic variations





### 3.3.4. Softwares

#### 3.3.4.1. LIFE Key – Business & Biodiversity



#### Negative version



**maximum suggested reduction**  
height in proportion > 2 cm  
height in proportion > 100 pixels

#### Monochromatic versions



3.3.4.2. LIFE Territorial – Sustainable Territorial Management



maximum suggested reduction  
height in proportion > 2 cm  
height in proportion > 100 pixels

Negative version



Monochromatic versions



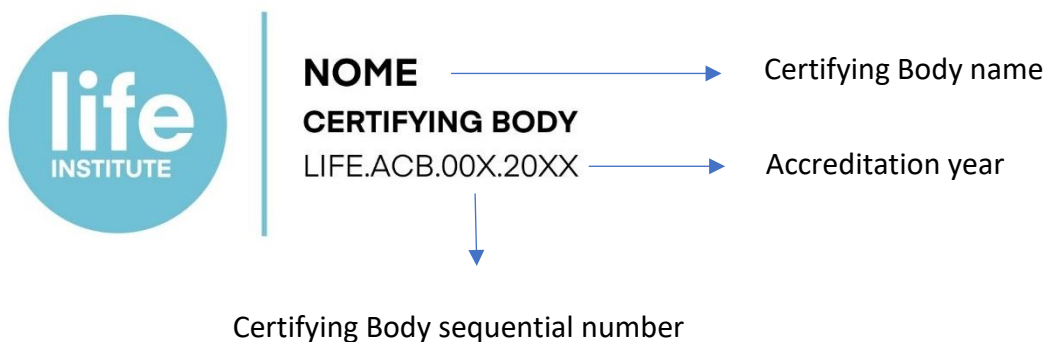
#### 4. SPECIFIC INFORMATION TARGETED BY TYPE OF INSTITUTIONAL RELATIONSHIP ESTABLISHED

##### 4.1. CERTIFYING BODIES

The Accreditation Certificate and Seal containing the name of the Accredited Certifying Body with its respective accreditation code are issued by the LIFE Institute. The seal may be used by certifying bodies during the period of validity of the LIFE Accreditation Certificate. Its use is permitted in documents and communications directly related to the LIFE Certification process.

The Accreditation seal can be used in conjunction with seals from other certification systems, provided that the same proportions in terms of size are respected and that there is no disadvantage in terms of location and prominence. The LIFE Institute owns the copyright on the LIFE Accreditation Seal, which is registered and owned by it. In case of misuse of the LIFE Certification or Accreditation seals, the LIFE Institute has the right to request corrective actions, suspend or cancel the permission for their use.

Below is the Accreditation Seal and what each field represents:



The standards regarding size, colors, proportions, texts, fonts and other specifications are presented below and must always comply with the original standard and cannot be changed or translated. The minimum size of the LIFE Certification and Accreditation seals must be respected, as it is a way to ensure that they have perfect readability. The seal file already has

the necessary area to allow space around it, and the file should not be cut, ensuring its prominence among other information in a document or promotional material.

**Negative version**



**NAME**  
**CERTIFYING BODY**  
 LIFE.ACB.00X.20XX

**maximum suggested reduction**  
 width x height > 3 cm  
 width x height > 250 pixels



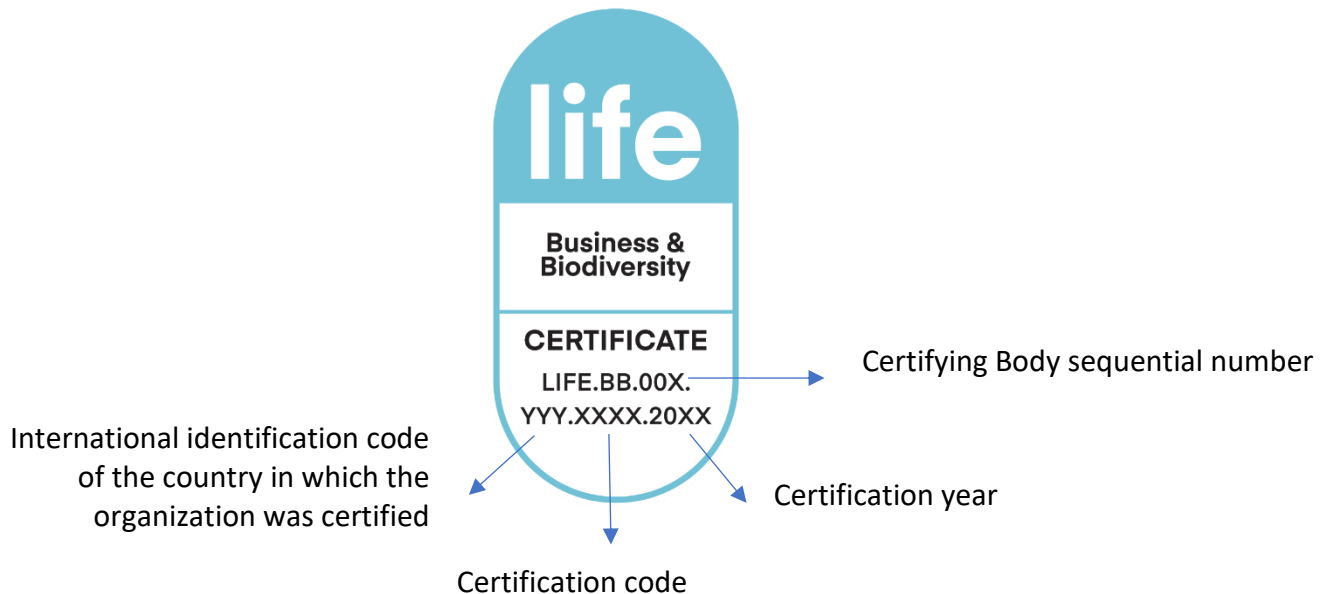
The LIFE Certifying Body is responsible for the correct use of both the LIFE Accreditation Seal and the LIFE Certification Seal and the messages published by the organization holding the LIFE Certification and the LIFE Biodiversity Credits certified by it. After passing the audit and issuing the certificate, the Certifying Body must request the LIFE Certification Seal from the LIFE Institute and pass it on to the certified organization, along with this Communication Manual.

**4.2. ORGANIZATIONS WITH THE LIFE CERTIFICATION FOR BUSINESS & BIODIVERSITY**

The institutional logo can be used in corporate reports, when the company has at least one business unit, always accompanied by information on which business unit(s) hold(s) the certification.

The LIFE Certification Seal must be requested from the Certifying Body after a favorable audit opinion to obtain the certificate. This seal can only be used as long as the LIFE Certificate is within its validity period.

Below is the Certification Seal and what each field represents:



In the case of companies that have more than one Business Unit, and not all of them have LIFE Certification, the LIFE Certification Seal may be displayed in corporate advertising material and in internal or external communication on behalf of the organization, as long as it is accompanied by information about which Business Unit(s) of the organization holds the LIFE Certificate, in a clear and explicit manner, respecting the applicable rules of this document.

The use of the LIFE Certification Seal is allowed in advertising materials, packaging and products only linked to the certified unit, always followed by the message:

In B2B cases, the use is allowed in secondary packaging:

"Content from a LIFE Certified company. Company Name / Code LIFE.BB.00X.YYY.XXXX.20XX".

In B2C cases, the message must be clear, in order not to cause doubts to the end consumer, always referring to the 'product' coming from a LIFE Certified unit:

"*Product\** from a LIFE Certified company. Company Name / Code LIFE.BB.00X.YYY.XXXX.20XX".

*\* Adapt the message according to the situation (packaging, product, magazine, book, material, etc.).*

The LIFE Institute cannot be held responsible for management, production or dissemination processes by the LIFE Certified Organization, due to the misuse of the LIFE Certification Seal.

The LIFE Institute provides a public whistleblowing channel on its website. If any deviation from the established guidelines is detected or any situation in which the Certification Seal is used in a way that causes damage to the image and credibility of the LIFE Institute and Certification, the responsible Certifying Body and/or the LIFE Institute will request corrective actions or the suspension of its use.

Standards regarding size, colors, proportions, text, fonts and other specifications are presented below and must always comply with the original standard and cannot be changed or translated. The minimum size of the certification seal must be respected, as it is a way to ensure its readability. The seal file already has the necessary area to allow space around it, and the file should not be cut off, to ensure its prominence among other information in a document or promotional material.



**maximum suggested reduction**  
height in proportion > 2 cm  
height in proportion > 200 pixels

Below are pre-approved messages related to the LIFE Certification. If the organization holding the LIFE Certification has questions or wishes to include more details about its certification in any means of dissemination, the certifying body responsible for its certificate should be consulted for validation and/or clarification.

**Examples of messages that can be used about the LIFE Certification for Business & Biodiversity:**



**AUTHORIZED MESSAGES ABOUT THE METHODOLOGY AND LIFE CERTIFICATION FOR BUSINESS & BIODIVERSITY**

- A.** The biodiversity conservation actions required by the LIFE Certification for Business & Biodiversity Methodology represent a minimum performance necessary to compensate for the pressure exerted by the organization and takes into account the size of the organization.
- B.** The LIFE Certification for Business & Biodiversity Methodology quantitatively and qualitatively assesses the organization's performance in biodiversity conservation.
- C.** The LIFE Certification for Business & Biodiversity assesses and monitors the organization's positive performance in relation to biodiversity.
- D.** Good sectoral practices for the conservation of biodiversity are required as part of the purchasing policy of the company with the LIFE Certification for Business & Biodiversity.
- E.** The LIFE Business & Biodiversity Methodology and Certification provides the business sector with an instrument that associates biodiversity conservation with business.
- F.** The LIFE Certification for Business & Biodiversity system aims to engage the business community in biodiversity conservation.
- G.** The LIFE Certification for Business & Biodiversity is a tool focused on issues directly linked to biodiversity conservation.
- H.** The LIFE Certification for Business & Biodiversity is an innovative tool that promotes a process of approximation between companies and biodiversity conservation.
- I.** The LIFE Certification for Business & Biodiversity is based on a consistent and robust methodology, technical and scientific requirements, and effective biodiversity conservation actions.
- J.** The LIFE Certification for Business & Biodiversity recognizes that biodiversity conservation has been incorporated into the organization's management system.
- K.** The LIFE Certification for Business & Biodiversity is a tool that promotes concrete actions for biodiversity conservation, and is applicable to companies of any size or sector.
- L.** The LIFE Certification for Business & Biodiversity is based on international guidelines for conservation – inserted in a system of prioritization of the most threatened ecoregions in each country.
- M.** The LIFE Certification for Business & Biodiversity has the following steps as an impact management hierarchy: avoid, reduce, mitigate, recover and compensate.
- N.** To obtain the LIFE Certification for Business & Biodiversity, the company must seek an independent Certifying Body accredited by the LIFE Institute for the audit process.

**AUTHORIZED MESSAGES ABOUT THE METHODOLOGY AND LIFE  
CERTIFICATION FOR BUSINESS & BIODIVERSITY**

- O.** The LIFE Certification for Business & Biodiversity is valid for 5 years and has annual follow-up audits.
  - P.** To obtain the LIFE Certification for Business & Biodiversity, the minimum performance in conservation actions must be greater than the pressure exerted by the organization.
  - Q.** The LIFE Certification for Business & Biodiversity Methodology takes into account five environmental aspects in its pressure calculation: waste generation, greenhouse gas emissions, water consumption, energy use and occupation of the area.
  - R.** The LIFE Certification for Business & Biodiversity integrates business and biodiversity conservation.
  - S.** The LIFE Certification for Business & Biodiversity Methodology presents a scoring system for conservation actions that takes into account national and international conservation priorities.
  - T.** The conservation actions implemented by the organization to obtain the LIFE Certification for Business & Biodiversity represent a minimum performance consistent with the organization's impacts.
- 




All the above messages can be adapted to the "*Nature Positive*" concept, always linking to the LIFE Methodology and only when the company proves the positive result of its biodiversity balance.



**Examples of messages that CANNOT be used about the LIFE Certification for Business & Biodiversity:**



**UNAUTHORIZED MESSAGES ABOUT THE LIFE CERTIFICATION FOR BUSINESS & BIODIVERSITY**

UNAUTHORIZED MESSAGE	JUSTIFICATION	EXAMPLE
Any message that mentions or infers that the LIFE Certification for Business & Biodiversity is granted by the LIFE Institute.	The LIFE Certification for Business & Biodiversity is awarded or granted by an independent certifying body.	"The organization (x) receives Certification for Business & Biodiversity granted by the LIFE Institute". 
Any message that infers that the LIFE Certification for Business & Biodiversity guarantees/attests to the sustainability of the organization, the use of natural resources by the certified organization or its suppliers.	The LIFE Certification for Business & Biodiversity is an instrument that contributes to the pursuit of sustainability.	"The organization (x), LIFE certified, is recognized for its sustainable practices. The organization (x) is sustainable and is LIFE certified." 
Any message that attests to the organization's social/socioenvironmental responsibility.	The LIFE Certification for Business & Biodiversity does not attest to the organization's socioenvironmental responsibility.	"The organization (x) receives the LIFE Certification for Business & Biodiversity for complying with socioenvironmental responsibility criteria". 
Any message that certifies that the products are LIFE Certified.	The LIFE Certification for Business & Biodiversity is not a product certification, but a process certification.	"The organization (x) markets LIFE certified products." 
Any message that refers to the neutralization of the organization's impacts or the sufficiency of conservation actions to compensate for them.	The conservation actions required by the LIFE Business & Biodiversity Methodology represent a minimum performance consistent with the organization's impacts, however, they do not guarantee their neutralization.	"The impacts on the organization's biodiversity are neutralized by carrying out conservation actions." 
Any message that mentions or infers that the LIFE Certification for Business & Biodiversity is a certification for environmental sustainability.	The LIFE Certification should be mentioned as a certification for the conservation of biodiversity and maintenance of ecosystem services.	"The company has obtained an environmental sustainability certification." 

### 4.3. LIFE BIODIVERSITY CREDITS

*Examples of messages that can be used about the LIFE Biodiversity Credits:*



#### AUTHORIZED MESSAGES ABOUT THE LIFE BIODIVERSITY CREDITS

- A. The LIFE Biodiversity Credits represent conservation efforts and results in a given area, considering its importance for biodiversity and the quality of management carried out in it.
  - B. The LIFE Biodiversity Credits reflect the effectiveness of biodiversity projects implemented in a given area, considering additionality and permanence.
  - C. The areas generating the LIFE Biodiversity Credits are audited annually by the LIFE Accredited Certifying Bodies, ensuring the integrity, traceability and materiality of the credits.
  - D. The LIFE Biodiversity Credits are issued by independent certifying bodies, accredited by the LIFE Institute.
  - E. The management of the LIFE Biodiversity Credits is carried out by the LIFE Institute through the LIFE Biodiversity Credits Platform.
  - F. The holders of the LIFE Biodiversity Credits are legal organizations or individuals who have the document of ownership of the credits in their name.
-

#### 4.4. AFFILIATED PARTNERS

Affiliated partners are organizations that have established a partnership agreement with the LIFE Institute as members of the LIFE Business & Biodiversity Coalition.

Each affiliate may use in its communication the seal referring to the category to which it belongs, maintaining the standard of colors, message and maximum reduction allowed.



**maximum suggested reduction**  
height in proportion > 2 cm  
height in proportion > 200 pixels

#### ***Examples of messages that can be used about the LIFE Business & Biodiversity Coalition:***



#### **AUTHORIZED MESSAGES ABOUT THE LIFE BUSINESS & BIODIVERSITY COALITION**

- A. The (company name) is a member of the LIFE Business & Biodiversity Coalition, a global initiative formed by companies committed to accelerating the insertion of biodiversity into business, through concrete actions and transformative solutions developed by the LIFE Institute.
- B. The LIFE Business & Biodiversity Coalition promotes positive transformation in corporations by favoring the scaling of biodiversity practices and investments.
- C. The LIFE Business & Biodiversity Coalition promotes the sharing of good practices and strategies in biodiversity conservation among sector leaders.

#### 4.5. LIFE EXPERT CONSULTANTS

LIFE Expert Consultants may use the logo below to advertise their LIFE services. The color pattern and maximum reduction allowed must always be respected.



**EXPERT  
CONSULTANT**

redução máxima sugerida  
largura x altura > 3 cm  
largura x altura > 250 pixels

#### 4.6. USERS OF THE LIFE KEY SYSTEM

***Examples of messages that can be used about the use of the LIFE Business & Biodiversity Methodology and the LIFE Key software:***



##### **AUTHORIZED MESSAGES ABOUT THE LIFE BUSINESS & BIODIVERSITY METHODOLOGY**

- A.** (Name of organization) uses the LIFE Business & Biodiversity Methodology to assess its biodiversity management.
- B.** (Name of organization) applies the LIFE Business & Biodiversity Methodology to identify the impacts and dependencies, risks and opportunities related to biodiversity and ecosystem services.
- C.** (Name of organization) uses the metrics of the LIFE Business & Biodiversity Methodology and the LIFE Key system for effective decision-making in nature conservation, reduction and mitigation of impacts on biodiversity.
- D.** The LIFE Business & Biodiversity Methodology identifies, quantifies and monitors the pressures that the organization's activities exert on biodiversity.
- E.** The LIFE Business & Biodiversity Methodology quantitatively and qualitatively assesses the organization's biodiversity performance.
- F.** The (company name) uses the LIFE Business & Biodiversity Methodology to assess and monitor its performance in relation to biodiversity.
- G.** (Name of the organization) uses the LIFE Key system, a tool that allows the organization to clearly and objectively assess the impacts, goals, engagement and results in biodiversity conservation.
- H.** The LIFE Key system facilitates transparency in corporate communication and reporting on biodiversity
- I.** The LIFE Methodology is based on international guidelines for conservation – inserted in a system of prioritization of the most threatened ecoregions in each country.



**AUTHORIZED MESSAGES ABOUT THE LIFE BUSINESS & BIODIVERSITY METHODOLOGY**

- J. The LIFE Business & Biodiversity Methodology presents a scoring system for conservation actions that takes into account national and international conservation priorities.
- K. The LIFE Business & Biodiversity Methodology takes into account five environmental aspects in its pressure calculation: waste generation, greenhouse gas emissions, water consumption, energy use and occupation of the area.
- L. The LIFE Methodology is a way for the company to assess whether its business is *Nature Positive*.
- M. The LIFE Methodology allows the issuance of Biodiversity Credits.

**4.7. ORGANIZATIONS WITH THE LIFE CERTIFICATION FOR SUSTAINABLE TERRITORIAL MANAGEMENT**

***Examples of messages that can be used about the use of the LIFE Methodology and Certification for Sustainable Territorial Management:***



**AUTHORIZED MESSAGES ABOUT THE LIFE METHODOLOGY AND CERTIFICATION FOR SUSTAINABLE TERRITORIAL MANAGEMENT**

- A. (Name of the organization) uses the LIFE Sustainable Territorial Management Methodology to make a diagnosis of its management within the scope of the 4 pillars of sustainability (environmental, social, cultural and economic).
- B. The LIFE Sustainable Territorial Management Methodology identifies, quantifies and monitors the pressures that the organization's activities exert on the territory and its area of influence.
- C. The LIFE Sustainable Territorial Management Methodology quantitatively and qualitatively assesses the organization's performance in territorial sustainability.
- D. The LIFE Certification for Sustainable Territorial Management assesses and monitors the organization's performance in relation to territorial sustainability.
- E. Good territorial practices for sustainability are required as part of the organization's corporate policy in the LIFE Certification for Sustainable Territorial Management.
- F. The LIFE Certification for Sustainable Territorial Management system aims to engage the players, users of the Standard and stakeholders in the Territorial Alliance.
- G. The LIFE Certification for Sustainable Territorial Management is a tool focused on issues directly linked to territorial sustainability.



**AUTHORIZED MESSAGES ABOUT THE LIFE METHODOLOGY AND CERTIFICATION FOR SUSTAINABLE TERRITORIAL MANAGEMENT**

- H. The LIFE Sustainable Territorial Management Methodology is an innovative tool that promotes a process of approximation between organizations and different players in the territory.
- I. The LIFE Certification for Territorial Management recognizes that Sustainable Territorial Management has been incorporated into the organization's management system.
- J. The LIFE Certification for Sustainable Territorial Management is a tool that promotes concrete actions for territorial sustainability, and is applicable to organizations of any size or sector, public or private in urban or rural areas.
- K. To obtain the LIFE Certification for Sustainable Territorial Management, the company must seek an independent Certifying Body accredited by the LIFE Institute for the audit process.
- L. The LIFE Certification for Sustainable Territorial Management is valid for 5 years and has annual follow-up audits.

**Examples of messages that CANNOT be used about the LIFE Methodology and Certification for Sustainable Territorial Management:**



**UNAUTHORIZED MESSAGES ABOUT THE LIFE CERTIFICATION FOR SUSTAINABLE TERRITORIAL MANAGEMENT**

UNAUTHORIZED MESSAGE	JUSTIFICATION	EXAMPLE
Any message that mentions or infers that the LIFE Certification for Sustainable Territorial Management is granted by the LIFE Institute	The LIFE Certification for Sustainable Territorial Management is awarded or granted by an independent certifying body.	"The organization (x) receives Certification for Sustainable Territorial Management granted by the LIFE Institute" 
Any message that attests that the organization's products and processes are LIFE Certified	The LIFE Certification for Sustainable Territorial Management is not a product certification	"The organization (x) markets LIFE certified products" 
Any message that mentions or infers that the LIFE Certification for Sustainable Territorial Management is a certification for environmental sustainability	The LIFE Certification should be mentioned as a certification for the sustainable management of the territory.	"The company has obtained an environmental sustainability certification" 

**INFORMATION ON THE DEVELOPMENT OF THIS DOCUMENT**

Version 1.0: approved on 03/28/2024, by the LIFE Institute Board of Directors. Initial issuance of the document.

Version 1.0-R1: approved on 02/25/2025, by the LIFE Institute Board of Directors. Adjustment of content regarding the LIFE Accreditation and Certification Seals code, and inclusion of content regarding LIFE Expert Consultants.