



Business Certification Scheme

Rules, Procedures and Management

Version History

Version	Date	Comments
1.0	16 Aug 2021	Supersedes Planet Mark Code of Practice
1.1	14 Sept 2022	<p>Updated using user feedback and gap analysis between rules and current practice. Supersedes v.1.0 16 Aug 2021</p> <p>Material revisions in the following sections:</p> <ul style="list-style-type: none"> • Planet Mark Member Definitions (3) • Decertification (4.12.1) • Recertification of a Decertified or Lapsed Member and Exceptional Circumstances (4.12.3) • Use of the Certification Mark (8) • Certification Requirements (6) • Banking (6.8) • Emission Conversion Factors (Annex 3)
1.2	06 Dec 2022	<p>Updated using CGB Minutes of 13th September 2022. Supersedes v.1.2 14 Sept 2021</p> <p>Editorial revisions in the following sections:</p> <ul style="list-style-type: none"> • Remove “entity” and use “business” • “Certification Product” now “Business Certification” • “Member” used in place of “business” • Certified Member definition • Removal of “pending” • Updated numbering of sections • Removed Annex 9 to consolidate Social Value information into main document (7.4) • Removed Annex 7 to consolidate info into main document (7.2) <p>Material revisions in the following sections:</p> <ul style="list-style-type: none"> • Emission Conversion Factors (Annex 3)- UK homeworking methodology updated to match new BEIS methodology • Planet Mark Carbon Neutral (7.2); only Certified Members are eligible. • Calculating Data Quality (7.5.1) • Certification Mark (Annex 1)- added updated images of mark and badges • Use of the Certification Mark (9.2); before approving use on products require info on type of packaging (needs to be recyclable at the very least) and production cycle.
1.3	6 Feb 2023	<p>Updated using CGB Minutes of 22nd Nov 2022.</p> <p>Supersedes v.1.2 6 Dec 2022</p> <p>7.5- Data Quality certification requirements</p> <p>7.8 Banking- added clarification</p>
1.4	8 Aug 2023	<p>Supersedes v.1.3 6 Feb 2023</p> <p>Material revisions in the following sections:</p> <ul style="list-style-type: none"> • Added Note re BEIS seizing to exist and the newly created DESNZ is now overseeing the government GHG emission factors (section 4) • Added Appendix 8 re UK aviation 2023 emission factor and recertification based on exceptional circumstances.

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1. Introduction

This document defines the rules and processes that underpin the operation of the Planet Mark Business Certification Scheme. It is primarily intended for use by parties implementing this Certification Scheme, including Planet Mark Assessment Bodies, Planet Mark staff, and members of the Certification Governance Board.

The underlying purpose of this Certification Scheme is to help Members to address climate change and become more socially responsible. All parties involved with this Certification Scheme are encouraged to help Members in this endeavour.

The Planet Mark Business Certification Scheme recognises the commitment to continuous improvement, measuring and reducing a Member's carbon emissions, energy and water consumption, travel and waste.

Planet Mark is committed to helping Members achieve their sustainability goals. Planet Mark Members make significant cuts in both absolute carbon emissions per year and in carbon per employee per year through reductions in energy, waste, water, travel and procurement. 99% of Members achieve their targets in order to renew their certification year-on-year.

The following are the objectives for the outputs from carbon emissions (CO₂e) measurement, which inform our system and process

- **To provide certification** for measuring carbon and achieving improvement targets.
- **To make recommendations for carbon reduction** by analysing data and understanding your organisation's objectives.
- **To provide useful management information for making improvements** through carbon footprint, usage and cost information assessed at a company level and analysed at location, department and source level.
- **To provide useful information for engaging stakeholders** through carbon footprint analysis which can be used in communications.
- **To encourage data improvement** by establishing data accuracy ratings and setting improvement targets against them.
- **To create transparency** by measuring and reporting the organisation's carbon footprint and boundary in the public domain and setting public commitments for improvement.
- **To address wider impacts** by including qualitative information to support improvement activities which are not reflected in the carbon footprint measures.

Planet Mark also helps its Members to increase their social value, helping to answer questions such as *'What has a greater financial contribution to society; your team volunteering to do a beach clean-up or a director providing pro bono advice to a charity?'*

To quantify this, Planet Mark calculates a financial value for social activities which give Members a way to strategically improve their value over time. This type of reporting demonstrates a holistic and truer measure of a Member's contribution to society and improves trust with employees, investors, and customers.

2. Scope

This document is Planet Mark's standard for the operation of the Planet Mark Business Certification Scheme; it contains the rules and procedures for the management and operation of this Certification Scheme.

In this standard, the term "Business" can be read as any type of organisation, as defined in the Terms & Definitions.

3. Normative References

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

- **ISO 14064-3:2019**
Specification with guidance for the validation and verification of greenhouse gas assertions.
- **National TOMs Measurement Framework**
Published by the UK National Social Value Framework.
- **PAS2060:2014**
Specification for the demonstration of carbon neutrality.
- **Streamlined Energy and Carbon Reporting (SECR)**
Implemented by The Companies (Directors' Report) and Limited Liability Partnerships (Energy and Carbon Report) Regulations 2018.
- **World Organisation Council for Sustainable Development (WBCSD) & World Resources Institute (WRI) Greenhouse Gas Protocol Corporate Standard (2004).**
- **The CHG Protocol: A corporate reporting and accounting standard**
Published by the World Organisation Council for Sustainable Development (WBCSD) & World Resources Institute (WRI).
- **SBTI Net Zero Standard**

4. Terms and Definitions

For the purposes of this document, the following terms and definitions apply:

- **Applicant Member**
A Member working towards certification under this Certification Scheme. Also referred to as Member.
- **Associate Member**
A business who has not purchased or has not purchased for them a Business

Certification with the Planet Mark but under exceptional circumstances has been approved by the CGB to be a Member.

- **BEIS**
Department for Business, Energy & Industrial Strategy. BEIS existed until 2023 when it was split to form the Department for Business and Trade (DBT), the Department for Energy Security and Net Zero (DESNZ) and the Department for Science, Innovation and Technology (DSIT).
- **Board of Directors (Body)**
The Board of Directors of Planet First Limited.
- **Business**
Any type of organisation, including companies, partnerships, charities, educational institutions, not for profit and public sector organisations.
- **Certification Governance Board (CGB)**
The Planet Mark forum which governs this Certification Scheme.
- **Certification Reporting Period**
The 12-month period for which the carbon footprint and social value are reported.
- **Certification Scheme**
Planet Mark Business Certification Scheme, as defined in this document.
- **Certified Member**
A Business which is currently certified under this Certification Scheme. Also referred to as a Member

A Certified Member can make use of both the Planet Mark logo and the Mark.
- **Certification Mark**
The Mark, as defined in [Annex 1](#), which may be used by Members certified under this Certification Scheme. Also referred to as the Mark or as Certified Business Mark.
- **Confidential Information**
Confidential Information includes all information submitted to Planet Mark or the PMAB under this Certification Scheme, but shall not include information which:
 - Is generally known in the public domain.
 - Has been generally disclosed in the public domain through no fault of Planet Mark or the PMAB.
 - Has been made available to Planet Mark or the PMAB prior to the conclusion of this Agreement.
 - Is required to be released by law.
 - This Certification Scheme requires to be in the public domain. For example, the name of the Member and the Planet Mark Certificate.
 - Is independently developed by Planet Mark or the PMAB without recourse to the Confidential Information.
 - The Member agrees with the Planet Mark or the PMAB should be made publicly available (e.g. for the purpose of responding to complaints).
 - Is anonymised data to be used by Planet Mark for statistical and predictive purposes.

- **Data Sources**
The sources of the information supplied by a Member to the **Planet Mark Assessment Body (PMAB)** to demonstrate compliance with this standard (see Primary Data and Secondary Data below).
- **Decertified Member**
A Member which did not meet recertification criteria and is no longer certified under this Certification Scheme but retains access to Planet Mark resources for a limited period of time ([Termination of Certification](#)).
- **DESNZ**
Department for Energy Security and Net Zero (DESNZ). In February 2023 replaced BEIS and is now overseeing the government conversion factors for greenhouse gas reporting.
- **Financial Control Approach**
The approach to defining the Organisational Boundary which requires organisations to report on those emissions arising from operations over which they have financial control and benefits.
- **Intensity Measure**
A ratio of carbon emissions to another business metric, for example tCO₂e per employee. Common intensity measures include per employee, by turnover, per function or service, per sales, per unit produced. Annual carbon reduction required for certification can be in absolute carbon or carbon per intensity.
- **Lapsed Member**
A former Member which is no longer certified under this Certification Scheme and has no access to the resources available to Members ([Termination of Certification](#)). Can be also called Non Member.
- **Member**
A Member is a Business who has purchased, or had purchased for them, a Business Certification with Planet Mark or in exceptional circumstances, has been approved by the CGB to be a Member. Memberships are to be renewed annually.

Depending on their stage in their certification journey Members can also be referred to as Applicant Members, Certified Members, Decertified Members or Associate Members.

All Members can make use of the Planet Mark Logo but only Certified Members can use the Mark.

- **Member Benefits**
Benefits released to Planet Mark Members upon sign up and thereafter on an annual basis. These include the opportunity to join the Community Platform and access to the Member Area where they can access communications materials (i.e. Social Media Assets, Website copy, Planet Mark Logo, Certification Mark) relevant to their certification stage.
- **Non Member**
Any business who does not meet the Member criteria as defined above. Includes Prospects and Lapsed Members
- **Operational Boundary**
The definition of the Scope of direct and indirect emissions for operations that fall within

an organisation's established organisational boundary.

- **Organisational Boundary**
The operations that an organisation owns and controls.
- **Planet Mark**
A trading name of Planet First Limited.
- **Planet Mark Assessment Body (PMAB)**
An organisation which has been approved by Planet Mark to perform assessment activities under this Certification Scheme (including Planet Mark itself).
- **Planet Mark Certificate**
The certificate produced by Planet Mark to attest compliance with the requirements of this Certification Scheme.
- **Planet Mark Certification Report**
The report produced by the PMAB to show that a Member complies with the requirements of this Certification Scheme.
- **Primary Data**
Actual and evidenced data from meter readings, purchase invoices and receipts, supplier reports and other direct consumption documentation (data collected directly from its source.)
- **Secondary Data**
Data that has been manually collated and is undocumented or unverifiable. It could contain data that came from primary sources, estimated data and/or manipulated data.
- **Terms of Reference**
The Terms of Reference of this Certification Governance Board (CGB) describe the rules and procedures which govern the operation of the CGB.

5. Operation and Management of this Certification Scheme

This Planet Mark Business Certification Scheme is owned and operated by Planet Mark (a trading name of Planet First Limited).

Planet Mark operates its own PMAB under this Certification Scheme and may also choose to appoint other PMABs.

In all cases the ownership of this Certification Scheme and the copyright in all Certification Scheme documentation remains with Planet Mark.

5.1 Governance of this Planet Mark Certification Scheme

The CGB is responsible for, and has oversight of, all elements of this Certification Scheme. These responsibilities include

- Approval of documents for the Certification Schemes, including those that describe the procedures, methods, guidelines and tools used for certification.
- The assessment procedures for PMABs and the appointment of PMABs.
- Providing interpretation and clarification of the requirements for the Certification Schemes and maintaining a reference list of these interpretations and clarifications.
- Ensuring the Certification Schemes comply with all appropriate legislation and are operated in an impartial manner.
- Oversight of the complaints and appeals process.

Informative Note: The CGB was formerly known as the Advisory Panel.

5.2 Membership of the Certification Governance Board

The members of the CGB are appointed by the BoD.

The CGB comprises a minimum of three members, of which at least one must **not** be an employee of Planet Mark.

The members of the CGB will appoint a Chair, who has responsibility for reporting to the BoD.

5.3 Operation of Certification Governance Board

The CGB operates according to agreed Terms of Reference. These Terms of Reference are approved by the BoD.

The CGB reports to the BoD which has the ultimate responsibility for the governance of this Certification Scheme.

5.4 Review of Certification Scheme Operation

This Certification Scheme will be reviewed by the CGB on an annual basis to ensure continual improvement and to ensure it is being applied in a consistent manner. The CGB will take into account feedback from stakeholders in its review.

The CGB will decide if additional ad-hoc review meetings are required; for example, if there are significant changes in industry best practice, policy changes, market trends and sector specific requirements that merit short term changes to certification policies and assessment criteria.

The CGB will report to the BoD on, at least, an annual basis.

5.5 Changes in Specified Requirements

The CGB shall monitor the development of the standards and other normative documents which define the specified requirements used in this Certification Scheme. Where changes in these documents occur, the CGB shall identify the necessary changes to this Certification Scheme, and manage the implementation of the changes (e.g. transition period) by the PMABs, clients and, where necessary, other stakeholders.

5.6 Updates to this Certification Scheme

The CGB will manage updates to this Certification Scheme based on the output of the annual and ad-hoc reviews performed under clause 4.2.4.

Any updates to this Certification Scheme shall be proposed by CGB and submitted to the BoD for approval.

5.7 Access to this Certification Scheme

This Certification Scheme is open to all Members provided the underlying purpose of the Business is not detrimental to the health of people or the planet.

The decision on the acceptability of a business for certification under this Certification Scheme resides with Planet Mark.

Planet Mark maintains a list of market sectors in which a Member would typically not be acceptable for certification under this Certification Scheme. This list is available from Planet Mark on request.

5.8 Mechanism for Ensuring Impartiality

This Certification Scheme is committed to safeguarding against conflicts of interest, prejudice, favouritism, one-sidedness, or bias that could result in a harmful or damaging influence on the certification activities.

The CGB and all PMABs must demonstrate adequate processes and procedures to ensure certification is performed objectively.

Planet Mark must ensure impartiality between its PMAB and other activities.

5.9 Confidentiality

Planet Mark will take measures to ensure that all Confidential Information submitted under this Certification Scheme is treated as confidential.

The contracts between Planet Mark and its staff, contractors and any PMABs will include appropriate confidentiality requirements.

5.10 Appointment and Management of Assessment Bodies

Planet Mark appoints PMABs to perform the assessment activities required by this Certification Scheme.

Planet Mark operates a recognition program based on international standards to allow external organisations to be recognised as PMABs.

Assessment criteria are defined by Planet Mark and the assessment shall be performed by Planet Mark or a recognised accreditation body (for example UKAS) that has been appointed by Planet Mark to undertake this work.

Planet Mark maintains its own PMAB which shall also comply with this Certification Scheme requirements. Any further PMABs appointed by this Certification Scheme will be listed on Planet Mark's website.

Organisations that are interested in joining this Certification Scheme should contact Planet Mark via the details provided on the last page of this document.

5.11 Contracts

Contracts are essential documents for defining the rights, responsibilities and liabilities of the various parties involved in this Certification Scheme.

The following agreements shall be in place before any business undertakes certification activities

- Between the Planet Mark and the PMAB
- Between the PMAB and the Member

5.12 Outsourcing & Subcontracting

PMABs may use subcontract personnel provided they are legally contracted to the organisation and are covered by the accreditation requirements.

PMABs may only subcontract assessment activities to third parties if these third parties have been assessed and are covered by the PMAB appointment process.

5.13 Resource Requirements

All parties involved in this Certification Scheme shall manage and maintain the resources required for the successful operation of this Certification Scheme, including impartiality, the competence of the personnel (internal and external), evaluation resources, and the use of subcontractors.

5.14 Issuing Of Reports and Certificates

On completion of the conformity assessment, the PMAB will produce a Planet Mark Certification Report.

The Planet Mark Certificate is issued by Planet Mark, based on reports submitted by the PMAB.

5.15 Content of Planet Mark Certification Report

The Planet Mark Certification Report shall be in the format defined by Planet Mark, using the official Planet Mark report template.

The template will be provided to PMABs as part of the appointment process.

The report will contain the following information

Description of inventory boundaries

- An outline of the Organisational Boundaries chosen.
- An outline of the Operational Boundaries chosen. If Scope 3 is included, a list specifying which types of activities are covered.
- The reporting period covered.

Required information on emissions

- Total Scope 1 and 2 emissions, independent of any GHG trades such as sales, purchases, transfers or banking of allowances.
- Separate total figures, including location-based and market-based methods for Scope 2 figures, in the case of assessments applying the GHG Protocol Scope 2 Guidance (2015).
- Emissions data separately for each Scope.
- Emissions data in tonnes of CO₂ equivalent. Data as presented for all seven GHGs separately (CO₂, CH₄, N₂O, HFCs, PFCs, SF₆, NF₃) is limited by factors provided by BEIS. Reporting by GHG is only included where possible.
- Year chosen as baseline and an emissions profile over time.
- Appropriate context for any significant emissions changes that trigger baseline emissions recalculation (acquisitions/divestitures, outsourcing/insourcing, changes in reporting boundaries or calculation methodologies, etc.).
- Methodologies used to calculate emissions and references to calculation tools and emission factors used.
- Any specific exclusions of sources, facilities, and/or operations.
- Emissions data for direct CO₂ emissions from biologically sequestered carbon (e.g. CO₂ from burning biomass/biofuels), reported separately from each of the different Scopes.

5.16 Content of Planet Mark Certificate

The content of the Planet Mark Certificate will vary based on the year of assessment.

For the first year

- Date certification is 'Valid to'
- Total carbon footprint
- Total carbon footprint per employee or other more relevant intensity measure
- Total social value
- Reporting boundary
- Emission sources
- Reporting period

For subsequent years

- Date certification is 'Valid to'
- Absolute carbon reduction
- Carbon reduction per employee or other intensity as appropriate
- Total carbon footprint
- Total carbon footprint per employee or other intensity as appropriate
- Total social value
- Total Social Value per employee or turnover
- Emission Sources
- Reporting boundary
- Reporting period
- Normalised carbon emissions reductions achieved

5.17 Duration (Validity) of Certification

The Certificate 'Valid to' date is linked to the Certification Reporting Period and not to the report issue date.

The default 'Valid to' date is 15 months from the last day of the Certification Reporting Period.

Example

For a reporting from period 1 January 2020 to 31 December 2020, the certification is valid to 31 March 2022.

An exception to this rule can be considered by the Planet Mark in cases of third-party involvement in verifying the data submitted or the calculated footprint. If the exception is approved the Planet Mark Certificate can be valid for 12 months from the report issue date but no more than 24 months from the end of Certification Reporting Period. This exception expires on 31st December 2021.

5.18 Management and Retention of Records

This Certification Scheme requires that all records are retained for a period no less than 10 years, after this retention period documentation may be deleted.

Planet Mark may retain data for longer periods for use in an anonymised form for statistical and predictive purposes.

PMABs will provide Planet Mark with a complete copy of the certification data and the Planet Mark Certification Report from each certification.

Informative Note: This provides this Certification Scheme with a backup copy of all certification documentation which will facilitate periodic audits of certification projects and analysis of trends in data.

5.19 Directory of Members

Planet Mark will maintain a [directory of Members](#).

The directory will contain

- Scheme Certificate
- Member's name
- Name of the Member's authorised representative
- PMAB name
- Date membership started
- The 'Valid to' date of the latest certification
- The organisational and operational boundaries

The name of each Member will be published on Planet Mark's website along with the Planet Mark Certificate and other information agreed with the Member.

5.20 Complaints and Appeals Process

Should an Applicant, Member or third party wish to raise a complaint or appeal, they should contact Planet Mark using the Planet Mark address.

Planet Mark aims to acknowledge any complaint or appeal within two working days. The acknowledgment will include an estimated investigation schedule.

Results of any investigation and associated issue resolution will be communicated via telephone or e-mail as appropriate.

5.21 Termination of Certification or Membership

Planet Mark may terminate membership of this Certification Scheme for any of the following reasons

- Failure to supply the required data.
- Failure to meet the required emissions reduction targets.
- Producing deliberately misleading or incomplete data.
- Failure to comply with any other requirements of this Certification Scheme, as defined in this document and in any supporting documents produced by Planet Mark.
- Non-payment of this Certification Scheme or PMAB fees.
- Insolvency or material illegality by the Member.

5.22 Option to Become A Decertified Member

A Decertified Member is a Member which is no longer certified under this Certification Scheme because it did not meet recertification criteria in their current reporting period. At Planet Mark's discretion it retains access to Planet Mark resources for a limited period of time. Typically for 15 months from the last day of the reporting period for which they did not certify.

Applicable scenarios:

- Member paid annual fee and submitted data but did not achieve required reduction in emissions
- Member paid annual fee but was unable to submit data due to enforced material change. (Note- Inability to submit data not justified by enforced material change will be reviewed on case by case basis)

A Decertified Member, may no longer claim to be a Certified Member but retains other benefits of being a Member, including access to the Planet Mark community and other any other relevant resources offered to Members. It cannot continue to make use of the Planet Mark Logo nor the Mark.

On becoming a Decertified Member, the Member must comply with the requirement of [Member Responsibilities on Termination of Certification](#).

If an enforced material change took place within their operations that would influence their carbon footprint the Member can use the Exceptional Circumstances clause detailed below in section 4.12.3 and make a case to rebaseline and restart their certification process as a Year 1. The Ruling is at Planet Mark's discretion and the review process may incur an additional administrative cost. Based on the timing of the enforced material change the Member may or may not avoid a period of decertification.

5.23 Recertification based on exceptional circumstances

If standard recertification requirements (see section 7) are not met, the Member can appeal for 'Recertification based on exceptional circumstances'. Currently we accept appeals for the following two scenarios:

1. Enforced material change in operations:

If an enforced material change took place within their operations that would influence their carbon footprint the Member can use the Exceptional Circumstances clause detailed below in section 5.25 and make a case to rebaseline and restart their certification process as a Year one. The Ruling is at Planet Mark's discretion and the review process may incur an additional administrative cost. Based on the timing of the enforced material change the Member may or may not avoid a period of decertification.

2. Normalised comparison of YE2023 UK aviation emissions – see Annex 8

The Member will be able to recertify based on exceptional circumstances if the min 2.5% absolute or intensity carbon reduction requirement is achieved through a normalised air travel comparison (using 2022 emission factors for both YE2022 and YE2023 reporting period).

5.24 Lapsed Member

If a former Member is not eligible to become a Certified Member or a Decertified Member or does not wish to Planet Mark will terminate membership of this Certification Scheme and the Member becomes a Lapsed Member.

The Lapsed Member must not claim to be a Certified Member, and loses all the benefits of being a Member, including access to the Planet Mark community and any other resources offered to Members.

On termination of certification, the Lapsed Member must comply with the requirement of [Member Responsibilities on Termination of Certification](#).

5.25 Re-Certification of a Decertified or Lapsed Member and Exceptional Circumstances

For Decertified Members:

If **no** enforced material change took place within their operations that would influence their carbon footprint

- The Member must commit to measure and submit their data for next Certification Reporting Period.
- The baseline for the next Certification Reporting Period will be the last period for which the Member measured their carbon footprint with The Planet Mark, and the Decertified Member must achieve a minimum of 5% reduction compared to that baseline.

If **an** enforced material change took place within their operations that would influence their carbon footprint the Member can use this Exceptional Circumstances clause and make a case to rebaseline and restart their certification process as a Year 1. The Ruling is at Planet Mark's discretion and the review process may incur an additional administrative cost.

- A case will have to be made to prove an enforced material change of permanent nature and formally request to rebaseline and restart their certification process as a Year one.
- The Member must commit to measure and submit their data for next Certification Reporting Period.
- The Member will have to make a commitment for a 2.5% reduction the year following the enforced material change and submit a plan outlining how this may be achieved
- In order to rebaseline we will need a full reporting period reflecting the enforced material change
- The Certification Reporting Period that reflects 12 months of that enforced material change will be the new baseline which will not be compared to previous years and deliverables will look like Year one certifications. Following reporting year (Year two) after that, Member must achieve a minimum of 2.5% reduction compared to the new baseline.

Note: Based on the timing of the enforced material change the Member may or may not avoid a period of decertification.

- If the enforced material change occurred during the reporting period that certification criteria was not met we will have to wait until the following reporting period in order to properly rebaseline and restart as a Year One as we need 12 months of data to set the new baseline. The Member will be decertified in the meanwhile.
- If the enforced material change occurred prior or at the start of the reporting period that certification criteria was not met we can rebaseline and restart as a Year One straight away as we have the

needed 12 months of data to set the new baseline. The Member will remain certified.

For Lapsed Members:

If a Lapsed Member wishes to reapply for Certification after a period of a year or more with no Certification, the baseline must be recalculated in the first year of re-engagement.

In both cases a minimum reduction of 2.5% MUST be made in year 2, otherwise certification will be terminated, with no option to become a Decertified Member. On termination of certification, the business must comply with the requirement of [Member Responsibilities on Termination of Certification](#).

6. Operation of Planet Mark Assessment Bodies (PMABs)

As described in [Appointment and Management of PMABs](#), Planet Mark appoints PMABs to perform conformity assessment activities under this Certification Scheme.

The PMAB shall be a legal business, or a defined part of a legal business, such that the legal business can be held legally responsible for all its certification activities.

Each PMAB must demonstrate competence, consistent operation and impartiality when performing conformity assessments under this Certification Scheme.

The PMAB shall confine its requirements, evaluation, review, decision and surveillance (if any) to those matters specifically related to the scope of certification.

6.1 Methods Used By The PMAB to Assess Conformance

6.1.1 Calculations by the PMAB

Where the PMAB performs the calculations required for certification (e.g. calculating the carbon footprint), the PMAB will

- Perform these calculations in accordance with the requirements of the World Organisation Council for Sustainable Development (WBCSD) & World Resources Institute (WRI) Greenhouse Gas Protocol Corporate Standard (2004).
- Produce a Planet Mark Certification Report in accordance with the requirements of section [Content of Planet Mark Certification Report](#).

6.1.2 Verification of Third-Party Calculations

Where the PMAB verifies calculations produced by another organisation, the PMAB will

- Verify the carbon footprint calculations in accordance with ISO 14064-3: 2019 'Specification with guidance for the validation and verification of greenhouse gas assertions' using the "limited assurance engagements" criteria defined in ISO 14064-3.
- As part of the verification, perform a full or sampled check of the accuracy of the data calculations and a full or sampled check of the base data evidence (such as purchase records, invoices, electronic databases).
- Produce a materiality assessment of the impact of discrepancies (for example, from an oversight, omission or miscalculation)
- Produce a Planet Mark Certification Report in accordance with the requirements of section [Content of Planet Mark Report](#).

6.2 Requirement to Maintain Impartiality

Conformity assessment activities shall be undertaken impartially. The PMAB shall be responsible for the impartiality of its certification activities and shall not allow commercial, financial or other pressures to compromise impartiality.

The PMAB shall identify risks to its impartiality on an ongoing basis. This shall include those risks that arise from its activities, from its relationships, or from the relationships of its

personnel. However, such relationships may not necessarily present a PMAB with a risk to impartiality

6.3 Confidentiality

The PMAB shall be responsible, through legally enforceable commitments, for the management of all Confidential Information obtained or created during the performance of certification activities. The PMAB shall inform the Member, in advance, of any Confidential Information it intends to place in the public domain.

When the PMAB is required by law or authorised by contractual arrangements to release Confidential Information, the Member or person concerned shall, unless prohibited by law, be notified of the information provided.

Information about the Member obtained from other sources (e.g. from a complainant or from regulators) shall also be treated as confidential.

6.4 Resource Requirements and Independence

The PMAB shall employ, or have access to, a sufficient number of personnel to cover its operations related to this Certification Scheme and to the applicable standards and other normative documents.

The personnel shall be competent for the functions they perform, including making required technical judgments, defining policies and implementing them.

Personnel, including any committee members, personnel of external bodies, or personnel acting on the PMAB's behalf, shall be contractually obliged to abide by the confidentiality requirement of the PMAB.

The PMAB shall establish, implement and maintain a procedure for management of competencies of personnel involved in certification activities.

The PMAB shall ensure that a suitable contract or other document is in place to clearly define roles and responsibilities and allow personnel to declare any prior or present associations that may represent a risk to confidentiality and independence in the certification activities assigned to them.

6.5 Management System

The PMAB shall establish and maintain a management system that is capable of achieving the consistent fulfilment of the requirements of this Certification Scheme. The management system shall follow either of the following requirements

Option A

The management system of the PMAB shall address the following:

- Quality management system documentation (e.g. manual, policies, definition of responsibilities)
- Control of documents
- Control of records
- Management review
- Internal audit
- Corrective actions
- Preventive actions

Option B

An organisation that has established and maintains a management system, in accordance with the requirements of ISO 9001, and that is capable of supporting and demonstrating the consistent fulfilment of the requirements of this International Standard, fulfils the management system clause requirements of this Certification Scheme.

6.6 Management of Applications and Contracts

It is a requirement of this Certification Scheme for the PMAB to have a formal contract or agreed Terms and Conditions of Trading with the Member before performing any certification activities.

The PMAB must also ensure that they have a valid contract with Planet Mark before the work is commenced on the application.

The contracts shall clearly define the rights, responsibilities and liabilities of all parties, and shall include the license terms under which the Member may use the Certification Mark.

A PMAB may decline to accept an application or maintain a contract for certification from an Member when fundamental or demonstrated reasons exist, such as the Member participating in illegal activities, having a history of repeated non-compliance with the requirements of this Certification Scheme, or similar client-related issues.

6.7 Reporting to the Planet Mark Certification Scheme

The PMAB shall provide regular reports to Planet Mark. Such reports will be used to aid Certification Scheme improvement, to aid control of this Certification Scheme and to help monitor conformity by Members.

The frequency and specific content of these reports will be agreed by the Planet Mark and the PMAB and will be contained in the formal contract between both parties.

6.8 Management and Retention of Records

The PMAB shall retain records to demonstrate that all assessment process requirements (those referenced in the normative documents and those of this Certification Scheme) have been effectively fulfilled.

The PMAB shall keep records confidential. Records shall be transported, transmitted and transferred in a way that ensures confidentiality is maintained.

This Certification Scheme requires all records to be kept for a minimum period of 10 years. Records may be retained for longer if required by the PMAB's accreditation. After this retention period the PMAB may delete or dispose of such records in accordance with their quality management system.

6.9 Management of Non-Conformities of the PMAB

The PMAB shall establish procedures for identification and management of non-conformities in its operations and shall implement corrective actions that are appropriate to the impact of the problems encountered.

The procedures for corrective actions shall define requirements for the following

- Identifying non-conformities (e.g. from complaints and internal audits).
- Determining the causes of non-conformity.
- Correcting non-conformities.
- Evaluating the need for actions to ensure that non-conformities do not recur.
- Determining and implementing the actions needed in a timely manner.
- Recording the results of actions taken.
- Reviewing the effectiveness of corrective actions.

6.10 Complaints and Appeals Process

The PMAB shall have a documented process to receive, evaluate and make decisions on complaints and appeals. The PMAB shall record and track complaints and appeals, as well as actions undertaken to resolve them.

Upon receipt of a complaint or appeal, the PMAB shall confirm whether the complaint or appeal relates to conformity assessment activities for which it is responsible and, if so, shall address it. Any complaints received by the PMAB must be reported to this Certification Scheme within two working days.

The PMAB is responsible for the following complaint and appeal activities

- Acknowledgement of the formal complaint/appeal.
- Gathering and verifying all necessary information related to the complaint or appeal.
- Ensuring resolution decision is made by someone independent of the certification activities.
- Ensure there is no conflict of interest in the decision process.
- Issue formal notice of the outcome and end of the complaint/appeal process.
- Take necessary action to resolve the complaint or appeal.

7. Certification Requirements

To be certified under this Certification Scheme, a Member must:

- Provide evidence of their sustainability performance so we can measure it
- Publicly commit to a target for annual improvements.
- Achieve a minimum level of improvement every year meeting one of the following:
 - Commitment to reduce Year 1
 - Commitment to reduce Year 2
 - Reduction in Absolute Carbon (min 2.5% vs previous year)
 - Reduction in Carbon per Intensity Measure (min 2.5% vs previous year)
 - Reduction in Absolute Carbon via banking – see section 7.8
 - Recertification based on approved exceptional circumstances- see section 5.25 and Appendix 8
- Publicise their certification under this Certification Scheme.
- Display the Certification Mark on their web site.
- Publicly commit to engaging with their employees on sustainability.
- Publicly commit to transparent communication with relevant stakeholders on sustainability.

7.1 Carbon Footprint Calculation

Planet Mark's methodology for measuring and reporting carbon emissions adheres to the World Business Council for Sustainable Development (WBCSD) & World Resources Institute (WRI) Greenhouse Gas Corporate Standard (2004).

7.1.1 Definition of Organisational Boundary

The Greenhouse Gas Corporate Standard defines three approaches for defining the Organisational Boundary: equity share approach, operational control approach and financial control approach.

The default method used under this Certification Scheme is the Financial Control Approach. If an Member wishes to apply a different control approach, they must propose this to the PMAB with a justification. The PMAB will assess the proposed Organisational Boundary as part of the certification process.

An Member may choose to include carbon emissions from activities over which they have influence but less control. These activities include staff commuting, courier activities, managed offices, outsourced functions and activities relating to contracted workers.

Informative Note: Further information on control approaches may be found in [Annex 4. Explanation Of Control Approaches](#)

7.1.2 Organisational Boundary for Serviced Offices

Serviced offices (where an occupier has limited control over installations such as heating and lighting but is able to control usage such as non-regulated energy and water use) are included in carbon footprint boundaries.

Informative Note: For serviced offices, fixed charges may apply, or data may not be metered by demise, therefore improvements may not be reflected in the carbon footprint. Within Planet Mark's certification process, improvements are recorded in a qualitative way and organisations are encouraged to work with landlords to improve sustainability performance for them and fellow building occupiers.

7.1.3 Definition of Operational Boundary

The Member must propose the Operational Boundary for the Data Sources to be included in its carbon footprint.

The proposed Operational Boundary must consider the following criteria

- **Source Scopes**

All Scope 1 and 2 emissions must be reported, and any exclusions justified. In the cases where data is poor quality or missing, this is a priority area for improvement.

All significant Scope 3 emissions must be identified. The inclusion of Scope 3 emissions is encouraged but is not a requirement for certification.

Informative Note: In practice, the Member will need to include some Scope 3 data if they are to achieve the data quality requirements defined in [Data Quality Requirement](#).

- **Materiality**

Where one or more reporting sources have low activity, the sources may be excluded from the Operational Boundary and a caveat added with information to justify the exclusion.

- **Control**

Sources or source activities over which the organisation has no control or influence must be identified and excluded from the Operational Boundary. In the event that a previously internal operational emission is outsourced to a non-owned third party, the relevant and material Scope 1 and 2 emissions may optionally be included as Scope 3 emissions. If there is little or no control over the emissions sources once outsourced, the sources must be excluded from the Operational Boundary and the data normalised to reflect the exclusion.

The PMAB will assess the proposed Operational Boundary as part of the assessment process.

7.1.4 Reporting Scopes and Sources

The GHG Protocol defines the following Scopes for carbon emissions

- **Scope 1 - Direct GHG Emissions**

Emissions from sources owned or controlled by the organisation.

- **Scope 2 - Electricity Indirect GHG Emissions**

Emissions from the generation of purchased electricity that is consumed in owned or controlled equipment or operations.

- **Scope 3 - Other Indirect GHG Emissions**

Scope 3 emissions are a consequence of the activities of the company but occur from sources not owned or controlled by the company.

The carbon footprint calculated under this Certification Scheme must include all Scope 1 and Scope 2 emissions.

The Member is encouraged to also choose to include Scope 3 emissions.

The PMAB will assess the validity of the Scopes and emissions sources as part of the certification process.

Informative Notes:

- *Scope 3 is an optional component of the GHG Protocol, and can include:*
 - *Employee or other transportation in vehicles not owned or controlled by the organisation*
 - *Disposal of waste generated in operations*
 - *Embodied carbon in purchased paper and paper materials*
 - *Energy emissions from homeworking*
 - *Indirect emissions from well-to-tank and transmission and distribution associated with fuel and electricity*
 - *Emissions related to the embodied carbon in products and services such as purchased paper and courier travel, where they have operational significance, and where there is an ambition to make reductions in use*

[Annex 2 lists all emissions sources that could be considered in a carbon footprint](#)

7.1.5 Intensity Measures

The default Intensity Measure used in this Certification Scheme is tonnes CO₂e per full time equivalent employee.

Members may propose alternative Intensity Measures to suit their business activities. Examples include:

- Tonnes CO₂e per £ turnover
- Tonnes CO₂e per gross internal area
- Tonnes CO₂e per unit of production or multiples of units

If an alternative Intensity Measure is proposed, the PMAB will assess its validity.

7.1.6 Special Activities and Events

A Member's activities in a Certified Reporting Period may include significant one-off projects or events where there is no direct comparability with the previous period. In this situation the Member must propose an approach to handling this situation.

The PMAB will assess the proposed approach as part of the certification process.

7.2 Carbon Neutral (Optional)

Certification under this Certification Scheme may be used by a Member to achieve Carbon Neutral status in accordance with PAS 2060.

The Member may optionally choose to become Carbon Neutral by offsetting their carbon footprint in accordance with PAS2060 guidelines. Upon proof of suitable offsets being purchased their status will be recorded on the Planet Mark Certificate and they will be able to use the Certification Mark with the Carbon Neutral Badge:



In order to meet the requirements of PAS 2060 a Member must

- Measure at least Scope 1 and 2 emissions through this Certification Scheme.
- Produce an annual carbon reduction action plan (e.g. through a Sustainability Action Plan Workshop)
- Demonstrate a reduction in carbon emissions from the previous year.
- Use gold standard or plan vivo offsets in equal quantity to the stated carbon footprint reporting.

Offsets are provided by 3rd parties and a certificate of offsetting must be submitted to the PMAB to release Planet Mark carbon neutral marketing assets.

Note: Only Planet Mark Certified Members can be awarded the Planet Mark Carbon Neutral badge.

Informative Note: Carbon Neutral is included as an option for this Certification Scheme as it can provide part of the pathway for Members to move towards Net Zero Carbon.

7.3 Net Zero Carbon (Optional)

The Member may optionally choose to certify their commitment to Net Zero Carbon. This commitment will be recorded on the Planet Mark Certificate.

[Annex 7 contains further information on Net Zero Carbon](#)

Information Note: It is envisaged that Net Zero Carbon will become a Certification Scheme requirement in due course.

7.4 Social Value Calculation (Optional)

The Member may optionally choose to calculate their Social Value. The results of the Social Value Calculation will be recorded in the Planet Mark Certification Report and the Planet Mark Certificate and the Member will be able to use the Certification Mark with the Social Value Badge:



The Planet Mark methodology for measuring and reporting social value contributions adheres to the Social Value Portal's National Themes, Outcomes and Measures (TOMs) framework and guidance.

Social value measurement is only available for Members operating in the UK and only as an add on to their Business Certification.

Data is collated and submitted with a supporting evidence pack along with carbon measurement data in the annual certification application and covers the same reporting period and organisational boundary as the carbon footprint.

Increases in social value contributions are not a requirement of certification, but Members are strongly encouraged to review their CSR strategies to increase contributions where possible. Social value contributions are recorded in the Certification Report, as

- a total annual figure;
- by employee, and

- by turnover.

7.5 Data Quality Assessment

The quality of the data submitted by Members will be assessed and scored by the PMAB using the Data Quality Matrix shown in .7.5.1.

- The minimum data quality for certification under this Certification Scheme is a score of at least 12 out of 20 (60%) from the third year of certification onwards.
- First year of certification: We recommend a score of at least 9 out of 16 (60%) with a minimum score of 2 in each category.
- Second Year of certification: We recommend a score of at least 12 out of 20 (60%), with a minimum score of 2 in each category.
- Planet Mark reserves the right to not certify organisations that are not able to meet the recommended minimum in data quality score (applicable in first and second year of certification).
- Planet Mark Awards Eligibility: Only Members with a minimum overall data quality score of 80% and a minimum score of 3 in each category can be considered for Planet Mark Awards in the Measure category.

7.5.1 Calculating Data Quality

The data are scored against five criteria

- Relevance of carbon footprint boundary
- Completeness of the dataset within the boundary
- Data consistency between years (from year 2 onwards)
- Transparency of data collection
- Data accuracy

	4	3	2	1
Relevance of boundary	Boundary accurately reflects the entire business carbon footprint for the studied period. (eg 95% of organisational activity included)	Boundary accurately reflects the majority of the business carbon footprint for the studied period. (eg at least 75% of organisational activity included)	Boundary accurately reflects emissions from a relevant proportion of the overall business for the studied period. (eg at least 50% of organisational activity included)	Boundary excludes many relevant sources of emissions for the studied period. (eg less than 50% of organisational activity included)
Data completeness	12 months of data provided for all sources.	12 months of data provided for most sources.	At least 6 months of data provided for all or most sources.	Less than 6 months of data provided for all or most sources, prompting data exclusions.
Transparency	Full disclosure of assumptions and sufficient original evidence provided to support data submission.	Majority disclosure of assumptions and/or some original evidence provided.	Partial disclosure of assumptions and/or little original evidence provided.	No disclosure of assumptions and/or no evidence provided.
Data accuracy	Mainly use of primary data sources and minimal estimated data.	Some use of primary data sources and minimal estimated data.	Mainly use of secondary data sources and/or estimated data.	All estimated or secondary data
Consistency	Consistent or consistently improved methods, boundary and data completeness allowing for meaningful comparisons.	Largely consistent or improved methods, boundary and data completeness with supporting evidence of changes made.	Reasonably consistent data provision and/or no documentation of changes made.	Inconsistent data provided not allowing for reasonable comparison.

Informative Notes

- *Data quality is an important tenet in Planet Mark certification and improving data collection year on year is a key target.*
- *Planet Mark encourages annual improvement in the data quality score.*
- *High quality source data will generate a more accurate carbon footprint. As such, the information gathered is more valuable to an organisation for communicating to stakeholders and using as a basis for building organisation cases for environmental improvement.*
- *The GHG Protocol highlights minimising uncertainty and bias towards producing a faithful representation of your organisation's greenhouse gas emissions.*

7.6 Definition of Baseline

This default methodology for defining the baseline under this Certification Scheme is to use a rolling baseline.

If a Member wishes to propose the use of a fixed baseline, they must provide the PMAB with a justification for this choice and proposed multi-year targets. The PMAB will assess the justification and the targets as part of the certification process.

Informative Note: The use of a rolling baseline means that the previous carbon reporting year is set as the new baseline each year. This approach limits the need to retrospectively re-calculate historic baselines for changes in calculation methodology and structural or organisational changes, and hence supports comparability.

7.6.1 Normalisation Of Data

Baseline emissions assertions are not generally recalculated in subsequent years. Instead, a process of normalisation is used to ensure the comparability of data sets from one year to the next.

Normalisation and re-assertion of the baseline, relating to the previous reporting period, may occur in any of the following instances

- Data from the baseline are revealed to be erroneous and is restated based on new evidenced information. In this case, a restatement will only be made if there is at least a 5% significance, and the error is deemed to be material
- Changes in data quality.
- Changes in the Operational Boundary
- Changes in one or more emissions factors caused by changes in reporting methodology in the Certification Scheme Rules (this document)

Normalisation of the current reporting period considers changes in reporting boundaries, acquisitions and divestitures, outsourcing and insourcing, and any other non-organic changes to the organisation and reporting boundary. Routine activities such as organic growth or decline, process changes or efficiency improvements are not subject to normalisation.

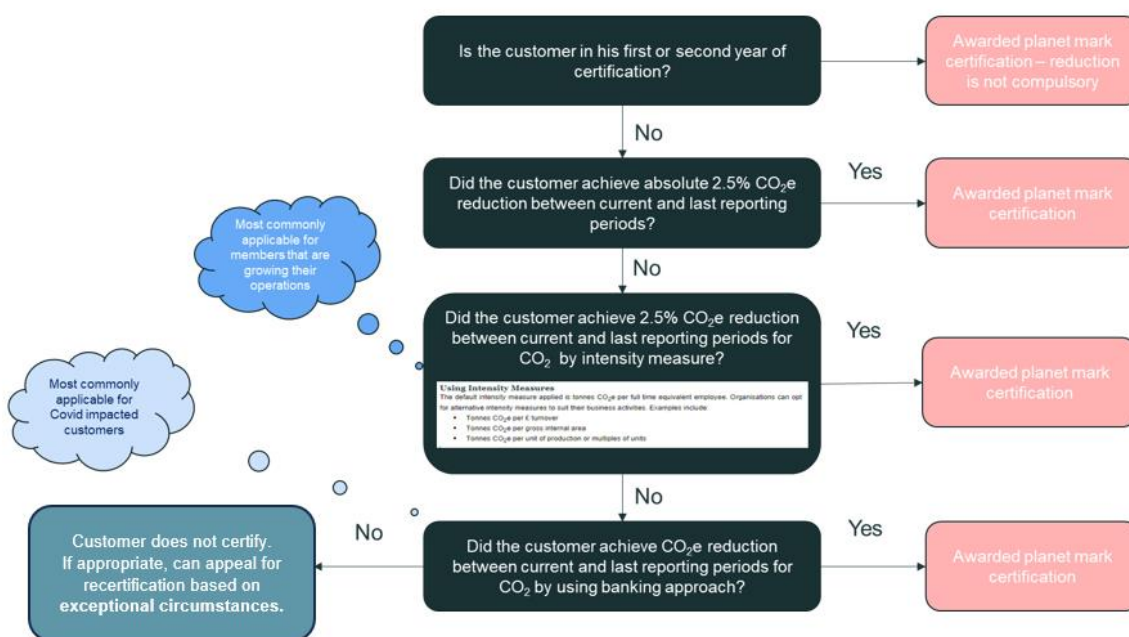
In the case where the applied carbon conversion factors have been updated or changed, the baseline is not readjusted to reflect the most recent conversion factors, but details of the conversion factors used for the baseline carbon emissions will be included in the Planet Mark Certification Report.

7.7 Commitment to Improvement

At the start of each Certification Reporting Period, the Member must set a carbon reduction target of at least 5% per annum; and is encouraged to develop and publish a plan to achieve this target. The carbon reduction target may be based on either the total carbon footprint of the business, or the carbon footprint per employee, or both.

From the third year of certification onwards, the Member must achieve a minimum carbon reduction of 2.5% per annum via one or more of the following methods

- Reduction in absolute carbon footprint.
- Reduction in the Member's chosen Intensity Measure.
- Reduction using the Banking of Emission Reduction Achievements (see below)



Infographic - Reduction using the Banking of Emission Reduction Achievements

Informative Notes

- It is acknowledged that new Members may need time to improve data quality and to develop and implement appropriate carbon reduction strategies and communications. Consequently, there is no requirement for a reduction in year 2, however, Planet Mark encourages all Members to achieve at least 2.5% carbon reduction from year 2 onwards.
- It is likely that larger Businesses will increasingly find that they have to produce a carbon reduction plan to comply with regulatory requirements (e.g. SECR in the UK).

7.8 Banking of Emission Reduction Achievements

The Emissions Banking approach allows companies to re-distribute savings made in one year across the following three years of certification.

The earlier that greenhouse gas emission reductions are implemented by a Member, the longer the potential benefits in lessening atmospheric concentrations and impacts on climate. In order to incentivise the early implementation of reduction opportunities, this Certification Scheme allows for the 'banking' of reduction achievements, if it can be shown that

- the normalised reduction refers to absolute carbon not carbon per intensity measure
- the normalised reduction achieved is in excess of the 2.5% reduction requirement, and;

In such cases the balance of normalised emissions reduction, exceeding the 2.5% reduction requirement, can be carried forward to the subsequent year.

The use of a 'banked' emissions reduction will be noted on the Planet Mark Certification Report and the Planet Mark Certificate.

The following restrictions apply to the use of banked reductions

- It is only for the purposes of assessing qualification for the Planet Mark.
- It is not to be used to reduce either the actual reported emissions or the reported emissions reductions.
- The maximum number of years that unused balance can be carried forward is limited to three year. Emission savings cannot be banked if they relate to a period in which the Member was decertified or had to rebaseline.
- Banked carbon can be used up to a level that would maintain a 2.5% annual reduction trajectory in each year of the banking process.

Example of banking emissions reduction achievements

- A member has a footprint of 100 tCO₂e in YE2019 and has to achieve a target of at least a 2.5 tCO₂e (2.5%) reduction in YE2020. They actually reduce their total carbon footprint from 100 tCO₂e to 60 tCO₂e and so have 40 tCO₂e - 2.5 tCO₂e = 37.5 tCO₂e in the bank.
- Following the certification process, their new minimum target for their YE2021 total carbon footprint would be 97.5% x 60 tCO₂e = 58.5 tCO₂e but at total carbon footprint of up to 58.5 tCO₂e + 37.5 tCO₂e = 96 tCO₂e would still result in re-certification due to banking.
- In YE2021 their total carbon footprint in fact rebounds to 80 tCO₂e which uses up 80 tCO₂e - 58.5 tCO₂e = 21.5 tCO₂e of their bank balance, leaving 16tCO₂e banked.
- Their new minimum target for YE2022 total carbon footprint would be 97.5% x 80 tCO₂e = 78 tCO₂e, but with their bank balance of 16 tCO₂e remaining in that year they could go up as high as 94 tCO₂e and still pass.
- Once the banked emissions have been used up or if they get to YE2023 without using up all of their banked emissions, they will need to achieve a 2.5% reduction in order to re-certify.

7.9 Failure to Meet Planned Targets (Non-conformance)

Where a Member does not achieve the required reduction in carbon emissions from year 3 onwards and is not eligible to apply for recertification based on exceptional circumstances (See Section 7 for recertification requirements and section 5.22 to 5.25 for decertification and exceptional circumstances), the PMAB will issue a carbon footprint report to the Member and will inform Planet Mark of this non-conformance.

Planet Mark will inform the Member of the termination of their certification under this Certification Scheme, and the Member must comply with the requirements of [Termination Of Certification](#).

Informative Note: Section 5.21 contains more information regarding Termination of Certification.

7.10 Requirement to Engage and Communicate

This Certification Scheme is designed to raise the awareness of sustainable behaviours and engage employees in the sustainability programme.

As part of their certification under this Certification Scheme, Members must:

- Publicly commit to a target for annual improvements.
- Publicly commit to engaging with their employees on sustainability.

Informative Note: Planet Mark provides resources, tools, training and workshops to support Members' sustainability programs. These resources are intended to help Members engage with staff on sustainability; as putting key stakeholders at the centre of the sustainability programme will raise awareness, develop knowledge and skills, encourage positive behaviour change and lead to practical and long-term sustainability solutions.

7.10.1 Communicate

This Certification Scheme requires transparent reporting of sustainability in the public domain.

As part of their certification under this Certification Scheme, Members must

- Publicise their Planet Mark certification.
- Publicly display the Planet Mark Certificate online or in hard copy.
- Display the Certification Mark on their web site.
- Publicly commit to transparent communication with relevant stakeholders on sustainability.

As described in section [Directory of Members](#), Planet Mark will include the Member's name and Planet Mark Certificate in the list of members on the Planet Mark website.

Informative Note: Planet Mark has created marketing materials and digital assets to support Members in communicating their sustainability achievements and enhance the sharing of knowledge with customers, suppliers and stakeholders.

8. Applicant and Member Responsibilities

The Member shall make available to the PMAB all data and supporting documentation required for certification under this Certification Scheme. The PMAB will provide a complete document and evidence requirements list at the start of the certification process.

The Member must confirm that all relevant data have been supplied. Unless specifically permitted to do so in a separate agreement with Planet Mark, the Member must not reproduce, duplicate, copy, sell, trade or resell the Planet Mark certification for any purpose.

As described in section [License to Use the Mark](#), the Member has a license to use the Certification Mark whilst they are a Member. The Certification Mark may only be used in accordance with the terms of this license.

8.1 Measure

The Member shall provide the information listed in [Annex 6](#).

A key criterion of this Certification Scheme is a commitment from the Member to improve in sustainability ([Data Quality Requirement](#) & [Commitment to Improvement](#)).

8.2 Engage and Communicate

The Member must publicise their membership as required under section [Requirement to Engage and Communicate](#).

Informative Note: Members are also encouraged to use the Certification Mark widely and to reference their Planet Mark certification in their marketing material.

8.3 Member Responsibilities on Termination Of Certification

Planet Mark will inform the Member of the termination of their certification under this Certification Scheme, and the Member will become either a Decertified Member or a Lapsed Member.

Lapsed Members and Decertified Members must not use the Certification Mark and must remove all references of being currently Planet Mark certified from their marketing material within 60 days of being notified of the termination of their certification.

The Member may initiate an appeal against a termination of certification in accordance with [Planet Mark's Complaints and Appeals Process](#)

9. Ownership and Use of the Certification Mark

Planet First Limited (trading as Planet Mark) is the owner of the Certification Mark and has the sole authority and right over the Planet Mark trademark.

The Member understands and confirms that it holds no ownerships, licensing and copyright to any trademarks, service marks, trade names and logos provided by Planet Mark.

Planet Mark gives the Member a personal, worldwide, royalty-free, non-assignable and non-exclusive right to use the Planet Mark trademark, trade name and Certification Mark provided to the Member as part of the certification.

Such trademark, trade and Certification Mark may be changed at any time by Planet Mark; upon notification of which the Member will cease to use any trademark, trade name or Certification Mark that has been superseded within any transition period defined by Planet Mark

This Certification Scheme reserves the right to revoke the use of the Certification Mark at any time upon the Member's failure to pay for or complete the necessary criteria for certification.

The Member understands that there is no cost to display the Certification Mark and the use of it is solely upon achieving certification.

9.1 License to use the Certification Mark

The Member shall be bound by the terms and conditions of the mark license agreement which shall be contained in the formal contract between the PMAB and the Member.

If certification is terminated or not continued in subsequent year(s), references to Planet Mark and the use of The Certification Mark and other assets must be removed within 60 days following termination.

9.2 Use of the Certification Mark

Planet Mark shall exercise control as specified over ownership, use and display of licenses, certificates, marks of conformity, and any other mechanisms for indicating the Member is certified.

Use of the Mark on external company communications (i.e website, social media, email footers, marketing materials, business reports)

It is best practice for Planet Mark Certified Members to demonstrate their achievement on their website by using the provided website copy alongside the Certification Mark.

Planet Mark Certified Members can continue to use Planet Mark brand logo but are encouraged to use the Certification Mark on all external company communications.

Use of the Mark on operational material (i.e. Window Stickers, Vehicle Stickers etc), signage and banners should be assessed on a case-by-case basis depending on the outlet and messaging involved.

Use of the Mark on products or on pack: Should the Member have a product, the Member may be able to use the "Planet Mark Certified Business" Mark on products and packaging upon approval of the Certification Governance Board.

A written application must be submitted by the Member providing information on the type of product and packaging the Mark would sit on and its production cycle. The packaging should be recyclable at the very least and the approval will be specific to a dated production cycle/s.

The Member Marketing team at Planet Mark must review all product and packaging artwork, to monitor usage of the Mark and adherence to brand guidelines, prior to finalising artwork files. This support from Planet Mark will be carried out free of charge. Planet Mark will not be held responsible for any costs of implications of the guidance issued.

It is essential to clarify and define that is the business operations, rather than the product, that is measured and then Certified to the Planet Mark. Product Certification is not yet available via Planet Mark.

Applicant Members

When a Member is working towards certification but is not yet certified, the Member is able to use the Planet Mark pending marketing assets and copy for Communication purposes. These can be accessed on the Members Zone. However, there is no Pending Certification Mark and therefore, any reference to 'pending' cannot be used on products or packaging. It is required that all Members await Certification before using the 'Planet Mark Certified Business Mark' on products and packaging.

Sign-off of artwork

Planet Mark Member Brand Guidelines allow for [Certification](#) Mark usage to be altered in terms of colour, dependant on the Members own brand requirements. All other aspects, stated in the Member Brand Guidelines document, must be adhered to.

The Member Marketing team at Planet Mark must review all product and packaging artwork, to monitor usage of the Mark and adherence to brand guidelines, prior to finalising artwork files. This support from Planet Mark will be carried out free of charge. Planet Mark will not be held responsible for any costs of implications of the guidance issued.

The production of any artwork files beyond the assets provided as part of Certification, (such as bespoke InDesign, JPEG, GIF, MP4) by the Planet Mark Marketing or Communicate team may be possible, a fee payable by the Member will be agreed prior to commencement of any such work. See Member version of [Brand Guidelines documentation](#) for details for Logo and Mark design usage.

Changes in circumstances

When a Member is no longer holding a valid certification (e.g. decertified or lapsed)

- Advise Planet Mark if you have products in use with the Mark. We will require confirmation of products in distribution and agree a timeline for refreshed packaging/materials with the Mark removed.
- Planet Mark reserves the right to instruct the recall of all products that display a Planet Mark Certification Mark.
- The removal of the Planet Mark Certification Mark from current website and all current (digital and print) marketing materials, including email signatures, must take place within 60 days, as outlined in the Certification Scheme Rules. This does not apply to historical social media posts.

9.3 Misuse of the Mark

Planet Mark will take action to address incorrect references to the Certification Mark in documentation or other publicity material.

These incorrect references include, but are not limited to, misleading use of the mark, or any other mechanism for incorrectly indicating a Member is certified under this Certification Scheme.

Annex 1 Description of the Certification Mark

Certified Members can use the Certification Mark.

The Certification Mark is a symbol based on the Planet Mark logo, which may be used in either vertical or horizontal format. The Mark will say Certified Business, Certified School or Certified Property as applicable. Members can download their Mark from the Members Zone.

Badging system

In instances where Members wish to communicate Business Certification alongside other achievements such as Social Value measurement and Carbon Neutral status (and NetZero coming soon) they are encouraged to utilise the Planet Mark badging system. Certification Mark with the relevant badges to each Member can be downloaded through the Members Zone and are to be used alongside each other. (note: there is no badge that shows both Social Value and Carbon Neutral).

Planet Mark Logo vs. Mark

All Planet Mark Members can use the Planet Mark Logo along with Planet Mark communication material applicable to the status of their certification journey. Only Certified Members can use the Certification Mark.

	
Certification Mark for Business	Certification Mark for School
Certification Mark with Social Value Badge 	Certification Mark with Carbon Neutral Badge 
 PlanetMark	
Planet Mark Logo	

Restrictions on Use

Member must ensure that any use of the Mark complies with the requirements of Planet Mark's Mark Use Guidelines, as listed in section 8.2 of the Scheme Rules.

Transition Period

New Members must use the current version of the Certification Mark.

Businesses that became Members before the date of publication of this document are encouraged to switch to the current version of the Certification Mark as soon as is practicable, however they may use the previous version of the mark (which did not include the words 'Certified' and 'Business') for a period of up to two years from the date of publication of this document.

Annex 2 Reporting Sources (Informative)

The following emissions sources could typically be included in the carbon footprint

Scope	Emission Type	Unit	Specific
1	Natural Gas	kWh, m ³	
1	Other (non-metered) building fuel	kWh, litres	Gas Oil, Fuel Oil, Burning Oil, LPG, Diesel, Petrol
1	Refrigerant	kg	HFC134a, R404A, R407c, R410a, R417a
1	Fleet – Car	litres, km	Petrol, Diesel, LPG, Hybrid
1	Fleet – Van	litres, km	Petrol, Diesel, LPG
2	Electricity (grid)	kWh	Electricity
2	Electricity (onsite renewables)	kWh	Solar, Wind, Hydro
3	Electricity	kWh	Transmission and Distribution, Well-to-tank,
3	Natural Gas	kWh	Well-to-tank
3	Waste – Landfill	tonnes, no. bins (with size of bin specified)	Mixed municipal, mixed commercial, aggregates, metals, paper and/or cardboard, food, plastics, WEEE
3	Waste – Recycle	tonnes, no. bins (with size of bin specified)	Mixed municipal, mixed construction, metals, paper and/or cardboard, glass, plastics, WEEE, batteries, wood, clothing, tyres, plasterboard
3	Waste – Composting	tonnes, no. bins (with size of bins specified)	Food
3	Waste – Energy from Waste (Combustion)	tonnes, no. bins (with size of bins specified)	Mixed municipal, food, plastics, wood, clinical
3	Business Travel – Non-owned Car	km	Petrol, Diesel, LPG, Hybrid
3	Business Travel – Non-owned Van	km	Petrol, Diesel, LPG
3	Business Travel – Rail	pkm (passenger km)	National Rail, Underground, International Rail
3	Business Travel – Air	pkm	Domestic, Short haul, Long haul, International
3	Business Travel – Other	pkm, km	Cycle, Bus, Black Cab, Regular Taxi, Ferry, Motorbike
3	Commuter Travel	pkm, km	Car, Rail, Bus, Cycle, Walk
3	Procurement - Courier/Freight	km	Motorbike, Car, Van, Air
3	Procurement – Paper	tonnes	Virgin (primary source), Recycled content (Calculator provided to calculate tonnage from reams x size x weight of paper)

Informative Note: Additional Scope 3 categories may be included at the Member's discretion.

Annex 3 Emission Conversion Factors

Emission Conversion Factors

Planet Mark has adopted a hierarchy of sources for the emission factors that we use in our certifications. If available we make use of the relevant country's own emission factors (for UK entities we use the BEIS *Government conversion factors for company reporting of greenhouse gas emissions*, and in the US we use the EPA's *GHG Emission Factors Hub*). If these are not available, we make use of other robust sources of emission factor data from organisations such as the *European Environment Agency*, *Ember* and *Ecoinvent* or source emission factors from academic literature.

The following outlines how the BEIS emissions factors are applied in this Certification Scheme calculations:

- **Greenhouse gas boundaries**
The scope of the environmental reporting includes the total equivalent carbon dioxide emissions in tonnes as denoted by CO₂e. This includes emissions of CO₂, CH₄, N₂O, HFCs, PFCs, SF₆ where arising, as set out in the BEIS guidance.
- **Scope 3 emissions for electricity and fuels**
BEIS guidelines separate the direct and indirect emissions related to fuel use and electricity. The upstream emissions related to the extraction, refining and transportation of fuels (collectively known as well-to-tank) and the transmission and distribution of electricity are accounted for in Scope 3. As a default well-to tank emissions are not included in Planet Mark's calculations, in order to simplify reporting while transmission and distribution emissions are Where wider Scope 3 electricity and fuel emissions are required for reporting, these can be included on request.
- **Air travel**
The calculations include the stated uplift factor for air travel but do not include radiative forcing (90%). The use of class-based air travel data is strongly recommended for accurate measurement. The 'average passenger' class shall be used if class-based data is not provided for all travel unless otherwise requested.

The following definitions apply:

- Domestic - flights between UK airports (also including Isle of Man)
- Short haul - flights to and from the UK typically to Europe (up to 3,700km in distance)
- Long haul - flights to and from the UK outside of Europe (over 3,700km in distance)
- International - all flights between non-UK destinations

As there is no equivalent to the international factor in previous emissions factor databases, baseline assertions will not be re-asserted to account for the improved accuracy in air travel emissions calculations.

Informative Note: In 2015, BEIS introduced a new emissions factor for 'International' flights which travel from and to non-UK countries. As such, the previous assumptions used to account for flights in all countries have been amended to align fully with BEIS guidance. Previously, domestic legs were estimated as those less than 1,000km, short haul legs were less than 3,700km and long-haul legs were greater than 3,700km for all flights travelling to and from any country.

Updates to emissions factors

Emissions factors are updated annually. Where the guidance requires a revision to the methodology laid out in this Certification Scheme, this is then applied to all future reporting. Where a revision is optional, a view is taken on whether or not to adopt the new practice and revise the methodology.

- **Serviced offices**

Emissions from managed leased office facilities are treated in the same way to owned or fully controlled facilities for the purposes of reporting. Planet Mark recognises that the ability of organisations to effect change in serviced offices may be limited and improvements in efficiency may not be reflected in carbon assertions.

- **Home-working**

Planet Mark has developed its own methodology to estimate homeworking energy for the UK and USA. Members may include working from home utility consumption (electricity and space heating energy) for each full time equivalent (FTE) employee working from home. Emissions related to the use of water and the production of waste at home are typically excluded.

Where the Member has a physical office, homeworking utility emissions are calculated and mentioned in the certification report but are not included in the Total Carbon Footprint figure.

For the UK:

Homeworking Includes additional electricity and gas consumption as a result of each full time equivalent employee working from home. We base our estimate of energy consumption due to homeworking on the new BEIS 2022 homeworking emission factors. We have converted the annualised BEIS emission factors into monthly estimates of energy consumption in order to better account for seasonal variations. Our estimates are based on a 40h working week and a 6-month heating season (October to March) and take into account annual leave.

For USA:

US homeworking energy consumption is calculated for each Census Division. Heating energy consumption in each month is derived from a Planet Mark degree day analysis using weighted average heating energy demand for gas and electrically heated homes in the relevant Census Division. Monthly electricity consumption takes into account the electricity needed for a home office plus some other ancillary demand along with a cooling degree day analysis for air conditioning demand in the Census Division. Appropriate regional electricity emission factors sourced from the Environmental Protection Agency are applied.

Annual homeworking gas consumption is assumed to be 5,849 KWh for each employee working from home full time for a state like Connecticut to 2,202 kWh for a state like Florida. Annual homeworking electricity consumption is state specific as well and is assumed to be 727 KWh for each employee working from home full time for a state like Connecticut to 1,612 kWh for a state like Florida.

The Homeworking Methodology is reviewed annually. Next planned review October 2023.

- **Methodological change in 2015**

In Defra's 2015 emissions factors inventory, the global warming potentials of non-carbon dioxide greenhouse gases have been realigned from the IPCC Second Assessment Report to the IPCC's Fourth Assessment Report, so that there is consistency with reporting under the Kyoto Protocol. This realignment means that the GWP for methane has increased by

19% and nitrous oxide has decreased by 4%.

This does not have a material impact on most emissions factors, as these gases make up a small percentage of the total carbon equivalent. The main exceptions are waste sent to landfill and refrigerant gases. For the purposes of reporting for the Planet Mark, baseline carbon emissions will only be re-asserted to account for this methodological change in the case of waste sent to landfill and refrigerant gases, where it has a material impact.

- **Dual Reporting (Market Based and Location Based)**

Planet Mark allows companies to report in line with the latest GHG Protocol Scope 2 Guidance. In 2015, The GHG Protocol released new guidance on accounting for renewable energy purchases, [*GHG Protocol Scope 2 Guidance – An amendment to the GHG Protocol Corporate Standard*](#)

The GHG Protocol Scope 2 Guidance introduced “dual reporting” duties for companies that operate in markets where contractual instruments are available, such as the UK. The two methods to quantifying Scope 2 emissions are the location-based and market-based approaches..

Unlike the location-based method, which reflects the average emissions intensity of the grid on which energy consumption occurs, the market-based method reflects emissions from the electricity that companies have procured. Market based electricity emissions are calculated using carbon emission factors for a Member's specific electricity supply fuel mix as published on their supplier's website for electricity supplied in the period. If supplier is unknown, we use residual fuel mix emission factors.

The Planet Mark Certification Report and Certificate shows both location based and market based emissions. When certifying reductions in a Member's carbon footprints, as a default we make use of the location-based method for quantifying Scope 2 emissions however upon request we are also able to certify a Member using the market-based method.

If a company has its own renewable generation then the ability to claim zero-carbon electricity from this electricity depends on whether the installation was supported by the Feed-In Tariff and whether any associated REGOs have been claimed and retired or sold.

The electricity generated by renewable installations which were supported by the Feed-In Tariff and for which REGOs have not been claimed and retired by the reporting company will not be eligible for reduced carbon emissions in either the location-based or market-based approach.

The electricity generated by unsubsidised renewable installations, or those which have had REGOs claimed and retired by the reporting company, will be eligible for reduced carbon emissions under the location-based and market-based approaches.

If REGOs are claimed and then sold on to a third party then this electricity will not be eligible for reduced carbon emissions for the reporting company.

There is no carbon reduction conferred to a footprint by zero-carbon electricity that is exported to the grid.

Annex 4 Explanation Of Control Approaches (Informative)

Under the **equity share approach**, a company accounts for GHG emissions from operations according to its share of equity in the operation. Under the **control approach**, a company accounts for 100% of the GHG emissions from operations over which it has control. Control can be defined in either financial or operational terms.

Under the **operational control approach**, a company has operational control over an operation if the former or one of its subsidiaries has the full authority to introduce and implement its operating policies at the operation. Under the **financial control approach**, a company can direct financial and operating policies with a view to gaining economic benefits from its activities. Financial control usually exists if the company has the right to the majority of benefits of the operation or if it retains the majority risks and rewards of ownership of the operation's assets.

The control approach is applied for all Planet Mark certified organisations, meaning that greenhouse gas emissions arising from an operation over which the organisation has full control are accounted. When choosing between operational control and financial control, the default policy is to apply the **financial control approach**, such that organisations will report on those emissions arising from operations over which they have financial control and benefits.

There are exceptions to the **financial control approach** where organisations can choose to include carbon emissions from activities over which there maybe influence but less control. These include staff commuting, courier activities, managed offices, outsourced functions and activities relating to contracted workers.

Annex 5 Additional Information On The Use Of A Fixed Baseline (Informative)

In the case where an organisation has a longer-term carbon reduction target, Planet Mark certification can be achieved against a baseline of up to 5 years.

We do not recommend baselines longer than 5 years as reporting loses comparability over time due to changes in the structure of a Member, improved data collection and changes in carbon emissions reporting practices.

The minimum targets applicable for certification purposes when using a fixed baseline are

- Year 1 Baseline
- Year 2 target: 2.5% against baseline
- Year 3 target: 5% against baseline
- Year 4 target: 7.5% against baseline
- Year 5 target: 10% against baseline

In order to assess the carbon assertion against any baseline, all relevant years of reporting will be reviewed, and restated and normalised as necessary to ensure comparability; this can be a time consuming and expensive task.

Annex 6 Information To Be Supplied By The Member

Information	Year 1	Renewals
Certification Reporting Period (typically aligned with the Member's financial year)	Required	N/A
Organisational information, including: <ul style="list-style-type: none"> Proposed Operational Boundary Proposed Organisation Boundary Emissions Scopes to be applied 	Required	N/A
Any significant changes to the organisation since last reporting period	N/A	Required
Consumption data for all relevant emission categories within agreed boundary	Required	Required
Supporting evidence for data submitted	Required	Required
Site locations	Required	Required
Floor area per site	Recommended	Recommended
Number of employees	Required	Required
Number of employees per site	Recommended	Recommended
Revenue	Recommended	Recommended
Unique Intensity Measure if applicable (i.e. units produced etc)	Recommended	Recommended

Annex 7 Guidance On Net Zero (Informative)

Corporate Net Zero: Reducing scope 1, 2, and 3 emissions to at least 90% of the baseline in line with a 1.5°C-aligned pathway and neutralizing unavoidable residual emissions using carbon removal offsetting.

To help Members set and work towards net zero targets Planet Mark provides a programme that consists of: Strategy workshops, Measurement of Scope 1 and 2, Measurement of Scope 3, target setting, reduction planning, stakeholder engagement, external governance

Planet Mark Net Zero Programme Scheme Rules will be published in 2024 and will include details on:

- Measurement requirements (Scope, Frequency and Quality)
- Certification requirements
- Net Zero Mark
- Reporting and Governance
- Alignment to Standards and Guidelines
- Offsets

Annex 8 UK air travel 2023 emission factors and Planet Mark recertification

UK Domestic, short-haul, and long-haul flights 2023 emissions published by DESNZ have all increased from a range between 11% - 51%. These significant increases are attributable to reduced load factors (planes operating with fewer passengers) during the COVID-19 pandemic.

It is considered that the significant increase to air travel emissions factors is beyond the reasonable control of our members, as they are reflective of an especially unique set of circumstances relating to the COVID-19 pandemic.

It has, therefore, been concluded that for the YE2023 reporting period the associated air emissions will be calculated using both the 2022 and the 2023 emissions factors, and where relevant, both measurements will be documented in the Certification Report. In some circumstances members will be considered for re-certification using the 2022 emissions factors to normalise out this uplift.

For clarification purposes the exceptional circumstances in practice are summarised below:

- **YE2023 Total Carbon footprint** will use 2023 emission factors (*as standard*)
- **YE2023 Certificate** will show % reduction from previous year using current year (2023) emission factors vs previous year (2022) emission factors (*as standard*)
- **YE2023 Certification report** will use 2023 emission factor for current footprint AND for comparison to previous year. (*as standard*)
- **YE2023 Certification report air travel slide** will have a text bullet point showing additional normalised comparison of air emissions using 2022 emission factors for both years (*new*)
- **Recertification requirements:** If standard recertification requirements (as per section 7) are not met, the Member can appeal for Recertification based on exceptional circumstances. The Member will be able to recertify based on exceptional circumstances if the min 2.5% absolute or intensity carbon reduction requirement is achieved through a normalised air travel comparison (using 2022 emission factors for both YE2022 and YE2023 reporting period).

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