

PURPOSE AND USE OF THE ECOPROD LABEL TRADEMARK

The Ecoprod Label is a certification scheme designed to appreciate film productions that have adopted a sustainable filmmaking approach. It is awarded by the Ecoprod association to productions that have integrated a comprehensive sustainability strategy, in line with the Label's criteria and validated through an independent third-party audit conducted by AFNOR Certification.

Throughout this document, the terms "film and tv production" or "work" refer to any eligible production, including films, commercials, series, documentaries, news programs, and similar formats.

SCOPE OF LABEL ELIGIBILITY

The Ecoprod Label is granted to a film and tv production, not to a company, service provider, or product associated with the production. **It must be clearly understood that the certification applies exclusively to the work itself.**

Exclusion Criteria: The Ecoprod Board of Directors reserves the right to withhold or revoke certification in the following cases:

1. **Promotion of climate-skeptical content:** Works that endorse climate-denialist or climate-skeptical positions without counterbalance.
2. **Glorification of environmentally destructive practices:** Works that depict with approval, or without critical perspective, activities resulting in significant environmental degradation or intentional acts of animal cruelty.
3. **Intentional environmental harm:** Works that cause deliberate environmental degradation at any stage of production (development, filming, or post-production).
4. **Confirmed greenwashing:** Works officially sanctioned by competent authorities (such as ARPP or ARCOM) for misleading environmental claims or climate skepticism

RULES OF USAGE OF THE TRADEMARK

The Ecoprod association holds the exclusive rights to the Label, its framework, and the Ecoprod Label Trademark. Use of the Ecoprod Label Trademark, including its logos and all associated communications, must not misrepresent the scope of the certification or suggest broader environmental claims than those substantiated. Misuse of the Trademark may be considered an act of greenwashing.

Communication involving the Ecoprod Label must:

- Begin only after the official certification has been granted;
- Refer solely and clearly to the film and tv production that has received certification;
- Reflect the most recent level of certification awarded;

- Include the corresponding Ecoprod Label logo and mention the type of work (e.g., Film, Documentary, Series);
- State explicitly: [This film/series/production] has been awarded the Ecoprod Label;
- Cite Ecoprod as the trademark owner using "ECOPROD LABEL" or "Ecoprod Label."

The logo may be used on all promotional materials directly linked to the certified work—such as posters, credits, or websites, provided these guidelines are followed.

It is strongly recommended to include the Ecoprod logo in the closing credits of the certified production

On social media, the following tags should be used:

- LinkedIn: @ECOPROD
- Instagram: @ecoproductance
- Optional: @Afnor Certification

Suggested messaging:

- "Get your production certified with the Ecoprod Label!"
- "The Ecoprod Label is supported by ADEME and audited by AFNOR Certification."

For certified advertisements, the Ecoprod Label logo cannot be used on any visual or marketing material that promotes a product, even if that product is featured in the certified advertisement.

Special case : Works incorporating a significant proportion of pre-existing footage

If more than 50% of a work consists of archival, stock, or previously produced content, the following disclaimer should be included in the credits or related communication:

"This Label applies to the production and post-production phases only. Integrated pre-existing footage is not covered by the AFNOR Certification audit."

"Additional images (purchased, archival, and stock footage) were not subject to Ecoprod evaluation."

Special case : Ongoing or recurring programs (e.g., news broadcasts, long-running series)

For productions released continuously over time, it is permissible to include the most recent certified score (via the appropriate Ecoprod logo) in the new edition's credits, provided that:

- The current edition is actively undergoing the Ecoprod certification process and has signed a contract with AFNOR Certification;
- The format and environmental scope are consistent between editions;
- No more than 12 months separate the filming of the certified and current editions;
- A disclaimer is added that meets the following criteria:
- Clearly identifies the current edition;
- Confirms its commitment to the Ecoprod certification process;
- References the title and score of the previously certified edition;
- Ensures clear visibility and readability in the end credits.

Example disclaimer: “[Title of the current edition] is committed to eco-production with the Ecoprod Label. The score awarded to [Title of previously certified edition] was [X] stars.”

Example use case: If the news program XX – 2023 was certified with 2 stars, and XX – 2024 is in the certification process, the 2-star logo can be featured in the 2024 edition with the following credit: “The news program XX – 2024 is engaged in an eco-responsible production process under the Ecoprod Label. The 2023 edition received a score of 2 stars.”

Special case: Logo use prior to official certification:

If the applicant needs to include the Ecoprod logo in the credits before the final certificate is issued, they may request to Ecoprod the provisional logo based on the interim score reported by AFNOR Certification. If the final result differs or certification is denied, the applicant must promptly remove or replace the logo on all related materials.

LABEL WITHDRAWAL CLAUSES

Greenwashing is defined as any deceptive communication strategy that falsely presents a production as more environmentally responsible than it actually is.

In case of suspected misuse, ECOPROD reserves the right to suspend or revoke certification. Decisions by official regulatory bodies such as ARPP or ARCOM may serve as grounds for such action.

The Applicant commits to providing truthful and complete information as part of the Label award procedure. In the event of false declarations, falsification of supporting documents, incorrect extrapolation of evidence, or concealment of practices that could invalidate the application of the Label criteria, the board of directors of Ecoprod reserves the right to immediately withdraw the Label. This includes, but is not limited to:

- The presentation of falsified or non-compliant supporting documents.
- The extrapolation of evidence in a misleading manner (for example, a responsible purchasing invoice presented as covering all purchases when this is not the case).
- The concealment of practices or elements that could invalidate the Label criteria, particularly during on-site audits conducted by AFNOR Certification.
- The suspicion of greenwashing or non-compliance with the exclusion criteria of the ECOPROD Label. Any fraudulent practices aimed at promoting the brand image of a production or product as being more environmentally friendly or more ecologically responsible than they actually are will be considered greenwashing. Any misuse of the ECOPROD Label for this purpose may fall into the category of greenwashing. ECOPROD may rely on the decisions of competent authorities such as ARPP or ARCOM to identify cases of greenwashing.

The withdrawal of the Label may occur at any time as soon as such an infringement is identified, whether during an audit or any other verification.

ECOPROD LOGO USAGE GUIDELINES

The logo must not be altered. Its proportions must be maintained, and it must not be redrawn or modified under any circumstances.

Each certification level is associated with a distinct visual:

- Initiated: 65–75%
- Confirmed: 76–87%
- Exemplary: 88–100%



You may associate the logo with the mention: “Audited by AFNOR Certification.”

Each type of film and tv production (Film, Series, Documentary, Program, Advertisement) has a dedicated logo for use in communications.

Colors:

The logo must be reproduced using its official color scheme. If technical or printing constraints apply, it may be displayed in black or white.

