



VEGANOK REGULATIONS

VEGANOK Regulations – Standard
Version 01/2017

To be filled in by the representative of the company requesting use of the VEGANOK trademark.

The undersigned: _____ (name and surname)

as: _____ (job, official role in the company)

of the company: _____ (company name)

company data: _____ (address, contacts)

ACKNOWLEDGED THAT:

1. PURPOSES:

VEGANOK was founded to promote and spread a culture that respects life and the environment, also to the benefit of those who are not Vegan or Vegetarian, as such values may and shall be considered a common heritage.

2. TYPE:

The company that decides to self-declare its vegan services and products through the VEGANOK standard, does so in compliance with the European regulation UNI EN ISO 14021, type II environmental labeling carried out without independent third parties verification (which may be required additionally), by manufactures, importers, distributors, retailers, certifications, without prejudice to the autonomy of the VEGANOK team to carry out independent random checks on the company's products, procedures and equipments. This regulation does not replace or intends to intervene in current legislation, but aims at setting up a further specific reference to the Ethic/Environmental aspect that VEGANOK is involved in. Therefore, the current Laws are to be applied to each and every aspect or field of application, without any exclusion whatsoever. The labelling of the product shall meet the requirements as described in the current Laws and Regulations. The VEGANOK Ethical Regulations shall be considered as constantly evolving guidelines, subject to improvements and always available for public consultation at www.veganok.com

ON ITS OWN RESPONSIBILITY HEREBY DECLARES THAT:

3. TYPE OF INGREDIENTS/COMPONENTS:

No substance/part contained in the VEGANOK trademark products has animal origin or involves, directly or voluntarily, the killing, keeping or exploitation of animals.

Below are a few examples (not limited to) of materials and ingredients which are not compatible with the VEGANOK standard: Silk, Wool, Angora, Astrakhan, Cashmere, Mohair, Leather, Fur, Ivory, Suede, Horns or Hooves, Coral, Sealing Wax, Pearls, Husks and Shells, Bristles, Feathers, Sea sponges, Ceramics treated with bone char (bone china), Lanolin, Casein and Caseinates, Yogurt, Milk serum, Other milk and egg by-products, Pollen, Royal jelly, Honey, Beeswax, Other apiary derivatives, Animal poison, Charcoal of animal origin, Animal adhesives, Snails, Animal oils and fats, Animal gelatines, Bones, Dried blood, Grey amber, Chitin, Squalene of animal origin, Parchment, Placenta, Shellac, Urea of animal origin, Pepsin, Keratin, Abomasum, Stearic acid, Stearin, Cochineal (E120) and any other additive of animal origin (E631, E901, E904, etc). In particular, in order to use additives of possible animal, plant, mineral or synthetic origins, it is mandatory to obtain appropriate documentation proving their non-animal origins.

As regards alcohol, the use of products of animal origin for the clarification and stabilization of the product, such as albumin, casein, fish glue, animal gelatin, etc. is not allowed.

Note for food products only: the use of palm oil and its derivatives, either as an ingredient or as an additive (for example E422, E470b, E471, E472, E473, E475, E570, etc.) is not permitted, except when its production is certified in accordance with the principles of the the Vegan ethical choice (see Attachment A). The indication on labels of possible contamination with allergens of animal origin is compliant with the regulations (see Attachment A).

Labelling: the use of glues, inks, lubricants or any other material of animal origin for the labelling and packaging of the product is not permitted (with the exception of non-compliant bioplastics or similar substances in smaller percentage).

4. ANIMAL TESTING:

With regards to its operations and to what can be controlled and regulated, it is hereby ensured that no tests or procedures involving the direct exploitation of animals have been performed or requested on any substance or material used in the products realized by the licensee of the VEGANOK trademark, included those that will not carry the VEGANOK trademark, and that no tests or controls on finished products involved the direct exploitation of animals at any stage. If in the past one or more tests on animals have been performed or requested, the company hereby undertakes NOT to perform or request any further animal testing as of the date of this declaration. Moreover, it is hereby expressed a firm and unconditional condemnation of animal testing, together with a formal commitment not to mention on documentation (Flyers, Brochures, Labels, Website and any other communication tools) the use of animals in experiments which would confer any scientific or statistical value to this activity. Should such contents be used as representing the only scientific sources available, the company undertakes to add a disclaimer - with the same level of importance - that expresses in clear and unequivocal terms a strong ethical and scientific opposition to these methods. Said disclaimer shall be previously authorized by VEGANOK in writing. Should any documentation with the above indications already exist, the company undertakes, as of the date of this document, not to print further copies and not to produce additional material non-compliant with the VEGANOK Ethical Regulations.

5. TERMS OF USE OF THE TRADEMARK:

The use of the VEGANOK trademark shall be associated exclusively with the individual products meeting the standards and not with the company's logo in its entirety, unless all the products of the company concerned (or the single brand that uses the VEGANOK trademark) meets the VEGANOK standards. The only exception to the foregoing is to add to the VEGANOK trademark, and in a prominent position, the following wording "Products compliant with the VEGANOK Ethical Regulations are recognizable as they ALWAYS carry the VEGANOK trademark". The VEGANOK trademark shall not be used on products that include in their suggestions for use, both in graphic or text format, the use of ingredients or materials of animal origins. Should marketing material include suggestions incompatible with the Vegan ethical choice, the use of the VEGANOK trademark shall be avoided (the VEGANOK team will be available free of charge to assist companies in this respect). Said rules, which are aimed at transparency and at protecting the consumer, shall be applied to any type of communication or offer (Website, Catalogues, Flyers, etc.).

6. DOCUMENTATION:

For each product placed on the market that complies with the VEGANOK standard (or for each range of products with the same features) a dossier with information concerning the raw materials and the procedures used in the manufacturing process of the products shall be available. In addition, the dossier shall include the details of the manufacturing process, the formula or the description of the components of the finished product.

In the event an inspection is carried out by specifically appointed VEGANOK personnel, the entire dossier shall be made available.

7. PLACING ON THE MARKET: No product shall be placed on the market with the VEGANOK trademark before having received approval of the labels that will be affixed to products. VEGANOK shall supervise the general aspects of the label (design, correct use of the trademark, etc.), without prejudice to the fact that both civil and criminal liability of what self-certified shall be entirely borne by the company. Only products with the VEGANOK trademark and number of authorization in a position and of a size clearly visible and verifiable by consumers before purchase, shall be considered compliant and authorized (see Attachment A). The VEGANOK trademark shall correspond for proportions and colours to the official one. Any customization shall be carried out only if authorized by VEGANOK in writing.

The VEGANOK trademark shall not be used for productions on behalf of third parties. The licensee of the VEGANOK trademark shall inform its customers that, in order to use the VEGANOK trademark, they need to obtain express authorization from VEGANOK.

8. ASSUMPTION OF RESPONSIBILITY

Aware that false declarations and self-certifications are governed by the Law, I hereby sign this declaration of suitability as per VEGANOK Ethical Regulations.

Stamp and signature of company representative:

Date:

PRODUCT LIST

To be filled in by the technician in charge of verifying the ingredients/components

The undersigned (name and surname)

as (job, official role in the company)

Brand that will use the VEGANOK trademark (commercial brand/s)

DECLARES UNDER HIS OWN RESPONSIBILITY

To understand the difference between "VEGAN" e "NON VEGAN" products, and also to have the required technical skills to carry out the selection of products that will use the VEGANOK trademark, and conform to what foreseen in the VEGANOK Ethic Regulations.

LIST TO BE FILLED IN USING CAPITAL LETTERS OR WRITTEN CLEARLY

01

02

03

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Aware that false declarations and self-certifications are governed by the Law, I hereby sign this declaration of suitability as per VEGANOK Ethical Regulations.

Stamp and signature of company representative:

Date:

SUPPLEMENTARY PAGE

Supplementary form to fill in only in the case of integrations to the product list to use the VEGANOK trademark or if the brand is to be used for a new product or a new product range conform to VEGANOK Ethical Regulations.

01

02

03

...

This list must be updated by the company for each new product or product range by sending this document with the list of new products that intend to use the VEGANOK trademark, together with the new labels.

Aware that false declarations and self-certifications are governed by the Law, I hereby sign this declaration of suitability as per VEGANOK Ethical Regulations.

Stamp and signature of company representative:

Date:

ATTACHMENT A

Notes on the labels and on the use of the VEGANOK trademark: the VEGANOK trademark shall be displayed on the front of the product in order to be immediately and intuitively recognized by the consumer, starting from its position on the shelf. This obligation shall be waived exclusively if placing the VEGANOK logo on the front of the label/product is deemed technically impossible; the logo shall-however-be placed in a position of maximum visibility. (The VEGANOK staff will be available free of charge to evaluate any possible choice related to this issue). Should the products be placed on dedicated display units, they shall carry the VEGANOK logo on the front and the logo should also appear on the information material or advertising boards that will be supplied to dealers so that the products are immediately identifiable as vegan.

The size of the VEGANOK trademark shall be such as to facilitate the reading of the text "VEGANOK" within the logo. Also the company identification code, to be included mandatorily on the label, shall be of such dimensions as to facilitate the reading.

As regards to bulk items, the VEGANOK trademark shall be added on the documentation accompanying them (for example, the invoice) and on the information material or advertising boards provided to dealers. The company agrees NOT to place on the market any products whose labels have not been examined and officially approved by VEGANOK.

Each company shall have private access to the website www.veganok.com to upload the labels of the products intended to be certified.

The labels shall be verified and, if complying with the VEGANOK regulations, shall receive authorization for printing. Should there be any doubt about label conformity with regards to regulations, clarifications and/or amendments will be requested until the label shall be considered compliant. At this stage, the label shall not be deemed approved and shall not be, for any reason, printed and placed on the market until effective approval is given.

Once the label has been approved, a product data sheet will be published on www.veganok.com in order to continuously ensure an updated list of all VEGANOK products on the market.

Note on semi-finished, frozen, bulk, and catering use (intended for ice cream parlours, bars, delicatessen stores, mass retailers) products: businesses who require handling in order to prepare and serve products must be informed by the company that the use of VEGANOK trademark is exclusively permitted to those who signed the VEGANOK Ethical Regulations for the catering industry or the Agreement to serve frozen/semi-finished products. Such authorization is issued free of charge after the completion and signature of the relevant documents.

Note on cleaning products: The certification of a product used for processing/washing/maintaining materials of animal origin (wool, silk, leather, etc.) shall not indicate the references to said materials (we recommend therefore to use expressions such as "detergent for delicate fabrics"), unless the product carries a label of such a size and position to be clearly visible and easily legible, with a disclaimer to be agreed with the staff of VEGANOK.

Example of a detergent for woollen clothing: "The purchase of woollen garments is ethically unacceptable since it causes the suffering and the death of animals which are victims of these productions. This product is certified by VEGANOK because it is intended to the care of existing garments in accordance with the ecological principle of recycling".

Information regarding palm oil: the cultivation of oil palms is spreading and is responsible for the deforestation of outstanding value areas, including ancient rainforests which are home of unique ecosystems. To prepare cropland for oil palm cultivation, fire is used to clear forests, destroying hundreds of hectares of forests and ecosystems, killing orangutan populations and other animals, and violating the rights of the indigenous communities. For these reasons, even if it has plant origins, the ingredient "palm oil" does not comply with the VEGANOK standards. Existing certifications such as "RSPO" (Round Table on Sustainable Palm Oil), "BIO", etc. give no guarantee in this regard and they do not make Palm Oil compliant with the ethical grounds behind going Vegan and, thus, with the VEGANOK regulations.

We are not aware of any certifications able to guarantee a production of Palm Oil truly sustainable and compatible with the Vegan choice. Nevertheless, some small producers of Palm Oil are able to independently guarantee these fundamental characteristics, even if at higher costs. Our suggestion for companies that plan to certify their products as VEGANOK is to substitute Palm Oil with other vegetable fats. This is a well-known technical change used by many companies –also in the bakery industry– which enables to maintain an identical quality and does not change the organoleptic properties of the products.

Note on food contamination: Some VEGANOK certified products may carry warning phrases such as: "may contain traces of ..." or "made in a facility that processes..." which refer to the risk of inadvertent cross-contamination (also of food allergens of animal origin such as milk, eggs, etc.). Such indication does not apply to the ingredients used for the product, but it may indicate that in the same facility other goods

containing milk or eggs are produced. This statement, required by law, is just a warning for people with severe allergies. The product is therefore compliant with the VeganOK regulations. This choice is consistent with any other vegan certification based on ethical grounds (and not nutritional) as it is considered by activists a strategy supporting the ongoing changes. Readers are reminded that the VEGANOK project is aimed at changing by spreading the vegan ethics.

Publication of VEGANOK labels and Ethical Regulations:

By signing the VEGANOK Ethical Regulations, the company authorizes its publication on www.veganok.com as well as the publication of the products' labels with the VEGANOK trademark. Users of www.veganok.com shall therefore have easy access to said documentation, and read the labels of the products, thus guaranteeing total transparency to consumers.

Date _____ Signature _____

RENEWAL OF THE LICENCE TO USE THE VEGANOK TRADEMARK

This agreement has a duration of 12 months (unless otherwise stated on the agreement) with tacit renewal for another year. Cancellation of the agreement shall be submitted by the expiration date.

Payment of the renewal shall be made before the expiration date. Failure to pay within the due date will cause the assessment of a penalty of 15% of the total if the balance is settled within the first 30 days of the expiration date and of 30% after this deadline.

Failure to pay within 90 days shall involve the payment of the penalty and the suspension of the concession to use the registered VEGANOK trademark.

In this case, VEGANOK shall be entitled, at any time, to request the withdrawal from the market of the products carrying the registered VEGANOK trademark, to take legal action to protect its rights, and to claim damages.

ACCEPTANCE OF PENALTY IN CASE OF INFRINGEMENT OF USE OF THE VEGANOK REGISTERED TRADEMARK

The following document is intended to establish a clear and mutual relationship between VEGANOK and the Company (the licensee) that requests the authorization to use the trademark on its products.

The undersigned _____ (name and surname)
as _____ (job, official role in the company)
of the company _____ (company name)

It is hereby declared that the the following points have been acknowledged and fully accepted, and that they will be fully respected.

- 1) Should a product be placed on the market without the label being expressly authorized by the back office of the VEGANOK.COM official website, the licensee shall pay to VEGANOK a penalty of Eur 2,000.00 (two thousand // 00) for each version of the label subject of the infringement.
- 2) The distribution of infringed products shall be immediately stopped and the expenses and charges shall be borne by the licensee. Distribution can only re-start following inspection and approval by VEGANOK.
- 3) Should the inspection process not succeed, all products subject of the infringement shall be immediately withdrawn from the market or, as an alternative, a procedure for sending the correct and VEGANOK approved labels to the distribution channel shall be started: External staff shall control the effective enforcement of this procedure. Furthermore, all the required details (product names, codes, batches, distribution channel) shall be provided to VEGANOK that, through its own communication tools, shall inform the consumers of the presence on the market of mistakenly certified products.