

趋海塑料 (OCEAN BOUND PLASTIC)认证计划 之 OBP 品牌标准



文件标题 OBP 趋海塑料品牌标准 文件代码 OBP-BRA-STD V1 EN

发布日期 2024 年 3 月 31 日 © Zero Plastic Oceans | <http://www.obpcert.org>

版权声明

本文档、Zero Plastic Oceans 组织、趋海塑料 (Ocean Bound Plastic)、趋海塑料中和/趋海塑料积极 (Ocean Bound Plastic Neutral/Positive) 以及 社会+趋海塑料 (Social+ Ocean Bound Plastic) 商标和认证标识均受版权法保护。所有权利归 Zero Plastic Oceans 组织所有，未经 Zero Plastic Oceans 事先书面同意，禁止复制本材料。

免责声明

本文档由作者以尽可能的谨慎和最佳意图制定，但 Zero Plastic Oceans 以及任何参与创建本文档的第三方特此声明，本文档按“原样”提供，不提供任何明示或暗示的准确性或适用性保证，并特此声明对因使用本文档引起的任何直接或间接的损害或损失不承担任何责任。

参考文件

本标准应与以下补充文件一起使用：

- OBP-DEF-GUI: 趋海塑料计划定义与附录
- OBP-LOG-GUI: 趋海塑料标识使用和声明指南
- OBP-FAQ-GUI: 趋海塑料常见问题解答
- OBP-FEE-CON: 趋海塑料费用结构
- OBP-REM-GUI: 趋海塑料远程和监督/见证审核指南

所有文件均可在趋海塑料计划网站 (<http://www.obpcert.org>) 的“文档中心”部分获取。

修订和更新

如有需要，本标准将进行修订，以纳入不会实质性改变标准内容及其要求的改进或澄清。进一步的重大修订计划将在趋海塑料计划网站上公布。请将您对本标准的任何意见发送至 contact@obpcert.org

此文件为《OBP-BRA-STD-V1: OBP Brand Standard》的中文译本。英文原版文件已附在译本之后。

目录

1. 引言
2. 术语和定义
3. 范围
4. 生效日期
5. 要求
 - 5.1. 趋海塑料产品、认证声明和中央办公室范围
 - 5.2. 趋海塑料供应商和产品数量控制
 - 5.3. 声明和趋海塑料标签使用

1. 引言

Zero Plastic Oceans 的目标是通过制定激励措施和模型，促进收集趋海塑料¹ (OBP)，以保护海洋免受来自陆基活动的塑料废物持续泄漏的影响。

趋海塑料认证计划旨在通过增加价值，鼓励在趋海塑料到达海洋之前对其进行有效收集和处理，从而将其从环境中清除。该计划由两个子计划组成：趋海塑料回收子计划和趋海塑料中和子计划。

当趋海塑料具有商业可回收性²时，可以通过认证其来源和可追溯性来鼓励其收集和回收，通过趋海塑料回收子计划赋予其更高的市场价值。该监管链根据组织在链中所处的环节，使用趋海塑料收集组织标准、趋海塑料回收组织标准和趋海塑料品牌标准进行认证。

当趋海塑料不具有商业可回收性³时，可以通过趋海塑料中和子计划认证其收集和最终处理过程来鼓励该行为。在此模型中，塑料生产者或用户可以通过购买趋海塑料信用额，从自然环境中清除确定数量的塑料废物，从而为改善环境做出贡献。该模型使用趋海塑料中和服务提供商标准和趋海塑料塑料生产者和用户标准进行认证。

组织可以为一个或两个子计划进行认证，因为它们是互补的解决方案。同时使用两个子计划在经济效率方面是合理的，因为所有趋海塑料可以一次收集和出售。从环境角度来看也是如此，因为只有同时处理商业可回收和不可商业回收的趋海塑料，我们才能产生真正的影响。

愿意为员工和非正式收集者（独立收集者）提供增强社会效益的收集趋海塑料的组织，可以额外认证社会+趋海塑料组件。

¹ 趋海塑料，如 OBP-DEF-GUI 中所定义，是指将被水流、风、河流或潮汐作用带入海洋的塑料垃圾。

² 商业可回收趋海塑料，如 OBP-DEF-GUI 中所定义，意味着趋海塑料在技术上是可回收的，并且可以在当地以对拾荒者或收集组织有吸引力的价格出售给回收商。目前，特别是在趋海塑料泄漏入海洋的国家，相当一部分技术上可回收的趋海塑料不幸地不具备商业可回收性。

³ 不可商业回收趋海塑料，如 OBP-DEF-GUI 中所定义，意味着趋海塑料无法以有吸引力的价格出售，但也包括技术上不可回收的产品或包装（因为使用的树脂、不同材料的混合或因为它们损坏严重）。

2. 术语和定义

本文中大写字母用于标示包含在 OBP-DEF-GUI 中可用定义的词语。缩写的含义也可在同一 OBP-DEF-GUI 文件中找到。

3. 范围

本标准供品牌（参考 OBP-DEF-GUI 文件中的品牌定义）使用，以使用趋海塑料标识进行推广声明，以及在声明是通过经认证的趋海塑料产品上的二维码做出的特定情况下，进行产品特定声明。

本标准仅涵盖购买已带有趋海塑料标签（由经认证的趋海塑料供应商提供）的产品，用于在品牌零售点或通过第三方分销商（如超市、购物中心等批发商）分销给最终消费者。

为企业对企业 (B2B) 交易中转售而购买趋海塑料产品构成贸易活动，不在本标准覆盖范围内，但受趋海塑料回收组织标准 (OBP-REC-STD) 管辖。

本标准在全球范围内适用。

4. 生效日期

本认证标准自发布之日起生效，并应于 2024 年 6 月 30 日起强制使用。新的认证申请者和已认证组织应自此日期起根据本版本的标准接受评估。

5. 要求

5.1. 趋海塑料产品、认证声明和中央办公室范围

a. 品牌应列出其想要做出趋海塑料声明的产品或多个产品系列，并说明将在哪些地区进行这些声明。

b. 趋海塑料相关事务的管理应归属于一个集中的单一办公室——趋海塑料中央办公室。该趋海塑料中央办公室应是申请认证的法律实体的一部分。该办公室应承担以下责任：

- 创建趋海塑料声明及相关营销材料。
- 管理向认证机构 (CB) 申请趋海塑料声明批准的过程。
- 确保其范围内的品牌其他法律实体仅使用经批准的趋海塑料声明。

c. 趋海塑料中央办公室应拥有足够的权限来监督和控制整个认证范围内做出的趋海塑料声明。如果品牌组织和结构不允许单一办公室对期望的范围拥有此权限，则应将范围拆分为所需的趋海塑料中央办公室，并且每个办公室都应在本标准下为其自身范围寻求单独认证。

例如：

- 一个品牌有一个集中的总部，监督全球所有营销活动，并能全球视野地看待趋海塑料相关活动：总部进行单一趋海塑料认证即可。
- 一个品牌分为 3 个区域营销单元：1. 美洲，2. 欧洲、中东和非洲，以及 3. 亚洲和大洋洲。每个单元都有自己的营销策略，并在没有总部监督/控制的情况下做出自己的趋海塑料声明。每个区域都需要自己的趋海塑料中央办公室和自己的范围证书。自然，如果只有其中 1 或 2 个区域想要做出趋海塑料声明，则只有这些区域需要独立获得认证。

5.2. 趋海塑料供应商和产品数量控制

a. 品牌应拥有一份所有趋海塑料供应商的清单，包括活跃的和过去的供应商，包含诸如名称、认证代码和所供产品等信息。

b. 对于范围内的每个产品，品牌应至少与一个活跃的经认证的趋海塑料供应商签订合同，该合同必须将供应商必须持有有效的趋海塑料证书作为基本条件。该合同在审计时应完全有效，并且应至少覆盖一个认证周期的持续时间。

c. 品牌应有一个流程，通过定期检查趋海塑料网站 (<http://www.obpcert.org>) 上的证书注册表，来验证其使用的每个趋海塑料供应商是否持有有效的趋海塑料证书。

d. 品牌应有一份采购和销售的趋海塑料认证产品数量的分项汇总表 (用于再认证) 或预测 (用于首次认证)。

5.3. 声明和趋海塑料标签使用

5.3.1. 所有声明类型的要求

- a. 品牌在进行任何公开使用趋海塑料标识之前，应参考参考文件 OBP-LOG-GUI。不遵守这些指南的品牌可能会失去使用趋海塑料商标的权利。
- b. 品牌在进行任何公开使用标识之前，应请求其认证机构 (CB) 批准预期的设计稿，并应保存认证机构发送的所有批准使用的登记册。
- c. 趋海塑料 (OBP) 和 ZPO 商标不得用于：(a) 可能引起混淆、误解或导致趋海塑料认证计划信誉损失的方式；(b) 暗示 ZPO 认可、参与或对组织在认证范围外进行的活动负责的方式；(c) 宣传趋海塑料认证未涵盖的产品质量方面。

5.3.2. 推广声明的要求

- a. 品牌作为证书持有者和趋海塑料品牌的身份可以通过趋海塑料推广标签在网站、社交网络、名片、印刷材料、促销物品 (T 恤、帽子、横幅等) 或品牌认为合适的任何其他企业传播中进行推广。
- b. 声明应由适用的趋海塑料标识和一段文字声明组成，文字声明需具体说明趋海塑料声明所覆盖的范围 (例如：“本网页上的所有产品均通过趋海塑料认证”，或“我们的新款泳装夏季系列通过趋海塑料认证”等...)。
- c. 声明应仅限于所提供的趋海塑料产品，并具体说明声明适用于哪些产品，特别是在存在类似趋海塑料和非趋海塑料产品的情况下。
- d. 当与第 3 章范围部分所述的第三方分销商合作时，品牌可以为推广和销售其认证范围所涵盖的趋海塑料产品创建联合品牌声明 (同时使用第三方分销商名称和品牌名称)。但这并不赋予第三方分销商自行做出声明的权利。

5.3.3. 产品特定声明的要求

- a. 品牌从经认证的趋海塑料供应商处购买的任何产品应已由供应商或制造商贴有趋海塑料标签。
- b. 当声明印在标签上时，该声明应已由向该供应商或制造商颁发范围证书的认证机构在供应商或制造商层面批准⁴。
- c. 当声明通过网页或等效形式并通过二维码访问时，该声明应由品牌的认证机构批准，即使经认证的供应商或制造商负责在经认证的趋海塑料产品上附加或打印二维码。

⁴ 如果品牌只想转售已带有印刷趋海塑料声明的经认证趋海塑料产品，并且品牌不想做出额外的趋海塑料推广声明，则品牌无需根据本标准寻求认证。

OCEAN BOUND PLASTIC

CERTIFICATION PROGRAM OBP BRAND STANDARD



Copyrights

This document, the Zero Plastic Oceans, Ocean Bound Plastic, Ocean Bound Plastic Neutral/Positive and Social+ Ocean Bound Plastic trademarks and certification stamps are protected by Copyright laws. All rights are reserved to Zero Plastic Oceans organization and no reproduction of this material is allowed without previous written consent by Zero Plastic Oceans.

Disclaimer

This document has been developed by the authors with all possible care and best of intentions, however Zero Plastic Oceans and any third parties involved in the creation of this document hereby state that the document is provided without warranty, either expressed or implied, of accuracy or fitness for purpose, and hereby disclaim any liability, direct or indirect, for damages or loss relating to the use of this document.

Reference Documents

This Standard shall be used together with the following complementary documents:

- OBP-DEF-GUI: OBP Program Definitions & Annexes
- OBP-LOG-GUI: OBP Logo Uses and Claims Guidelines
- OBP-FAQ-GUI: OBP Frequently Asked Questions
- OBP-FEE-CON: OBP Fees Structure
- OBP-REM-GUI: OBP Remote and Supervised/Shadow Audits Guidelines

All documents are available on the “document center” section of the OBP Program website (www.obpcert.org)

Revisions and Updates

This Standard will be revised if required, to incorporate improvements or clarifications that will not change substantially the content of the Standard and its requirements. Further significant revision schedule will be communicated on the OBP Program website. Please send any comment you have regarding the Standard to [contact\(at\)obpcert.org](mailto:contact(at)obpcert.org)

Revision history

Date	Version	Changes
31 st Mar. 2024	V1	Initial Release



TABLE OF CONTENTS

1. INTRODUCTION.....	3
2. TERMS AND DEFINITIONS.....	4
3. SCOPE.....	4
4. EFFECTIVE DATE.....	4
5. REQUIREMENTS.....	5
5.1. OBP PRODUCT, CERTIFICATION CLAIM, AND CENTRAL OFFICE SCOPE	5
5.2. OBP SUPPLIERS AND PRODUCT VOLUME CONTROL.....	6
5.3. CLAIMS AND OBP LABEL USES	6



1. INTRODUCTION

The aim of Zero Plastic Oceans is to protect oceans from the continuous leakage of Plastic waste from land-based activity by developing incentives and models that promote the collection of Ocean Bound Plastic¹ (OBP).

The **OBP Certification Program** was designed to encourage the removal of OBP from the environment by adding value in effectively collecting and treating it before it reaches oceans. The scheme is composed of two subprograms; the **OBP Recycling Subprogram**, and the **OBP Neutrality Subprogram**.

When OBP is commercially recyclable², its collection and Recycling can be encouraged by certifying its origin and traceability, giving it a higher market value with the OBP Recycling Subprogram. This chain of custody is certified using the OBP Collection Organization Standard, the OBP Recycling Organization Standard and the OBP Brand Standard depending on which step on the chain an organization is.

When OBP is not commercially recyclable³, its collection and final treatment can be encouraged by certifying the process with the OBP Neutrality Subprogram. In this model, Plastic producers or users can contribute to a better environment by removing a determined volume of plastic waste from nature through the acquisition of OBP Credits. This model is certified using the OBP Neutralization Services Provider Standard and the OBP Plastic Producers & Users Standard.

Organizations may certify themselves for one or both subprograms as they are complementary solutions. Working with both subprograms makes sense in terms of economic efficiency, given all OBP is collected and marketed at once. It also makes sense from the environmental perspective, since it is only by addressing both, Commercially and Non-Commercially Recyclable OBP, that we will be able to make a real impact.

Organizations collecting OBP willing to provide enhanced social benefits to their employees and informal collectors (Independent Collectors), may additionally certify to the Social+ OBP Component.

¹ Ocean Bound Plastic, is, as defined in OBP-DEF-GUI, Plastic litter that will be carried away to oceans in particular by the effects of currents, winds, river flows or tides.

² Commercially recyclable OBP as defined in OBP-DEF-GUI, means that OBP is technically recyclable and that it can be sold locally to recyclers for a price that renders its collection attractive to waste pickers or collection organizations. Currently, especially in countries where OBP is leaking into the oceans, a significant portion of technically recyclable OBP is unfortunately not commercially recyclable.

³ Not commercially recyclable OBP as defined in OBP-DEF-GUI, means that OBP cannot be sold for an attractive price but also includes products or packaging which are technically not recyclable (because of the resin used, the mix of different materials or because they are too damaged).

2. TERMS AND DEFINITIONS

Capital letters are used throughout the document to signal the words that are included in the definitions available in OBP-DEF-GUI. Acronym's significance is also available in the same OBP-DEF-GUI document.

3. SCOPE

This Standard is to be used by Brands (refer to the definition of Brands in the OBP-DEF-GUI document) to make Promotional Claims using the OBP Logos, and/or Product Specific Claims in the specific case where Claims are made using QR codes on OBP certified products.

This Standard only covers the purchase of products already OBP labelled (by certified OBP suppliers), for distribution in the Brand retail points, or through third-party distributors (wholesalers such as supermarkets, shopping centers...) to final consumers.

Purchase of OBP products for resell in business to business (B2B) transactions constitutes a trading activity that is not covered by this Standard but by the OBP Recycling Organization Standard (OBP-REC-STD).

The Standard is applicable worldwide.

4. EFFECTIVE DATE

This certification Standard becomes effective on the release date and shall become compulsory to use on the 30th of June 2024. New certification applicants and already certified Organizations shall be assessed against this revision of the Standard from this date onwards.



5. REQUIREMENTS

5.1. OBP PRODUCT, CERTIFICATION CLAIM, AND CENTRAL OFFICE SCOPE

- a. The Brand shall list the product(s), or product range(s) for which they want to make OBP Claims, indicating in which geographies these Claims will be made.
- b. Management of the OBP related matters shall fall under a centralized single office - central OBP office. This central OBP office shall be part of the legal entity applying for certification. This office shall have the following responsibilities:
 - Create the OBP Claims and related marketing material.
 - Manage the OBP Claims approval process with the Certification Body.
 - Ensure other legal entities of the Brand under its scope only use the approved OBP Claims.
- c. The central OBP office shall have sufficient authority to overview and control the OBP Claims made in the overall certification scope. If the Brand organization and structure does not allow for a single office to have this authority for the desired scope, then the scope should be split into the required OBP central offices, and each of them shall seek individual certification for their own scope under this Standard.

For example

- *A Brand has a centralized headquarter that overviews all the marketing activities worldwide and can have a global vision of OBP related activities worldwide: a single OBP certification of the headquarter is sufficient.*
- *A Brand is divided in 3 marketing regional units; 1. Americas, 2. Europe, Middle East, and Africa, and 3. Asia and Oceania. Each have their own marketing strategy and make their own OBP Claims without supervision/control from headquarters. Each region would need their own central OBP office, and their own scope certificate. Naturally, if only 1 or 2 of these regions wanted to make OBP Claims, only these would need to get independently certified.*



5.2. OBP SUPPLIERS AND PRODUCT VOLUME CONTROL

- a. The Brand shall have a list of all OBP suppliers, including active and past suppliers containing information such as names, certification code, and products supplied.
- b. For each product in the scope, the Brand shall have at least one contract with an active certified OBP supplier that states as an essential condition that the supplier must hold a valid OBP Certificate. This contract shall be fully in force at the time of the Audit, and it should cover at least the duration of one certification cycle.
- c. The Brand shall have a process to verify that each OBP supplier it is using holds a valid OBP Certificate by periodically checking the certificate registry on the OBP website (www.obpcert.org).
- d. The Brand shall have an itemized summary table of the purchased and sold quantities of OBP certified products (for a recertification) or a forecast (for a first certification).

5.3. CLAIMS AND OBP LABEL USES

5.3.1. REQUIREMENTS FOR ALL CLAIM TYPES

- a. The Brand shall refer to the reference document OBP-LOG-GUI before any public use of the OBP Logos is made. Brands that do not comply with these guidelines may lose the right to use the OBP trademarks.
- b. The Brand shall request its CB for an approval of intended artworks before any public use of the logo is made and shall keep a register of all the approved uses sent by the CB.
- c. The OBP and ZPO trademarks shall not be used: (a) in a way that could cause confusion, misinterpretation, or loss of credibility to the OBP certification scheme; (b) in a way that implies that ZPO endorses, participates in, or is responsible for activities performed by the Organization outside the scope of certification; (c) to promote product quality aspects not covered by the OBP certification.



5.3.2. REQUIREMENTS FOR PROMOTIONAL CLAIMS

- a. The status of the Brand as a certificate holder and OBP Brand can be promoted with OBP promotional labels in websites, social networking, business cards, printed material, promotional items (t-shirts, caps, banners, etc), or any other corporate communication the Brand sees fit.
- b. Claims shall be composed of the applicable OBP Logo and a text claim specifying the scope covered by the OBP Claim (for example: “all the products on this webpage are OBP certified”, or “our new swimsuit summer collection is OBP certified”, etc...)
- c. Claims shall be limited to the OBP products offered and be specific as to which products the Claim applies to, especially in cases where there are similar OBP and non-OBP products.
- d. When working with third-party distributors as described in chapter 3 in the section referring to Scope, the Brand may create co-branded Claims (using the third- party distributor name and the Brand’s name jointly) for the promotion and sale of OBP products covered by the Brand’s certification scope. This however does not create the right for the third-party distributor to make its own Claims.

5.3.3. REQUIREMENTS FOR PRODUCT SPECIFIC CLAIMS

- a. Any product purchased by the Brand from a certified OBP supplier shall be already OBP labelled by the supplier or manufacturer.
- b. When the Claim is printed on the label, the Claim shall be approved at the supplier or manufacturer level by the Certification Body that issued the Scope Certificate of this supplier or manufacturer⁴.
- c. When the Claim is made on a webpage or equivalent and accessible via a QR code, the Claim shall be approved by the Brand’s Certification Body even if the certified supplier or manufacturer is responsible for affixing or printing the QR code on the certified OBP product.

⁴ If a Brand only wants to resell already OBP certified products with a printed OBP Claim and the Brand doesn’t want to make additional OBP Promotional Claim it is not required for the Brand to seek certification under this Standard.

