

Guidelines for the Use of Label
of the Hong Kong Awards for Environmental Excellence (HKAEE) –
Wastewi\$e Label

The following guidelines for the use of Wastewi\$e Label (the Label) are duly established by the Environmental Campaign Committee (ECC) to provide guidance to Wastewi\$e Label awardees on the proper use of the Label to promote waste reduction.

1. All awardees of the Label are entitled to display the Label, for a period of **one year**, commencing from the date of the award of the Label. Subject to the discretion of ECC, the Wastewi\$e Label may no longer be valid should there be any changes to the information submitted for assessments under the Scheme.
2. The business/ organization entitled to use the Label should use it according to the format and colour code of symbol as approved by the ECC without any shape change or letter alteration whatsoever.
3. The Label size may be enlarged or reduced in proportion.
4. The business/ organization may use the Label on the following items:
 - (a) letterhead & envelope;
 - (b) compliment slip;
 - (c) business name card;
 - (d) stationery;
 - (e) literature;
 - (f) office / reception area / store display;
 - (g) general advertisements; and
 - (h) internet webpage.

The business/ organization shall use the Label in an environmentally-friendly manner as far as possible. For instance, the Label shall preferably be printed on recycled paper.

5. The business/ organization shall clearly indicate the membership number (e.g. WW-0000-0000), in the format as approved by the ECC when using the Label.
6. The business/ organization shall not use the Label in any way that may detract from the prestige of the HKAEE, or in any other misleading manner. For instance, the business/ organization shall not incorporate the Label into, or use it as, a trademark.
7. In the event that the validity of Label has lapsed, the business/ organization shall immediately cease to use it in any media like internet webpage, or distribute any materials, literature and document bearing the Label.
8. The right to use the Label is held by the ECC.
9. ECC reserves the right to modify the Guidelines for the Use of Label at any time without prior notice.