

Guidelines for the Use of Label
of the Hong Kong Awards for Environmental Excellence (HKAEE) –
Productwise Label

The following guidelines for the use of Productwise Label (the Label) are duly established by the Environmental Campaign Committee (ECC) to provide guidance to Productwise Label awardees on the proper use of the Label.

1. The Label recognizes the efforts on environmental improvements made by the business/ organization which has accomplished a prescribed number of specific environmental goals. The use of the Label should not suggest or imply that the awarded product/ series of products itself is an environment-friendly product or in any way better in environmental performance than other comparable products.
2. All awardees of the Label are entitled to display the Label, for a period of **two years**, commencing from the date of the award of the Label. Subject to the discretion of ECC, the Productwise Label may no longer be valid should there be any changes to the information submitted for assessments under the Scheme.
3. Any changes to the name of the awarded product should be reported to the ECC as they occur.
4. 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.
5. The Label size may be enlarged or reduced in proportion.
6. The business/ organization may use the Label on the following items subject to the prior written approval from the ECC:
 - (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, however, shall **not** attach the Label on the awarded product/ series of products, or any other products and their packages. The business/ organization shall also use the Label in an environmentally-friendly manner as far as possible. For instance, the Label shall preferably be printed on recycled paper.

7. The business/ organization shall clearly indicate the membership number (e.g. PW-0000-0000), in the format as approved by the ECC when using the Label.
8. 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.

9. 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.
10. The right to use the Label is held by the ECC.
11. ECC reserves the right to modify the Guidelines for the Use of Label at any time without prior notice.