

The SigNature Initiative is a carbon compensation initiative for signage products created by and purchased from iSupply. Carbon compensation, in this context, refers to the purchase of ex-ante carbon credits that support future carbon sequestration activities. This initiative was created by iSupply in partnership with Forest Carbon UK. As part of this, carbon credits are purchased from Forest Carbon in order to support afforestation, land conservation, biodiversity enrichment, and/or peatland restoration projects. Forest Carbon's creation and distribution of carbon credits adhere to the UK Woodland Carbon Code and UK Peatland Carbon Code. These practices have been independently validated (see Forest Carbon website for more details). Additionality has been proven, which means that Forest Carbon can defensibly state that the environmental benefits from their projects would not have occurred without their intervention. The exact environmental benefits which can be attributed to the carbon credits are dependent on the project which they are linked to. To establish which project is being supported at present, please consult your point of contact in iSupply and/or the latest SigNature certificate which has been given to you. More information regarding said product can then be found on the Forest Carbon website. It is important to note that participation signifies a commitment to environmental accountability and future carbon sequestration, rather than the immediate offsetting of emissions. As the carbon credits purchased are ex-ante, meaning that the credits can not be retired until the full carbon offset potential of the project has been reached, net-zero and/or emission offset claims cannot be made regarding participating in this initiative. Instead, the carbon credits associated with this initiative function as a means to facilitate the future mitigation of carbon emissions. Opting in to this initiative stands as proof that a participating party is willing to take accountability for the environmental impacts of their products. Carbon credits purchased through this initiative are designated to an account named "iSupply and Clients". This is in order to allow for the distribution of fractionalised credits to any participating party, and means that no single participating party can take full credit/ responsibility for the entire carbon credit. Below are examples of claims which can and cannot be made with regards to involvement in this initiative:

### **Suitable Claims:**

- The future environmental impact of this sign has been mitigated through the SigNature Initiative.
- By being part of the SigNature Initiative, we are contributing towards the future mitigation of carbon emissions through supporting a Forest Carbon afforestation project.
- This piece of signage material has been carbon compensated as per our involvement in the SigNature Initiative.
- We are taking responsibility for the emissions associated with our signage by supporting afforestation and land conservation projects which will lead to greater carbon sequestration in the future.
- Through our participation in the SigNature Initiative, the future mitigation of the impact of x amount of CO2e emissions has been facilitated through afforestation.
- This sign is facilitating future carbon sequestration by supporting the work of Forest Carbon.

### **Unsuitable Claims:**

- This sign is carbon balanced.  
**Why:** Does not accurately represent impact of initiative
- This piece of signage is carbon neutral.  
**Why:** Statement is incorrect
- The impact of the emissions of this piece of signage has been offset through the SigNature Initiative.  
**Why:** This is a compensation initiative, not an offset initiative.
- By participating in the SigNature Initiative, all of our signage has zero emissions.  
**Why:** This is overstating the impact and does not represent the longer term nature of the initiative
- By participating in the SigNature Initiative, we have planted X amount of trees.  
**Why:** Exact level of afforestation per piece of signage cannot currently be established
- We have reduced our carbon footprint by X amount of CO2e emissions.  
**Why:** Framing as an immediate reduction is incorrect, the future impact has been mitigated

As this is a novel process, iSupply will endeavour to develop the green claims guidelines for this initiative in-line with best practice as it grows. We welcome any and all feedback or queries from current or potential participants or other relevant stakeholders, and ask for patience as the strategies and procedures evolve. Any and all changes to the green claims guidelines will be communicated to all relevant stakeholders. We ask that all participants ensure that they are following the most up-to-date version of the SigNature Initiative's green claims guidelines. If you are unsure as to whether or not you are following the correct guidelines, please reach out to your point of contact in iSupply.