

### Contents

	Foreword
	Introduction
1	Scope
2	Normative references
3	Terms and definitions
4	Principles
4.1	General
4.2	Reliability
4.2.1	Principle
4.2.2	Rationale
4.3	Transparency
4.3.1	Principle
4.3.2	Rationale
4.4	Relevance
4.4.1	Principle
4.4.2	Rationale
4.5	Involvement of interested parties
4.5.1	Principle
4.5.2	Rationale
4.6	Equity
4.6.1	Principle
4.6.2	Rationale
5	General requirements
6	Requirements for comparative ethical claims
7	Requirements for presentation
8	Supporting data
9	Point of sale and supporting information
9.1	General
9.2	Point of sale information
9.3	Use of graphics
9.4	Point of sale information for comparative ethical claims within an organization
9.5	Supporting information
9.6	Use of explanatory statements
10	Traceability and the supply chain
11	Ethical labelling programmes
Annex A	(informative) Traceability systems
Annex B	(informative) Principles to requirements flowcharts
B.1	Reliability
B.2	Transparency
B.3	Relevance

**B.4**      **Involvement of interested parties**  
**B.5**      **Equity**

**Page count: 15**