



for
life

COMMUNICATION GUIDE

*Communicating Your Commitments
Credibly and Responsibly*

July 2026

For marketing, communication, product and sales teams of For Life certified organisations.

Communicating about your For Life commitment helps customers, business partners and consumers better understand the actions and practices recognised through your certification.

This guide has been designed to help you communicate about those commitments in a clear, credible and responsible way, particularly in light of evolving European regulations governing sustainability-related communications.

It provides examples of wording, guidance and best practices to help you develop messages that accurately reflect your commitments while meeting applicable regulatory expectations.

This document is intended to support your communications. However, it does not constitute legal advice and does not replace the regulatory requirements applicable to claims and communications.

TWO KEY PRINCIPLES TO KEEP IN MIND BEFORE YOU START

- 1. For Life is a Corporate Social Responsibility (CSR) certification programme.** It recognises companies that have implemented and independently verified social and environmental commitments within their sourcing practices. **Unlike Fair for Life, it does not make any fair trade claims.**
- 2. Any communication material explicitly referring to For Life must be submitted to the Certification Body for approval,** in accordance with the Standard. This approval process is intended to guide you in the accurate and consistent use of claims related to the certification programme. However, responsibility for published communication materials and messages remains with the company.

COMMUNICATING YOUR COMMITMENTS: UNDERSTANDING THE REGULATORY LANDSCAPE

GROWING EXPECTATIONS FOR TRANSPARENCY AND CREDIBILITY

Expectations for **transparency and credibility in communications** about corporate commitments are growing, together with a **strengthening of the regulatory framework**, particularly at the European level.

These developments reflect the approach that For Life has promoted for many years: encouraging transparent communication grounded in concrete and verifiable practices. They also create a favourable environment for greater recognition of rigorous, independently verified initiatives such as For Life.

A growing number of regulatory instruments govern how companies communicate about their commitments and sustainability claims, including:

- the Directive concerning unfair business-to-consumer commercial practices (EU Directive 2005/29/EC);
- the Empowering Consumers for the Green Transition Directive (EU Directive 2024/825 – EmpCo / ECGT);
- various sector-specific regulations, in addition to national provisions that may be more stringent depending on the country concerned.

In this context, organisations committed to sustainability must, more than ever, **ensure that the messages they communicate accurately reflect the practices they have implemented and can be supported by objective and verifiable evidence.**

FOCUS ON EU DIRECTIVE 2024/825 (EMPCO)

The EmpCo Directive strengthens the requirements applicable to communications relating to sustainability commitments, whether environmental or social, when such communications are intended for, or accessible to, consumers within the European Union, regardless of the communication channel used. **Its effective date of application is 27 September 2026.**

ARE YOUR COMMUNICATIONS AFFECTED?

If you communicate about your commitments to consumers located in the European Union, your communications may fall within the scope of this Directive.

Its scope goes beyond information displayed on products and also covers:

- 1.claims appearing on product packaging and labels;
- 2.content published on websites and e-commerce platforms;
- 3.communication campaigns and advertising materials;
- 4.sustainability labels, logos and certification marks;
- 5.content shared through social media.



WHAT IS EXPECTED OF YOUR SUSTAINABILITY MESSAGES?

Sustainability-related messages **must be based on objective evidence and be clearly substantiated**. Such substantiation may rely on a robust and independently verified certification system such as For Life, or on company-specific evidence, including documented data, indicators and action plans.

When communicating about your commitments, make sure to:

- clearly define the scope of the commitment being communicated (product, ingredient, supply chain, etc.);
- use specific and proportionate wording;
- ensure that your messages accurately reflect the practices that have actually been implemented.

Conversely, the **Directive prohibits wording that is vague, ambiguous or likely to overstate the actual scope of your sustainability commitments**, including:

- generic terms such as environmentally friendly, sustainable, eco-friendly or responsible;
- commitments that cannot be verified;
- promises that are not supported by measurable criteria;
- labels or schemes that are not based on a robust certification system and independent verification.



GUIDELINES FOR COMMUNICATING ABOUT YOUR FOR LIFE COMMITMENT

ONE ESSENTIAL CHECK BEFORE YOU COMMUNICATE

The most important takeaway from this guide is simple: **make sure that the commitments you intend to communicate about are actually covered by your certification.** For Life requirements vary depending on your role in the supply chain, the supply chains concerned, and your certification year. Before communicating, take a moment to ask yourself the following questions:

Questions to Ask Yourself	What This Means
What is the exact scope of my certification?	Your company or a specific product (Product Certification option). Specify it.
Do my operator category and certification year allow me to communicate about this topic?	Certain requirements only apply from a certification year onwards or to specific categories of operators.
Is the practice being described genuinely in place, with no open non-conformities?	Do not communicate about a requirement that is subject to an unresolved non-conformity.
Is the communication material intended for, or accessible to, consumers in the European Union?	If so, it falls within the scope of the EmpCo Directive and must use specific, substantiated wording.

PRESENTING FOR LIFE IN ONE SENTENCE

The following **statements summarise the key principles and commitments of the For Life programme** and can be used to provide a concise description of the certification.

“For Life is a corporate social responsibility (CSR) certification programme based on independently verified social and environmental commitments.”

“For Life recognises companies that implement practices aimed at improving working conditions, protecting the environment, and strengthening due diligence in their supply chains.”

COMMUNICATING ABOUT YOUR COMMITMENTS

The wording proposed in the following pages covers the **different themes addressed by the For Life Standard**.

Not all statements apply to every type of operator: **only use those that correspond to the requirements that are actually applicable to your situation and certification scope**.

The proposed wording is not exhaustive. You may **adapt it or develop your own wording**, provided that it remains **consistent with the Standard and accurately reflects practices** that are genuinely implemented.

GENERAL APPROACH

We are a
Producer Operation



We are a
Buyer / Brand Holder



Through For Life, we are committed to **social** and **environmental responsibility** and to strengthening **due diligence** throughout our supply chains.

The practices implemented as part of our For Life commitment are verified through **independent third-party audits**.

WORKING CONDITIONS AND HUMAN RIGHTS

We are a
Producer Operation



We are a
Buyer / Brand Holder



As part of our For Life commitment, we implement:

- practices that promote **decent working conditions** for our employees;
- **anti-discrimination** practices;
- mechanisms that promote **freedom of association** and **social dialogue**;
- practices aimed at strengthening occupational **health and safety**;
- practices aimed at improving workers' access to **social protection and benefits**;
- practices aimed at preventing **forced labour** and **child labour**.

By sourcing from For Life certified operators, we support supply chains that promote **respect for human rights** and **decent working conditions**.



ENVIRONMENT AND NATURAL RESOURCES

We are a
Producer Operation



We are a
Buyer / Brand Holder



As part of our For Life commitment, we implement practices aimed at:

- reducing **water consumption** associated with our activities;
- preserving **natural resources** and **biodiversity**;
- minimising **energy waste** and optimising resource use;
- improving **waste** management related to our activities;
- reducing the environmental impact of our **packaging**;
- supporting **deforestation** prevention practices.

As part of our For Life commitments, we implement practices that:

- include measures for the conservation of **soils** and **ecosystems**;
- rely on the limited use of **agrochemical inputs**;
- exclude the use of **GMOs** in For Life certified production.

By choosing For Life certified suppliers, we support agricultural practices that:

- contribute to the preservation of **natural resources** and **biodiversity**;
- encourage the responsible management of **water**, **energy** and **waste**;
- include measures for the conservation of **soils** and **ecosystems**;
- promote the limited use of **agrochemical inputs**;
- exclude the use of **GMOs** in certified products.



LOCAL DEVELOPMENT AND GOVERNANCE

We are a
Producer Operation



We are a
Buyer / Brand Holder



As part of our For Life commitment we implement initiatives that contribute to the **development of the communities** and regions where we operate.

As part of our For Life commitment:

- we support **representation mechanisms** that help promote and protect producers' interests.

By choosing For Life certified suppliers, we support:

- organisations that enable **producers to be represented** and have their interests taken into account.

SUPPLY CHAIN AND SUPPLIER RELATIONSHIPS

We are a
Producer Operation



We are a
Buyer / Brand Holder



As part of our For Life commitment, we integrate social and environmental criteria into the **evaluation** and **selection of our suppliers**.

As part of our For Life commitment, we implement:

- **pricing rules** that are communicated to producers;
- mechanisms aimed at ensuring that producers receive compensation that is **consistent with production costs**.

Dans le cadre de notre démarche For Life :

- we promote **dialogue with suppliers** on social and environmental practices;
- we contribute to the **development of long-term sourcing relationships** with our business partners.

TRANSPARENCY AND TRACEABILITY

We are a
Producer Operation



We are a
Buyer / Brand Holder



As part of our For Life commitment, we:

- implement **transparent communication practices**;
- maintain **traceability systems** that allow us to verify the origin of For Life certified products (*Product Certification* option).



COMMUNICATION BEST PRACTICES

Whether you choose to adapt the wording provided in this guide or develop your own, these guidelines are designed to help you communicate in a clear, credible and consistent manner while remaining aligned with the For Life Standard.

Reminder: implementing these recommendations does not exempt you from submitting any communication material that explicitly refers to For Life to the Certification Body for approval.

CLEARLY LINK YOUR MESSAGES TO THE CERTIFICATION

For Life certification may apply either to a company's CSR commitments or, optionally, to specific products. **Make sure to clearly identify the scope of the certification to avoid any misunderstanding.**

Preferred	Avoid
✓ Our company is engaged in a CSR approach recognised under the For Life programme. ✓ For Life certified [product] (<i>Product Certification option</i>)	✗ Sustainable company ✗ Our products are fair trade

ENSURING ALIGNMENT WITH YOUR CERTIFICATION SCOPE

Messages referring to For Life should relate only to **commitments that are effectively covered by your certification**.

Before communicating, make sure that they:

- correspond to the **requirements applicable** to your organisation;
- reflect **practices that have actually been implemented**;
- do not concern requirements that are subject to **unresolved non-conformities**.

Any reference to For Life must be supported by the applicable requirements and by the elements verified during the audit process.

MAKE SPECIFIC CLAIMS

Communicate about **implemented practices, actions undertaken or objectives pursued**, rather than using broad, vague or absolute statements that may be perceived as misleading.

Specific and Substantiated	Vague or Absolute
✓ Implementation of practices aimed at reducing water consumption. ✓ CSR approach verified by an independent third-party audit. ✓ The use of agrochemical inputs is controlled in certified production.	✗ Environmentally friendly ✗ Sustainable product ✗ Zero deforestation

USE CAUTIOUS AND PROPORTIONATE LANGUAGE

The wording used in your communications should convey a contribution, support or commitment, **without overstating the actual impacts of your practices.**

Recommended Verbs	Verbs to Avoid
contributes to, supports, promotes, encourages, aims to, participates in, etc.	guarantees, eliminates, protects against, solves etc.

NEVER USE THE FOLLOWING CLAIMS

 **A final checklist before publication.**

The following types of claims may expose your organisation to risk and may undermine the credibility of the label:

- **using terms such as “fair”, “fair trade”** — these concepts belong to the Fair for Life programme, not For Life;
- presenting the label as a **guarantee of results** ("guarantees", "ensures", "eliminates", "zero...", etc.);
- using terms such as "100% sustainable", "100% responsible", "100% environmentally friendly" or other **superlatives** ("the most...", "the best...", etc.);
- making a claim **without clearly identifying its scope**;
- claiming **climate neutrality** or **zero impact** without substantiated evidence;
- making statements that **do not correspond to your operator category or certification year.**

NON-CERTIFIED ENTITIES REFERENCING FOR LIFE

The wording and recommendations provided in this guide are intended for organisations that hold For Life certification.

However, **other organisations that are not For Life certified** (whether registered entities or organisations not engaged in the programme) **may also wish to refer to the Standard in their corporate communications**, particularly when they operate within a supply chain or source from certified operators.

These **non-certified entities** may **communicate** about the For Life certification of their suppliers, provided that the conditions set out in the Standard are met.

Their communications must not imply that they, or the products they market, are For Life certified.

Any reference to For Life is subject to **compliance with the communication rules** defined in the Standard. **For entities that are not engaged in a For Life certification process, a prior agreement with the owner of the Standard is required.**

For further information, **please refer to Annex III – Communication Rules** of the For Life Standard.



FURTHER INFORMATION

The For Life Standard is available at:
www.fairforlife.org

*Thank you for contributing to a rigorous
and transparent CSR approach.*