

Solar Stewardship Initiative Claims Guide

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Copyright notice

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Version History

Version	Date	Description
1	November 2023	First version issued
1.1	February 2024	Additional language added

About this document

The SSI Claims Guide sets out the rules and supporting guidance on:

- Claims relating to SSI Membership
- Claims relating to the SSI Assurance Process
- How to use SSI Logos
- How to obtain approval for use of the Claims and Logos
- How to raise a complaint about misuse.

The Solar Stewardship Initiative (SSI) controls all relevant SSI-related claims to ensure they are both credible and accurate. This means that SSI must grant permission for use of any of the claims and logo prior to use unless stipulated otherwise in this Guide. This Guide provides both practical examples of how various organisations related to the membership and assurance framework of the SSI may make claims.

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1. GENERAL GUIDELINES

There are different types of claims and logos depending on membership categories and participation in the SSI assurance process (please refer to the SSI membership categories for more information).

Currently only membership and assurance claims can be made. **No product-related claims are allowed, such as where a product comes from, that a product is produced in a certain way, or other origin or provenance claims.** Product claims will become possible once the Traceability Standard has been developed.

The Solar Stewardship Initiative name, abbreviation and logos must never be used in a way that could:

- Suggest or imply SSI membership of an entity that is not an SSI Member, or part of an SSI Member.
- Suggest or imply SSI certification before it has been achieved.
- Suggest or imply a larger scope of SSI certification than an SSI Member has actually achieved.
- Suggest or imply that certain materials, or products are SSI-certified.
- Use SSI membership or certification to support vague or misleading sustainability claims not included in this Guide.
- The names of the SSI logos may not be translated into other languages without also retaining the English version/s for reference.

2. OVERVIEW OF SSI LOGOS

Type	Logo		
SSI organisational logo			
SSI membership logo			
SSI certified member site logo			

SSI assessment body logo	
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2.1 MEMBERSHIP CLAIMS

SSI Members in any category can use the SSI Member logo to indicate in their communications that they are members of SSI. Becoming a member of SSI signifies a commitment to SSI Principles, **it does not guarantee that any member’s supply chain is free from human and labour rights abuses, environmental degradation or governance issues.**

The membership claim can only be displayed on company websites, flyers and other marketing materials, and not on products.

SSI Members are only considered certified once they have undergone an independent assessment within twelve months and achieved certification, at which time they can make the certified site member claims.

SSI Members may also use the associated written claims alongside the member logo.

Member Logo	Written claim
 	<p>“[Member/Associate member name] is a member of the Solar Stewardship Initiative.”</p> <p>“[Member/Associate member name] is proud to be a member of SSI and a supporter of the SSI Principles.”</p> <p>“[Member name]” is committed to the SSI Principles and to have its sites independently assessed against the Solar Stewardship Initiative Standard to support responsible practices in the solar value chain.”</p>




2.2 CERTIFIED MEMBER SITE CLAIMS

Once a site of an SSI Member has completed an assessment and achieved certification against the SSI Standard as confirmed by the SSI Secretariat, the Member may use the certified member site logo and written claim for the **specific site or sites**¹.

The certified member site claim can be displayed on company websites, flyers and other marketing materials, as long as there is no ambiguity as to which site or sites is associated with the certified member site claim.


The certified member site claim can only be displayed on products further to an assessment and certification to the SSI Traceability Standard (currently in development), and with approval from the SSI Secretariat.

¹ Certification does not guarantee that an entire company’s supply chain is free from human and labour rights abuses, environmental degradation or governance issues.

Certified Site Logo	Written claim
  	<p>"[Site name, site type] is a certified Member site of the Solar Stewardship Initiative and complies with the SSI Standard."</p> <p>"[Site name, site type] is a certified Member site of the Solar Stewardship Initiative since 2020."</p> <p>"[Site name, site type] is certified to the SSI Standard and has achieved (Gold, Silver, Bronze)."</p> <p>"[Site name, site type] has been re-certified to the SSI Standard and has achieved (Gold, Silver, Bronze)."</p>

2.3 APPROVED ASSESSMENT BODY

Only assessment bodies that have been approved by the SSI to conduct assessments against the SSI Standard and are listed on the SSI website with an approval status may use the assessment body logo and written claim.

Logo	Written claim
	<p>"[Assessment Body name] is an approved assessment body for the Solar Stewardship Initiative."</p>

3. APPROVAL FOR USE OF THE SSI CLAIMS

Currently SSI Members seeking to make an SSI marketing claim must comply with the guidelines in this document but do not require pre-approval from the SSI Secretariat to use the claims. Once certified, the SSI certified member site claim can be used by the site(s) that have undergone an assessment and achieved certification against the SSI Standard.

It is expected that product-related claims will require approval prior to use once a Chain of Custody/Traceability Standard is developed.

4. RAISING A COMPLAINT ABOUT MISUSE

Non-compliance with the terms of this Guide can lead to SSI withdrawing an SSI Member's right to make a claim and use the SSI logos. It may also result in suspension or termination of SSI membership. Legal recourse may be pursued in the case of non-Members.

Any inappropriate or potentially misleading or fraudulent claims or representations about SSI by either Members or non-Members should be immediately reported by sending an email to the SSI Secretariat. The SSI grievance mechanism may also be used for this purpose.