

Green and Sustainable Finance Certification Scheme Guideline for the Use of Certification Mark (For Pre-issuance and Post-issuance Stage)

1. Introduction

- 1.1 Hong Kong Quality Assurance Agency (“HKQAA”), under its range of services, develops and offers conformity assessment schemes of specific nature and/or for specific industry. Each scheme is presented and recognized by its unique registered design of mark, which is owned and administered by HKQAA. All rights are reserved by HKQAA.
- 1.2 The certified applicant (“Applicant”) of the Green and Sustainable Finance Certification Scheme (“the Scheme”) holding a HKQAA certificate bearing the respective Scheme’s registered certification mark (“Certification Mark”) is authorised to use the mark for promotional purposes. The use is subject to the conditions set out below.

2. Conditions for the Use of Mark for Green and Sustainable Finance Certification Scheme

The Applicant:

- 2.1 shall use the Certification Mark in respect to the scheme and strictly according to the followings:
- 2.1.1 The Certification Mark may be reproduced based on the master versions as provided by HKQAA and may be enlarged or reduced in size in its exact proportion. The form must always be legible.
- 2.1.2 The colour of the Certification Mark may be printed in either single colour or full colour as specified in accordance with the colour artwork of the master versions.
- 2.2 shall use the Certification Mark for promotional purposes only in respect to the certified debt instrument. The Certification Mark shall bear the name of the certified debt instrument underneath the Certification Mark (A sample is shown below for reference) or indicated the name of the certified debt instrument elsewhere in the same promotional materials.



- 2.3 shall not use the Certification Mark in the following restricted situations:

- 2.3.1 use the Certification Mark in association with any other business, product or service other than the certified debt instrument;

- 2.3.2 use the Certification Mark in such a way as to suggest that HKQAA has certified or approved the Applicant and any other business, product or service supplied by the Applicant other than the certified debt instrument in a misleading manner; or provided assurance on information outside the defined reporting boundary and period; or in breach of the Terms and Conditions of Green and Sustainable Finance Certification Scheme or in any other misleading manner.
- 2.3.3 use the Certification Mark in such a way as to suggest that HKQAA has commented, advised, or provided assurance on the repayment ability, profitability, financial stability, operation and/ or business model of the Applicant.
- 2.3.4 use the Certification Mark when the certificate is regarded as invalid or after the maturity date of the debt instrument.

3. Mis-use, Suspension or Revocation

- 3.1 Any incorrect use of the Certification Mark may result in:
- (a) Publication of transgression; or
(b) Suspension or withdrawal of certification
- 3.2 The Applicant shall immediately cease use and distribution of any stationery, literature and documents bearing the Certification Mark.

4. Other Optional Use of Mark

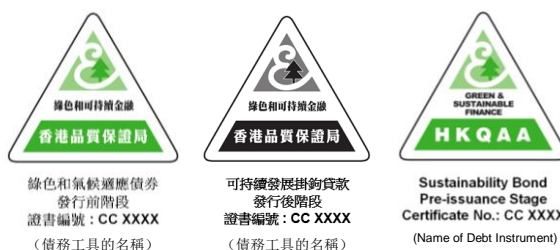
- 4.1 The Applicant shall contact the Corporate Communications Unit of HKQAA for any proposed use of the Certification Mark not mentioned in this guide and other HKQAA official documents associated with the use of the Certification Mark.

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This guideline applies to the HKQAA Certification of
此指引適用於以下的香港品質保證局有關認證

Green Bond/ Loan 綠色債券/ 貸款, Blue Bond/ Loan 藍色債券/ 貸款, Social Bond/ Loan 社會債券/ 貸款,
Sustainability Bond/ Loan 可持續發展債券/ 貸款, Green and Climate Transition Bond/ Loan 綠色和氣候轉型債券/ 貸款,
Green and Climate Resilience Bond/ Loan 綠色和氣候適應債券/ 貸款, Sustainability-linked Bond/ Loan 可持續發展掛鉤債券/ 貸款,
Sustainability-linked and Climate Transition Bond/ Loan 可持續發展掛鉤和氣候轉型債券/ 貸款,
Sustainability-linked and Climate Resilience Bond/ Loan 可持續發展掛鉤和氣候適應債券/ 貸款

Selected samples of marks 標誌樣本:



HKQAA encourages certified Applicants of the Green and Sustainable Finance Certification Scheme to make use of the Green and Sustainable Finance Certification Mark, which enhances clients' trust and achieves better promotional effect. Below are some suggested promotion channels:	Use of Certification Mark
香港品質保證局鼓勵已獲得「綠色和可持續金融認證計劃」認證的申請者使用「綠色和可持續金融認證標誌」，以提高客戶的信心，並獲宣傳果效。建議使用之宣傳方式如下：	標誌使用
1. Media Advertisement 廣告 e.g. Print-ad, TV commercial, outdoor / online / transportation ad 例如: 報章及雜誌廣告、電視廣告、戶外 / 互聯網 / 交通工具之廣告	✓
2. Point-of-Purchase 推銷場所的宣傳品 e.g. Window display, uniform, pin, badge, display tent card, flag, poster etc 例如: 商店櫥窗、制服、別針、徽章、宣傳紙牌、旗幟、海報等	✓
3. Website 互聯網 e.g. Webpage, Email, Social Media, e-Commerce Platform, Apps, etc 例如: 網站、電郵、社交媒體、電子商貿平台、手機程式等	✓
4. Printed Matter 印刷品 e.g. Letterhead, Stationery, Envelope, Promotional leaflet, Shopping Bag 例如: 公司信紙、文具、信封、宣傳單張、購物袋	✓
5. Souvenir 紀念品 e.g. T-shirt, Calendar, Notepad, Memo pad 例如: 襯衫、日曆、筆記本、便條紙簿 * It cannot imply that the souvenir is certified. Souvenir must clearly show the name of the certified Green Finance. * 不可以暗示紀念品獲得認證，獲認證之綠色金融名稱必須清楚地顯示在紀念品上。	✓
6. Others 其他 Please contact Corporate Communications Unit of HKQAA for further guidance. 請與本局企業傳訊組查詢。	✓

**Note
備註**

- It shall not imply that HKQAA has certified or approved the Applicant and any other business, product or service supplied by the Applicant other than the certified debt instrument in a misleading manner.
不可用任何容易令人誤解的方式表明或暗示 HKQAA 認可申請者，或其提供之任何在獲認證的債務工具以外的產品、服務或業務。
- The Certification Mark shall bear the name of the certified debt instrument for promotional purposes.
若使用認證標誌作宣傳用途，認證標誌必須標明獲認證的債務工具名稱。