

HKQAA ESG Connect Program
Guideline for the Use of Mark and Sticker (applicable to Participant / Mentor Organisation / Solution Provider)

| <p>HKQAA encourages the participating organisations of the HKQAA ESG Connect Program to make use of the mark and sticker, which enhances clients' trust and achieves better promotion effect. <u>They are suggested to be placed at dominant positions within the companies or venues and other advertising channels.</u> Below are suggested promotion channels:</p> | Use of Mark | Use of Sticker |
|---|-------------|----------------|
| <p>1. The organisations, venues, facilities, projects and product showrooms of the ESG Connect Program's participating organisations e.g. Main entrance, Reception, Service center and the building etc.</p> <p><small>* The names of participating companies, venues, facilities, projects, or products must be clearly displayed near the marks and stickers, or a clear statement should be displayed to specify the names of the participants which have obtained these marks and stickers.</small></p> | ✓ | ✓ |
| <p>2. Digital Display Panel at the ESG Connect Program's participating organisations, facilities, projects or products e.g. LED monitor, interactive display panel, advertising panel, projector screen and TV wall located at concierge, enquiry counter, common facility (such as lift lobby, club facility)</p> <p><small>* The Mark and Sticker can be applied to the ESG Connect Program's participating organisations, facilities, projects or products only. * The names of participating companies, venues, facilities, projects, or products must be clearly displayed near the marks and stickers, or a clear statement should be displayed to specify the names of the participants which have obtained these marks and stickers.</small></p> | ✓ | ✓ |
| <p>3. Vehicles, public transportations</p> <p><small>* The Mark and Sticker can be applied to the ESG Connect Program's participating organisations, facilities, projects or products only. * The names of participating companies, venues, facilities, projects, or products must be clearly displayed near the marks and stickers, or a clear statement should be displayed to specify the names of the participants which have obtained these marks and stickers.</small></p> | ✓ | ✓ |
| <p>4. Related Online Channels of the ESG Connect Program participant's websites / venues / product related webpages e.g. Webpages, Online Stores, e-Commerce Platforms, Emails, Social Medias, Apps, etc</p> <p><small>* The names of participating companies, venues, facilities, projects, or products must be clearly displayed near the marks and stickers, or a clear statement should be displayed to specify the names of the participants which have obtained these marks and stickers.</small></p> | ✓ | ✓ |
| <p>5. Media Advertisement e.g. Print-ads, TV commercials, outdoor / online ads</p> <p><small>* The Mark and Sticker can be applied to the ESG Connect Program's participating organisations, facilities, projects or products only. * The names of participating companies, venues, facilities, projects, or products must be clearly displayed near the marks and stickers, or a clear statement should be displayed to specify the names of the participants which have obtained these marks and stickers.</small></p> | ✓ | ✓ |
| <p>6. Promotion Items e.g. Flyer, Poster, etc.</p> <p><small>* The Mark and Sticker can be applied to the ESG Connect Program's participating organisations, facilities, projects or products only. * The names of participating companies, venues, facilities, projects, or products must be clearly displayed near the marks and stickers, or a clear statement should be displayed to specify the names of the participants which have obtained these marks and stickers.</small></p> | ✓ | ✓ |
| <p>7. Products, Product Labels and Packaging (only apply to Solution Providers)</p> <p><small>* Except for Solution Providers, Marks and Stickers shall not be used on any products, product labels and packaging of the ESG Connect Program's participating organisations * The names of participating companies, venues, facilities, projects, or products must be clearly displayed near the marks and stickers, or a clear statement should be displayed to specify the names of the participants which have obtained these marks and stickers.</small></p> | ✓ | ✓ |
| <p>8. Printed Matter (Only apply to participating organizations or venues) e.g. Business card, letterhead, stationery, envelope etc.</p> <p><small>*Only applicable to ESG Connect Marks, not applicable to Stickers * The names of participating companies or venues must be clearly displayed near the marks, or a clear statement should be displayed to specify the names of the participants which have obtained these marks.</small></p> | ✓ | ✗ |

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1. Introduction

1.1 HKQAA ESG Connect Program aims to promote the sustainable development of ESG principles through the establishment of an ESG Connect Ecosystem. We aspire to encourage more organisations to implement ESG initiatives, showcasing ESG commitment, enhancing transparency and stakeholder connections through voluntary disclosure. We encourage organisations with ESG experience to share their valuable insights, exercising their influence to promote ESG, thereby assisting participated organizations to enhance performance and explore more business opportunities. The program also encourages more enterprises to adopt ESG solutions developed by various organisations, with particular priority given to the products and services from social enterprises and start-ups.

1.2 HKQAA ESG Connect program is not a conformity assessment service scheme, nor a certification which recognises the ESG performance or achievements of the participating organisations, facilities, projects or products, services, or any other aspects in any form. The program has its unique program Mark and Sticker, which are owned and regulated by HKQAA.

1.3 HKQAA ESG Connect Program's participating organisations may use or display Marks and Stickers in relevant organisations, venues, facilities, company publications, advertisements, promotional channels, or other applicable channels. However, they must not imply / explicitly state, through any means or other potentially misleading ways that the ESG performance or achievements of any organizations, venues, facilities, projects, products, services, or any other aspect have been certified, recognized, or received any other form of conformity assessment. The method of use must comply with (a) the following conditions (b) the guideline for the use of Mark and Sticker of the HKQAA's ESG Connect Program.

2. Conditions for the Use of Mark and Sticker for the HKQAA ESG Connect Program

ESG Connect Program participating organisations:

2.1 Shall strictly comply with the regulation, and cannot use the Marks and Stickers in the below situation:

2.1.1 The business, venue, project / product outside the company or place of the participating organization announced by HKQAA, or its parent company, branch, venue, facility, project, or product that has not participated in the program.

2.1.2 Using the Marks and Stickers on more than one company, venue, facility, project, or product, while only individual companies, venues, facilities, projects, or products have participated in the program.

2.1.3 Using Marks and Stickers on products and packaging or product-related documents. (Except for Solution Providers)

2.1.4 Displaying Marks or Stickers in a misleading way. They must not imply / explicitly state through any means that the ESG performance or achievements of any organizations, venues, facilities, projects, products, services, or any other aspect have been certified, recognized, or received any other form of conformity assessment; or imply / explicitly state that other organisations, venues, facilities, projects, or products, etc., that have not participated in the ESG Connect program, have obtained the ESG Connect Program Marks or Stickers.

2.2. The names of participating companies, venues, projects, or products must be clearly displayed near the marks and stickers, or a clear statement should be displayed to specify the names of the participants which have obtained these marks and stickers.

3. Withdrawal

3.1. Any incorrect use of the ESG Connect Marks or Stickers may result in:

- (a) Publication of transgression ; or
- (b) Withdrawal of the ESG Connect Program Participant status

3.2. The participant shall immediately cease use of the marks or stickers on any venues, projects, facilities, websites, LED monitors, company publications, advertisements, product packaging or product once status is withdrawn.

4. Use of Mark and Sticker for the HKQAA ESG Connect Program

ESG Connect Program participating organisations:

4.1. Shall strictly comply with the regulation below to use the Marks or Stickers:

4.1.1. The Marks or Stickers may be enlarged or reduced in size based on the master versions, but they must stay legible.

4.1.2. The colour of the Marks and Stickers shall refer to the colour scheme provided by HKQAA

4.2. Shall use the Marks and Stickers (as shown below) on the following items, given that they are associated with the venues, projects, or product of the participating organization announced by HKQAA:

- (a) ESG Connect participating organisations, venues, projects or the product related websites / any other electronic platform
- (b) The LED monitors set up in the participating organisations, companies, venues, facilities, projects or products
- (c) Publicity materials or advertisement
- (d) Company publication
- (e) The mark can be placed at dominant position in the organisation, venues, projects, product showroom
- (f) Letterhead and Stationery (not applicable to Stickers)
- (g) Product or product packaging (only applicable to Solution Providers)



5. Other Optional Use of Mark and Sticker

5.1 The awardee shall contact the Corporate Communications Unit of HKQAA for any proposed use of the Mark and Sticker not mentioned in this guide and other HKQAA official documents associated with the use of the Mark and Sticker.