



for the health & wealth of the land

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Regenagri Claims Requirements

Version 2.0 – August 2025

Table of Contents

MISUSE OF CLAIMS.....	4
EDIT HISTORY	4
LOG OF UPDATES.....	5
I. INTRODUCTION	6
II. ACRONYMS	7
III. DEFINITIONS	8
IV. GENERAL MARKETING CLAIMS	10
V. COMMITMENT CLAIMS	13
VI. PRODUCT CLAIMS	16
VII. IMPACT CLAIMS	19
ANNEX I – TARGETS & COMMITMENTS CRITERIA.....	23
ANNEX II – REFERENCES.....	24

Misuse of Claims

Organisations can make claims related to Regenagri only when they have a valid license agreement with Regenagri C.i.C. Claims shall be made according to the terms of the license agreement.

Regenagri C.i.C. may suspend the license agreement temporarily with immediate effect while suspicion of breaching the terms of the agreement or the Regenagri[®] standards and principles is being investigated.

In the case of misuse or suspicious misuse of Regenagri claims, the licensed organisations will receive a written request for clarifications accompanied by a notification of the temporary suspension of the licence. The licensed organisation has two weeks from the date of notification to confirm receipt and provide Regenagri C.i.C. with the required clarifications. The temporary suspension shall remain in effect for a maximum period of one month after the licensed organisation has provided clarifications. If the misuse is confirmed, the temporary suspension is extended for an additional three months, during which the licensed organisation shall provide Regenagri C.i.C. with confirmation of correcting and preventive measures. Regenagri C.i.C. will review these corrective and preventive actions and will confirm in writing to the licensed organisation whether the license is reinstated or terminated.

Edit History

Version 1.0 – May 2024

Version 2.0 – August 2025

Log of Updates

Update	Update date	Effective date
Restructuring Example wording added Clarifications and requirements alignment	8 May 2025	29 August 2025

I. Introduction

Explaining what Regenagri certification means — and how your company's regenerative journey is creating positive change for people and nature — isn't always easy. That's why we've created this comprehensive document of claims requirements and resources, including messaging templates, to help you confidently share your story and showcase your impact with Regenagri.

Regenagri recognises various ways to make a claim linked to Regenagri. This document gives guidance on the different types of claims that an organisation can initiate and make. It is the responsibility of Regenagri and the certification body (CB) to monitor and control the claims each licensed and certified organisation makes. Regenagri claims can be:

- *General marketing claims*
- *Commitment claims*
- *Product claims (on-product and off-product)*
- *Impact claims*

II. Acronyms

CB	– Certification Body
CDP	– Carbon Disclosure Project
SC	– Scope Certificate
SBTi	– Science Based Targets Initiative
TC	– Transaction Certificate
LCA	– Life Cycle Assessment
ISO	– International Organization for Standardization
GHG	– Greenhouse Gas
CO_{2eq}	– Carbon dioxide equivalent

III. Definitions

Accreditation Body (AB) – An independent organisation recognised under ISO/IEC 17011 to assess and accredit conformity assessment bodies such as CBs.

CDP (Carbon Disclosure Project): A global non-profit organisation that supports companies and cities in measuring, disclosing, managing, and sharing environmental information.

Certification body (CB) – An independent body that is accredited to ISO 17065 by an accreditation body and approved by Regenagri to conduct certification audits against the requirements of the RegenagriCS and Regenagri CoC Certification Standard.

Commodity pathway: An approach focused on specific crops or commodities within the supply chain.

CO₂eq (Carbon Dioxide Equivalent): A metric measure used to compare the emissions from various greenhouse gases based upon their global warming potential.

Environmental claim – A statement, symbol, label, or representation made by a company, organisation, or individual that communicates the positive or reduced environmental impact of a product, service, process, brand, or business, aligned with the principles set out in Directive (EU) 2024/825.

Functional unit – A quantified performance unit of a product system, used as a reference in an LCA.

GHG (Greenhouse Gas): Any gas that contributes to the greenhouse effect, including CO₂, CH₄, N₂O, and others.

LCA – Life Cycle Assessment: A systematic, ISO-compliant methodology (ISO 14040/44) used to evaluate the environmental impacts associated with all stages of a product's life, from raw material extraction, production, and use to disposal or recycling. It provides a comprehensive view of the environmental footprint of a product, process, or service.

Offset: A reduction or removal of greenhouse gas emissions achieved outside the product's value chain, which may be used to partially compensate for emissions associated with a product or activity.

Off-product claim: Any claim regarding Regenagri certification or content made outside the physical product label, e.g., in marketing materials, websites, or reports.

Primary data – Data collected directly from the product, process or site in question.

Public-facing substantiation: Documentation or evidence provided via QR code, weblink, or other accessible format to demonstrate accuracy and compliance of claims.

Secondary data - Data not collected directly but sourced from literature, databases, or industry averages.

Scope Certificate (SC) is an official document issued by an accredited Certification Body (CB) to an organization that has demonstrated compliance with the relevant certification standards. The SC outlines the scope of certification, including Certified Products, Production Stages, Facility Details, Certification Standards and Validity Period

Sector pathway: A holistic approach considering the entire agricultural sector to meet regenerative targets.

Transaction Certificate (TC) - confirms that the products being sold or shipped are certified and meet the requirements of the Regenagri Content standard and applicable Regenagri Chain of Custody Standard and that they come from a certified source.

Verification - Confirmation, through the review of objective evidence, that specified requirements related to Regenagri claims have been fulfilled. Verification activities are carried out by Certification Bodies (CBs) meeting the requirements of ISO17029.

Verification Statement: A formal written confirmation issued by a Regenagri-approved CB that a claim has been independently verified as accurate, substantiated, and compliant with Regenagri standards and applicable legislation.

Verifier: A Regenagri-approved Certification Body (CB), accredited to EN ISO/IEC 17029 (or equivalent).

IV. General Marketing Claims

1. General marketing claim requirements

1.1. Definition

General marketing claims are statements made by a licensed organisation about its ambitions towards regenerative agriculture, as outlined in Regenagri's License Agreement. Such claims demonstrate the organisation's dedication to adopting regenerative agricultural practices and/or promoting Regenagri certified products. When referring to a Regenagri certified product, general marketing claims are considered off-product claims, and the process requirements in Chapter VI shall be followed.

1.2. Requirements

- 1.2.1. An organisation seeking to make commitment claims shall hold an active license agreement with Regenagri.
- 1.2.2. Organisations making general marketing claims shall hold an active License Agreement with Regenagri, demonstrate adherence to Regenagri standards, and obtain written approval from Regenagri before public use.
- 1.2.3. If a general marketing claim contains an impact claim (i.e., any statement to consumers presenting environmental benefits or performance of a product, process, or organisation, as defined in Directive (EU) 2024/825), it shall be compliant with Section VII – Impact claims and verified by a Regenagri-approved CB, before public use. After verification, the CB shall issue a verification statement or equivalent evidence. The verification shall confirm accuracy, substantiation, and compliance with Regenagri standards and applicable legislation.
- 1.2.4. A clear, consumer-facing substantiation (e.g., weblink/QR) shall be provided wherever the claim appears. This substantiation shall state: (a) scope covered (organisation/product range/part), (b) validity period and verification date, and (c) data sources (e.g., Regenagri farm audits). For general marketing claims not containing impact claims concise evidence based on audits by Regenagri-approved CB is sufficient; a full life-cycle assessment is only required for claims that include impact elements.
- 1.2.5. The organisation shall focus on improvement – always frame Regenagri certification as part of an ongoing effort — avoid suggesting that achieving certification means the work is “done”.

1.2.6. What claims are not allowed:

- Generic Impact claims such as “eco-friendly,” “green,” or “biodegradable” shall not be used. Such statements may only be made only if the organisation can demonstrate measurable positive impact that is directly linked to the claim, supported by verified data from Regenagri audits and certification by a Regenagri-approved CB (as outlined in Section VII: Impact Claims).
- Offset-based climate claims implying neutrality or reduced footprint (e.g., “climate neutral”, “CO₂-neutral certified”) are prohibited if based on offsetting outside the product value chain.
- Making whole-product or whole-business claims when only a part is covered is not allowed.

1.2.7. In case of any changes in the claim, the organisation shall inform Regenagri in writing before being used or communicated publicly, and re-assessment and re-approval shall be conducted by Regenagri-approved CB.

1.2.8. If there are no changes to the claims, a re-assessment and re-approval shall be conducted by Regenagri-approved CB every 3 years.

1.2.9. The organisation using the claim shall keep all evidence for the claim’s approval for at least 5 years.

1.3. Examples of wording

- “Sourcing Regenagri certified (product or crop) is a key step on our journey towards better future.”
- “(Company/ Brand) aims to source product/ crop) from Regenagri certified farms.”
- “Land health/ Planet health is important to [company/brand]. That’s why we aim to source Regenagri certified (products/ crops).”
- “Land health/ Planet health is important to [company/brand]. That’s why we aim to source from farms who are Regenagri-certified.”

2. Application and approval processes

2.1. Application for approval of making marketing claims

Organisations willing to make general marketing claims, which do not include impact, or product/content claims, shall submit their request to Regenagri directly for review and approval. Where such claims relate to product certification or content claims, or impact claim, they shall comply with Section VI or VII, and approval shall be obtained through the Regenagri-approved CB, with supporting records and documentation provided (e.g., artwork files, scope certificates, and Transaction Certificates, Impact Certificates if applicable).

2.2. General Marketing claims approval

The Regenagri shall verify and approve the general marketing claims requested by the licensed organisation. Where the general marketing claim contains product or impact claim, the approval by Regenagri is conditional on receipt of a verification statement by Regenagri-approved CB. The approval shall be confirmed in writing to the applicant.

2.3. General Marketing claims use

Once Regenagri has provided written approval, the licensed organisation is permitted to use the general marketing claims exactly as they were originally submitted for approval.

2.4. Regenagri control

Regenagri keeps the right to monitor all marketing claims approved and interact with any decisions made. This may include changes or updates on the claims required to be done by the organisation after review and when there are circumstances that may affect the accuracy of the claims.

Regenagri conducts re-assessment and re-approval at least every 3 years.

V. Commitment Claims

1. Commitment claims requirements

1.1. Definition

Commitment claims are made by organisations to communicate goals and timelines in terms of sourcing Regenagri products and/or sourcing from Regenagri certified supply chains.

1.2. Requirements

- 1.2.1. An organisation seeking to make commitment claims shall hold an active license agreement with Regenagri.
- 1.2.2. Commitment claims shall be verified before publication by an independent, Regenagri-approved CB and shall be approved by Regenagri in writing.
- 1.2.3. Use language such as “an important milestone on our path toward regenerative practices” rather than implying that regenerative is a finished goal. This reinforces the idea of ongoing progress and helps set realistic expectations. Make sure every claim is backed by a clear, time-bound commitment to improvements within your own operations and supply chains.
- 1.2.4. Future-oriented claims conditions: If a claim references future performance (e.g., “net-zero by 2040”), it shall be supported by clear, objective, publicly available commitments and targets, set out in a detailed implementation plan (milestones, budget/resources, governance). The implementation plan shall be third-party verified by a Regenagri-approved CB at least every 3 years, with annual progress reviews. The targets and commitments shall be based on a set of criteria (listed in Annex I of this document). Their implementation should be addressed in two pathways: the sector pathway and the commodity pathway. Regenagri encourages the use of the sector pathway, as regenerative agriculture requires a holistic approach in which the farm as a whole, with past and future crop rotations, is within its scope.
- 1.2.5. Commitment claims shall be set diligently and transparently, in accordance with the relevant target settings for the agricultural sector.
- 1.2.6. Any exclusions from scope (e.g., certain supply chain stages) shall be clearly disclosed.
- 1.2.7. Offset-based climate claims implying neutrality or reduced footprint (e.g., “climate neutral”, “CO₂-neutral certified”) are prohibited if based on offsetting outside the product value chain.
- 1.2.8. If the commitment relies in part on offsets (as defined in Regenagri Carbon standard and Regenagri Insetting standard), the offset component shall be declared separately in % terms and excluded from real reduction or insetting figures.

- 1.2.9. Claims can be communicated via websites, marketing materials, sustainability reports, or through accessible QR codes and weblinks.
- 1.2.10. Commitment claims shall include baseline data, reference year, methodology, implementation plan, milestones, monitoring cadence, and a link to the independent verification statement. The public substantiation shall clearly state:
- Whether the claim covers the entire organisation, product range, or only specific parts.
 - The methodology used, including data sources (primary/secondary), assumptions, and significant exclusions.
 - The period the claim is valid for and the date of the underlying verification.
- 1.2.11. In case of any changes in the claim, the organisation shall inform Regenagri in writing before being used or communicated publicly, and re-assessment and re-approval shall be conducted by Regenagri.
- 1.2.12. If no changes in the claims, a re-assessment and re-approval shall be conducted by Regenagri every 3 years.
- 1.2.13. The organisation using the claim shall keep all evidence for the claim's approval for at least 5 years.
- 1.3. Examples of wording
- Sourcing of products: Company supports regenerative farming practices and is committed to sourcing (goal%) of its (cotton or other product) from Regenagri certified sources by (year).
 - Sourcing from the supply chain - "Company is committed to achieving (goal%) of its garment suppliers Regenagri certification by (year)."
 - "(Company/ Brand) sources (product/ crop) from Regenagri certified farms to support our commitment by (year) to reinforce planet or land health".
 - Land health/ Planet health is important to [company/brand]. That's why we commit by (year) to (goal%) of our (product/ crop) from Regenagri certified sources.

2. Application and approval processes

2.1. Application for approval for making commitment claims

An organisation seeking to make commitment claims shall submit its request, together with supporting records and documentation, including artwork files, Regenagri scope certificates, and Transaction Certificates (if applicable), to the Regenagri-approved CB.

2.2. Commitment claims approval

The Regenagri shall verify and approve the commitment claims requested by the licensed organisation. Approval by Regenagri is conditional on receipt of a verification statement by Regenagri-approved CB. The approval shall be confirmed in writing to the applicant.

2.3. Commitment claims use

Once Regenagri has provided written approval, the licensed organisation is permitted to use the commitment claims exactly as they were originally submitted for approval.

2.4. Regenagri control

Regenagri keeps the right to monitor all commitment claims approved and interact with any decisions it makes.

Regenagri conduct re-assessment and re-approval at least every 3 years.

2.5. Commitment to report

The organisation shall report annually on progress against milestones as part of the audit process and publish the verifier's periodic progress findings, ensuring consumers can access the latest status. Consider clarifying that for claims with annual reporting, the review or verification by the Regenagri-approved CB should also occur at least annually, or that the CB reviews the progress reports annually while a full re-verification is done every 3 years.

VI. Product Claims

Product claims are used to communicate the Regenagri certification of products and/or organisations, or to confirm the Regenagri content in products. Regenagri recognises two types of claims: content claims and certification claims.

1. Product claims requirements

1.1. Content claims

1.1.1. Definition

Content claims are made to communicate the Regenagri content within the products.

1.1.2. Requirements

- 1.1.2.1. An organisation seeking to make content claims shall have an active License Agreement with Regenagri or be certified under Regenagri programme.
- 1.1.2.2. Brand owners and retailers are not required to be certified to make claims. Brand owners and retailers shall, however, have a current License Agreement with Regenagri.
- 1.1.2.3. The content claims shall be approved by the Regenagri-approved CB in writing prior to being used.
- 1.1.2.4. The content claims shall be proven by a Regenagri Transaction Certificate (confirming the content of Regenagri materials).
- 1.1.2.5. The claims shall include the Regenagri trademark (not the certification Regenagri logo) and shall meet the requirements set in the Regenagri Logo Guide.
- 1.1.2.6. Content claims cannot include the Regenagri certification logo.
- 1.1.2.7. Exact % Regenagri content, product composition, and whether % refers to weight, volume, or other metric shall be made part of the content claim.
- 1.1.2.8. Any exclusions from claim scope (e.g., packaging materials) shall be clearly disclosed.
- 1.1.2.9. Products eligible for being claimed as containing Regenagari material are product that contain minimum 5% Regenagri certified material.
- 1.1.2.10. Applicable to textile only: Where a product consists of both Regenagri certified materials and non-certified materials, the entire product shall not be claimed as Regenagri certified. However, component-based claims are permitted. In such cases, only the certified component (e.g., shell fabric made of Regenagri cotton) may be identified and claimed under Regenagri, provided that the certified component is clearly distinguished from non-

certified parts. Such component claims shall be reflected in the Scope Certificate (refer to RegenagriCS) or TCs (refer to RegenagriCS), in line with Regenagri Chain of Custody requirements. Misleading or whole-product claims are strictly prohibited.

- 1.1.2.11. The organisation shall provide public-facing substantiation, e.g., through accessible QR codes, weblinks, clear documentation for consumers or reports.

1.1.3. Examples of wording

- “This product is made with % Regenagri “NAME OF MATERIAL.”
- “This product contains % of Regenagri “NAME OF MATERIAL.”

Alternative wording may be used upon written approval by Regenagri.

1.2. Certification claims

1.2.1. Definition

Certification claims are those that communicate the certification status of an organisation or products and materials included in the Regenagri scope certificate.

Off-product certification claims are claims in marketing, sales material, e-commerce, and similar materials, where a specific claim is made on the certification status of products in the offering of the company.

1.2.2. Requirements

- 1.2.2.1. An organisation seeking to make product certification claims shall hold an active Regenagri certificate and products being claimed shall be included in the scope of the Regenagri certification.
- 1.2.2.2. Brand owners and retailers are not required to be certified to make claims. Brand owners and retailers shall, however, have a current License Agreement with Regenagri
- 1.2.2.3. The product certification claims shall be approved by the Regenagri-approved CB in writing prior to being used or communicated publicly.
- 1.2.2.4. The product certification claims shall include the Regenagri certification logo, certificate number and shall meet the requirements set in the Regenagri Logo Guide and product-specific Chain of Custody standard.
- 1.2.2.5. No “legal-compliance” boasting – Do not present features required by law for all products in the category (e.g., “free from [substance]” where already legally banned) as a distinctive benefit.

- 1.2.2.6. Certification claims shall be accompanied by public substantiation (such as e-commerce, sales materials, through accessible QR codes, weblinks, clear documentation for consumers or reports etc.) detailing the SC number and the CB name issuing the SC, and date of validity.

1.2.3. Examples of wording

- “Our (product or crop) is 100% Regenagri-certified.”
- “By choosing Regenagri certified (product or crop), you chose products regeneratively grown.”

2. Application and approval processes

2.1. Application for approval of product claims

An organisation seeking to make product claims shall submit its request, together with supporting records and documentation, including artwork files, Regenagri scope certificates, and Transaction Certificates (if applicable), to the Regenagri-approved CB.

Applicable to Brands only: Brands seeking to make product claims and who do not hold SC shall submit requests, together with the supporting documentation, to Regenagri

2.2. Product claims approval

The Regenagri-approved CB shall verify and approve the product claims requested by the licensed organisation. For claims made by brand owners, the approval shall be granted by Regenagri. The approval shall be confirmed in writing to the applicant.

2.3. Product claims use

Once the Regenagri-approved CB has provided written approval, the licensed organisation is permitted to use the product claims exactly as they were originally submitted for approval.

2.4. Regenagri control

Regenagri keeps the right to monitor all product claims approved and interact with any decisions it makes.

VII. Impact Claims

1. Impact claims requirements

1.1. Definition

A statement, symbol, label, or representation made by an organisation participating in Regenagri programme that communicates the positive or reduced environmental impact objectives and/or the impact achieved through the implementation of Regenagri practices.

1.2. Requirements

- 1.2.1. An organisation seeking to make impact claims shall hold an active License Agreement with Regenagri and ensure that all requirements of the Regenagri Insetting Standard are met.
- 1.2.2. All impact claims shall be formally approved in writing by Regenagri prior to public use. Approval is conditional on verification by an independent, Regenagri-approved CB, which shall issue a verification/approval statement confirming compliance.
- 1.2.3. All claims shall clearly state the period covered and the date of verification.
- 1.2.4. Any impact claim that compares products, services, or organisations (e.g., “better than,” “lower footprint than”) shall:
 - Use the same functional unit, system boundaries, and significant impact or environmental aspects for both the claimed product and the comparator.
 - Be substantiated using equivalent methodologies (same ISO standards, same data quality), with clear explanation of methodology, assumptions, data sources (primary/secondary), and significant exclusions.
 - Clearly state the scope (entire organisation, product range, or specific parts), baseline/reference scenario, and validity period, including verification date.
 - Use clear, non-technical language for the basis of comparison.
 - Not imply general environmental superiority if the comparison is limited to a single aspect.
- 1.2.5. A formal LCA (e.g., ISO 14040/44 compliant) is required when:
 - The claim covers multiple life cycle stages (e.g., farm, transport, processing, packaging, retail).
 - The claim implies overall environmental or impact superiority.
 - The claim is comparative with other products or baselines.
 - The claimed impact is influenced by multiple stages, not just one.

- 1.2.6. Regenagri discourages offsets and related claims. Where used, offsets shall be declared separately from real reduction or insetting claims, disclosed as a percentage, and not included in the main reduction figures without clear separation. Impact claims shall avoid misleading implications of overall superiority or carbon neutrality.
- 1.2.7. Impact claims can be shared via websites, products, marketing collateral, and sustainability reports. Regenagri will verify that such claims comply with Regenagri Claims requirements and applicable legislation.
- 1.2.8. All impact claims shall be substantiated. Substantiation shall be based on up to date, verified data from the latest third-party audit and verification conducted by Regenagri-approved CB. Substantiation shall follow main principles of Article 3 of the proposed EU (European Union) Green Claim Directive ([Green Claims – European Commission \(europa.eu\)](#)) shall be implied clearly state:
- Claim scope and boundaries (lifecycle stages covered).
 - Functional unit, methodology, and ISO references.
 - Baseline/reference scenario and year.
 - Data sources and quality assessment.
 - Declared exclusions and their potential effect on results.
 - Verification date and claim validity.
- 1.2.9. The validity of any impact claim is limited to a maximum of 12 months from the date of approval granted by Regenagri, based on issuance of the related Impact Certificate and Regenagri audit report.
- 1.2.10. To continue using an existing claim beyond its validity period, the licensed organisation shall:
- Undergo re-assessment and re-approval by Regenagri-approved CB, and registration by Regenagri.
 - Update the claim with current, verified data, and obtain a renewed Impact Certificate or other relevant confirmation.
- 1.2.11. If underlying data, scope, or methodology changes materially within the 12-month period, the claim shall be:
- Withdrawn immediately, or
 - Updated and re-substantiated with verification before further use.
- 1.2.12. Regenagri reserves the right to suspend or revoke any claim that is outdated, expired, or materially inaccurate.

1.2.13. The organisation using the claim shall retain all evidence supporting claim approval for at least 5 years.

1.3. Examples of wording

- Product-oriented: “This (product) is made through regenerative farming achieving X reduction in GHG/ X reduction in water usage for the last 3 years compared to the baseline (2020-2023). Verified by [CB name].”
- Company oriented: “Through the implementation of Regenagri on (specify scope), (specify period), our cotton has been produced with X reduction in GHG/ X reduction in water usage. Verified by [CB name].”
- “Compared to our 2020 baseline, our farm-gate GHG emissions per kg of raw cotton have decreased by 25%. Verified by [CB name].”
- “Compared to our 2020 baseline, our farm-gate GHG emissions per tonne of raw wool have decreased by 18%. Verified by [CB name], data covers on-farm operations only.”
- “Since 2019, our soil organic carbon (SOC) levels have increased by 22% across our certified farms, verified by annual soil sampling and third-party audit [CB name]. Farm gate only.”
- “Our transition to regenerative farming has improved soil water holding capacity by 15% since 2020, compared to baseline measurements. Verified by [CB name].”
- “Over three years (2020–2023), our cotton lint production has used 25% less irrigation water per kg compared to our 2020 regional average. Farm gate, verified by [CB name].”
- “This batch of raw cotton was grown with 40% less freshwater abstraction than our 2019 average, verified through annual audit by [CB name]. Farm-level only.”
- “Our regenerative farm plots have seen a 30% increase in pollinator species richness compared to our 2021 baseline. Verified by [CB name], on-farm biodiversity survey.”
- “Over two years, our hedgerow expansion project has increased habitat diversity by 45% compared to pre-project conditions. Verified by [CB name].”
- “Our orchard agroforestry system has sequestered 15 tonnes CO₂eq per hectare more than our pre-project baseline (2021 baseline). Verified by [CB name].”
- “Through soil carbon stock increases, this supply chain has inset 500 tonnes CO₂eq compared to business-as-usual farming. Verified by [CB name].”

2. Application and approval processes

2.1. Application for approval of making impact claims

An organisation seeking to make impact claims shall submit its request, together with supporting records and documentation, including artwork files, Regenagri scope certificates, Impact Certificate and Transaction Certificates (if applicable), to the Regenagri-approved CB.

2.2. Impact claims approval

The Regenagri shall verify and approve the impact claims requested by the licensed organisation. Approval by Regenagri is conditional on receipt of a verification statement by Regenagri-approved CB. The approval shall be confirmed in writing to the applicant.

2.3. Impact claims use

Once Regenagri has provided written approval, based on a Verification Statement issued by a Regenagri-approved CB, the licensed organisation is permitted to use the Impact Claims exactly as submitted. Any use of the Impact Claim is contingent on a current Verification Statement and Impact Certificate. If underlying data or methodology changes materially, the claim shall be updated and re-substantiated through verification by a Regenagri-approved CB before further use.

2.4. Regenagri control

Regenagri keeps the right to monitor all impact claims approved and interact with any decisions it makes.


Annex I – Targets & Commitments Criteria

1. **Ambition:** Targets shall align with the level of decarbonisation required to keep global temperature increases to a maximum of 1.5°C above pre-industrial temperatures, consistent with the Paris Agreement. This usually means achieving net-zero emissions by 2050 at the latest.
2. **Scope and coverage:**
 - 2.1. **Scope 1 and 2 targets:** All direct emissions from owned or controlled sources (Scope 1) and indirect emissions from the generation of purchased electricity, steam, heating, and cooling consumed by the reporting company (Scope 2) shall be included.
 - 2.2. **Scope 3 targets:** If Scope 3 emissions cover more than 40% of a company's total emissions, setting a Scope 3 target is required.
3. **Time frame:** The targets shall cover a minimum of five years and a maximum of 15 years from the date the target is submitted.
4. **Data quality:** Companies shall use acceptable greenhouse gas (GHG) emissions calculation methods, adhere to the GHG Protocol, and ensure quality data collection and reporting.
5. **Disclosure:** Regular public disclosure of emissions and progress towards targets is required, typically through Impact reports and certificates or submissions to platforms such as CDP (formerly the Carbon Disclosure Project).
6. **Target validation:** Companies shall submit their targets for official validation to third parties such as Science Based Targets Initiative (SBTi) or other authorised bodies to ensure alignment with its criteria.
7. **Recalculation:** Targets should be recalculated and resubmitted for validation if there are significant changes in the business, such as mergers, acquisitions, or divestitures, or if there is a significant change in the base year emissions data.
8. **Disclosures shall be made publicly accessible in a format that can be uploaded to national or EU environmental claim registries**

Annex II – References

Directive (EU) 2024/825 (amended UCPD) — bans generic environmental claims without recognised excellence, offset-based neutrality claims, and conditions future performance claims with public plans and independent third-party verification. (*EUR-Lex*: <https://eur-lex.europa.eu/eli/dir/2024/825/oj>).

Green Claims Directive (proposal) — requires pre-use checking of environmental claims by an independent, accredited verifier; Council texts reference EN ISO/IEC 17029 for verifier accreditation. (*Council text*: <https://data.consilium.europa.eu/doc/document/ST-16807-2023-INIT/en/pdf>).



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