

# **amfori Member Toolkit Guidelines**

October 2024



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# Introduction

Promoting your amfori membership is a **powerful way to demonstrate your commitment** to building a more sustainable and responsible supply chain to consumers, business partners and society.

These guidelines offer an overview of the promotional materials, boilerplates, and copy blocks, along with instructions on their correct and incorrect usage.

## Questions or assistance:

If you have any questions or need assistance, please contact our membership team at [info@amfori.org](mailto:info@amfori.org).

# Chapter 1: Member boilerplates

**For whom:** amfori members with an active membership.

**What:** The membership boilerplate is a combination of the amfori logo with standard copy lines. It can be used by companies that are members of amfori and would like to inform their consumers and stakeholders of their amfori membership – across online and offline communication channels. The member boilerplate is provided in English and should only be used in its original form.

## Objective:

- For members: inform consumers and stakeholders that they are a member of amfori.
- For amfori: increase awareness of our brand, through increased visibility in our members' communication.

## Options:

- **amfori and products:** we have developed several options for amfori members to promote their membership, including a general highlight of their membership and product-specific to showcase the active use of specific products.
- **Format:** we offer both short and extended versions, as well as landscape and portrait orientations.

## 1.1. Short version

Landscape

Portrait



## 1.2. Extended version



## 1.3. Proud to be and amfori member



## 1.4. Extended version – Product focused

### amfori BSCI



**We are a member of amfori**  
We act for a more sustainable supply chain  
with amfori BSCI



**We are a member of amfori**  
We act for a more sustainable  
supply chain with amfori BSCI

### amfori BEPI



**We are a member of amfori**  
We act for a more sustainable supply chain  
with amfori BEPI



**We are a member of amfori**  
We act for a more sustainable  
supply chain with amfori BEPI

### amfori BSCI and amfori BEPI




**We are a member of amfori**  
We act for a more sustainable supply chain  
with amfori BSCI and amfori BEPI



**We are a member of amfori**  
We act for a more sustainable  
supply chain with amfori BSCI  
and amfori BEPI

**amfori Speak for Change**

**amfori**   
Trade with purpose


**We are a member of amfori**  
We act for a more sustainable supply chain  
with amfori Speak for Change

**amfori**   
Trade with purpose

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**We are a member of amfori**  
We act for a more sustainable  
supply chain with amfori  
Speak for Change

**amfori QMI**

**amfori**   
Trade with purpose

**We are a member of amfori**  
We act for a more sustainable supply chain  
with amfori QMI

**amfori**   
Trade with purpose

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**We are a member of amfori**  
We act for a more sustainable  
supply chain with amfori QMI

## 1.5. Accompanying copy blocks

**What:** Predefined, standard copy blocks that members can use in combination with the membership boilerplate.

**Language versions:** Members have the option to translate the copy blocks into their own or preferred language.

For whom	Copy block
<p><b>amfori members who want to highlight their amfori membership</b></p>	<p>Member of amfori since XXXX.</p> <p>amfori is a global business association driving sustainable trade and supporting our ESG due diligence efforts to improve the Environmental, Social, and Governance performance of our supply chain. Being a member of amfori shows that we act for a more sustainable supply chain.</p> <p>amfori leverages decades of expertise and close collaboration with more than 2400 member companies as well as auditing companies, suppliers, producers, factories, and other stakeholders such as policymakers. Representing a diverse array of industries in over 50 countries, that cover trade streams in over 100 countries, amfori continues to have a positive impact on fostering sustainable trade.</p>
<p><b>amfori members who want to highlight their active use of amfori BSCI</b></p>	<p>We make use of amfori BSCI.</p> <p>amfori BSCI (Business Social Compliance Initiative) is a comprehensive programme designed to identify, assess, and mitigate social risks within supply chains.</p> <p>amfori BSCI enables us to exercise ESG due diligence, enhance transparency, and address significant violations of working conditions within international labour rights frameworks.</p>
<p><b>amfori members who want to highlight their active use of amfori BEPI</b></p>	<p>We make use of amfori BEPI.</p> <p>amfori BEPI (Business Environmental Performance Initiative) is a comprehensive programme designed to identify, assess and mitigate environmental risks within our supply chain.</p> <p>amfori BEPI enables us to exercise ESG due diligence, enhance transparency, and manage environmental impacts more effectively. We can prioritise risks, address them more efficiently, and continuously improve the environmental performance of our supply chain.</p>
<p><b>amfori members who want to highlight their active use of amfori Speak for Change</b></p>	<p>We make use of amfori Speak for Change.</p> <p>amfori Speak for Change is a supply chain grievance mechanism set up to receive and address complaints to help workers, communities, rightsholders and their representatives access remedy if they have been negatively impacted in our supply chain.</p>
<p><b>amfori members who want to highlight their active use of amfori QMI</b></p>	<p>We make use of amfori QMI.</p> <p>amfori Quality Management Initiative (QMI) is a programme helping us to assess current and potential new business partners' Quality Management capabilities and procedures.</p>

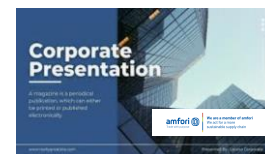
# Chapter 2: How to use the boilerplate

## 2.1. Communication

The amfori boilerplate, and other explanatory information about amfori (if any), may be used in the **communication** about the company and/or its efforts with regard to open trade and sustainability, but not in communication linked to a specific product(s) or service(s).

Examples are:

- **Corporate websites:** in particular on a dedicated page on sustainability, compliance, or memberships to (trade or other) associations.  
Link the boilerplate to the amfori website ([www.amfori.org](http://www.amfori.org)).
- **Corporate reports:** in particular the (annual) corporate responsibility report, the (annual) corporate sustainability report and/or the (annual) activity report
- **Company page on social media:** this should only be secondary to the primary use of the member's own corporate logos when indicating amfori membership.
- **Company brochures:** e.g., in a section “How our company contributes to a better world.”
- **Corporate presentations:** e.g., a presentation at a convention on company efforts for sustainable supply chain.
- **Fairs and exhibitions:** amfori members may also use the boilerplate on roll ups or backdrops.
- **Submission for a public tender:** e.g., in the section on efforts in terms of sustainability especially if the tendering public body has requested information on sustainability efforts of the enterprise.



# Chapter 3: How to use the boilerplate

For information purposes and to clarify the principles and guidance, below we provide some examples of what not to do. Please note, these are only examples, and the list is not exhaustive.

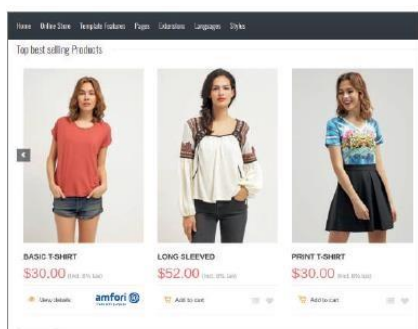
## 3.1. The principles

The amfori boilerplate must be used as provided and should not be altered. **The amfori logo should not be used on its own.**

amfori members should **not** use the boilerplate nor the logo:

- to indicate any kind of certification or endorsement (by amfori or otherwise) of any product or service
- to indicate that amfori has officially approved or is connected with any product or service
- to show any kind of relationship with amfori aside from those permitted

## 3.2. Do not use the boilerplate near product information



*Example: You should not use the amfori logo nor the boilerplate on an e-commerce website in such a way that it is, or appears to be, linked to a specific product or product line.*

*Example: Do not use the amfori logo in the “footer” on e-commerce website, as that footer is visible on all pages and may suggest an endorsement by amfori of the products.*

### 3.3. Do not use the boilerplate on packaging



*Example: You should not use the boilerplate nor the amfori logo on any food wrapping.*



*Example: You should not use the boilerplate nor the amfori logo on shoe boxes.*



*Example: You should not use the boilerplate nor the amfori logo on shipping boxes used to deliver your products to customers.*



### 3.4. Do not use the boilerplate as a certification

*Example: You should not use the amfori logo nor the boilerplate to create a ribbon that seems to indicate amfori is a certification body. It is not a certification body and such logo use is not permitted.*



### 3.5. Do not use the boilerplate on a product label



*Example: You should not use the boilerplate nor the amfori logo on a label attached to clothing or other textiles.*



*Example: You should not use the boilerplate nor the amfori logo on the label of beverages.*



### 3.6. Do not refer to FTA

amfori members should not refer to the old name of amfori, the Foreign Trade Association or the FTA, unless in the single exception to indicate or explain that amfori was formerly known as the Foreign Trade Association or the FTA.

### 3.7. Do not use old logos

amfori members must not use old logos, such as:



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[amfori.org](http://amfori.org)

