

The background features a large purple circle on the left side, partially overlapping a yellow circle. Below these, there is a yellow shape that resembles a stylized 'L' or a thick horizontal line with a curved end. The text is positioned on the right side, overlapping the purple circle and the yellow shape.

# Communications and claims

# 9 Communications and Public Statements

Becoming certified under the Hydropower Sustainability Standard is how hydropower projects publicly, and credibly, demonstrate their compliance with environmental, social and governance performance requirements.

Communication of a Project's Certification helps to build wider awareness, understanding and confidence among stakeholders – including local communities, regulators, investors and the media – about how the Project has achieved good and best practices in sustainability.

It is recommended that Project Proponents widely communicate the Certification status of each Project in a wide variety of communications, including annual reports and sustainability reports, public statements and speeches, printed publications, marketing materials, audio-visual media and other relevant documentation, in accordance with strict usage criteria outlined below.

## 9.1 Communications upon certification

Achieving Certification against the HS Standard means Project Proponents can disseminate the results of the assessment and make public statements about the Certification status of their Project. As Certification applies to the Project and not the Project Proponent however, any claim must specifically refer to the Project.

Once Certification has been achieved, Project Proponents are granted copyright permission to use and display the official 'Hydropower Sustainability Standard' Label in their printed and digital communications. For example, a Project Proponent can use the Label or Logo on their website, in an email, or in a report, but only under the proviso that the specific webpage/email/report page directly mentions the certified Project.

Wherever possible, communications and public statements must refer to the life cycle stage (i.e. Preparation, Implementation and Operation) at which the Project was assessed. The full version of the Certification Label provided below, displaying the project name, stage and date of certification, should be displayed, with the smaller version above used only where this is not feasible due to space limitations.

### Logo



The Logo of the Hydropower Sustainability Standard, the rating and certification system for hydropower.

It can be used by a Project Proponent to show its support and acceptance of the Hydropower Sustainability Standard.

### Label



The Label of Certified Sustainable Hydropower, the badge that confirms a hydropower project's certification status.

It is used by a Project Proponent to demonstrate the compliance of a specific project with the Hydropower Sustainability Standard.

## 9.2 Communications prior to certification

While under no obligation to do so, Project Proponents are encouraged to communicate and state publicly their intention to seek Certification for their Projects. Importantly, however, no claim can be made about Certification status prior to it being formally awarded to the Project by the HS Council.

Projects being assessed as part of the process of seeking certification are able to communicate that they are in an assessment process, but this should in no way imply that Certification is pending. A project that has been assessed and does not meet the minimum requirements for HS Certification will be noted as “Seeking Certification” on the HS website for a period of 12 months. Projects listed as “Seeking Certification” are not able to make any claims until they have achieved “Certified” status. More information on “Seeking Certification” is provided in Section 3.4.

## 9.3 Communications after certification period

Certification is time limited and, as such, any claims about the project’s sustainability and Certification status are also time limited. If the Certification has lapsed, Project Proponents must ensure that any claims about the project’s sustainability do not appear to suggest that the Certification status is current and active.

Project Proponents can still communicate that their Project previously achieved Certification and can display the original Certification Label in relevant documentation, provided the original (lapsed) date of certification is clearly visible. Where a Project’s Certification Status has lapsed, language should adopt the past tense: (i.e. The Project was Certified) and must not use present tense (i.e. The Project is Certified).

The following table sets out the rules and supporting guidance for the types of claims that can be made regarding HS Certification. Project Proponents should refer to this table when making HS-related claims. It is publicly available to assist other stakeholders in their understanding of HS-related claims. Any modifications to the below claims would require approval from the HS Secretariat.

Certification status	Allowable statements/claims
 <p><b>Hydropower Sustainability Standard</b></p> <p><b>CERTIFIED</b> Project: Lorem Ipsum Stage: Preparation Date: January 2023</p>	<p>[Project Name] is certified under the Hydropower Sustainability Standard, a labelling scheme governed by the Hydropower Sustainability Council. This certification was awarded following an independent assessment during its [Life Cycle Stage].</p> <p>[Project Name] has been independently assessed and certified against the Hydropower Sustainability Standard for the [Life Cycle Stage].</p> <p>[Project Proponent] has had their commitment to sustainability recognised by the Hydropower Sustainability Council, with [Project Name] awarded certification against the Hydropower Sustainability Standard in [Month Year].</p> <p>[Project Name] was previously Certified under the Hydropower Sustainability Standard. This certification was awarded following an independent assessment during its [Life Cycle Stage] in [Month Year].</p>
 <p><b>Hydropower Sustainability Standard</b></p> <p><b>SILVER</b> Project: Lorem Ipsum Stage: Preparation Date: January 2023</p>	<p>[Project Name] has Silver certification under the Hydropower Sustainability Standard, a certification and labelling scheme governed by the Hydropower Sustainability Council.</p> <p>[Project Name] met all the minimum requirements of the Hydropower Sustainability Standard as well as 30 per cent of the advanced requirements.</p> <p>[Project Proponent] has had their commitment to sustainability recognised by the Hydropower Sustainability Council, with [Project Name] awarded Gold certification under the Hydropower Sustainability Standard in [Month Year] following an independent assessment of its [Life Cycle Stage].</p> <p>[Project Name] was previously Certified as Silver under the Hydropower Sustainability Standard. This certification was awarded following an independent assessment during its [Life Cycle Stage] in [Month Year].</p>
 <p><b>Hydropower Sustainability Standard</b></p> <p><b>GOLD</b> Project: Lorem Ipsum Stage: Preparation Date: January 2023</p>	<p>[Project Name] has Gold certification under the Hydropower Sustainability Standard, a certification and labelling scheme governed by the Hydropower Sustainability Council.</p> <p>[Project Name] met all the minimum requirements of the Hydropower Sustainability Standard as well as 60 per cent of the advanced requirements.</p> <p>[Project Proponent] has had their commitment to sustainability recognised by the Hydropower Sustainability Council, with [Project Name] awarded Silver certification under the Hydropower Sustainability Standard in [Month Year] following an independent assessment of its [Life Cycle Stage].</p> <p>[Project Name] was previously Certified as Gold under the Hydropower Sustainability Standard. This certification was awarded following an independent assessment during its [Life Cycle Stage] in [Month Year].</p>

## 9.4 Label usage guidelines

### Seeking permission

Any organisation seeking to use the Hydropower Sustainability Standard logo or label must seek the permission of the Hydropower Sustainability Secretariat by emailing [sustainability@hydropower.org](mailto:sustainability@hydropower.org).

### Exclusion zone

There is a defined exclusion zone that ensures there is adequate spacing around our label. No elements should intrude into the specified clear space. The exclusion zone is indicated on the label below, and is calculated by taking the wheel from the logo and reducing the size to 25 per cent, allowing that space on all sides of the logo.



Please observe the exclusion zone when positioning the logo on the edge of a page or when combining it with other graphic elements.

### Minimum size

The minimum size the logo should be used at is 55mm in print and 280px on screen.

### Colour variations

There are two colour options of the logo and labels. The main colour for use on white or light backgrounds and a 'white out' option for darker backgrounds as seen below.



## Label misuse

Below are some common mistakes that you should avoid when using the Hydropower Sustainability Standard label.

	<p><b>Pixelated or low quality</b></p> <p>Make sure your logo file is big enough to fit the document you are working on and don't download the Standard Label from the Internet. The communications team can provide you with the correct sized file.</p>
	<p><b>Changing the text</b></p> <p>For the label, Hydropower Sustainability Standard, project name, stage, date and certified level are the only text to appear as part of the logo.</p>
	<p><b>Removing project information</b></p> <p>Label should always be accompanied by the project details: the name, stage of which it was assessed and certification date.</p>
	<p><b>Stretching or squashing</b></p> <p>The dimensions of the label should always remain relative. Please do not squash or stretch the logo to fit it into a document.</p>
	<p><b>Changing the font</b></p> <p>The fonts in the label should never be changed. If you are having trouble with fonts, or with the logo file, the communications team will be able to help.</p>
	<p><b>Reversing or changing the colours</b></p> <p>The colours in the label should never be changed. If you are having trouble with colours, or with the logo file, the communications team will be able to help.</p>