

NOTE: The Dutch Advertising Code Section B: Code for Environmental Advertising.
<http://www.gregsregs.com/downloads/DACEnvironmentCode.pdf>

Explanation of Article 7. The debate on environmental hallmarks, designations and symbols is presently in full swing. Hallmarks issued by recognised institutions (which satisfy for example the requirements of the Council for Certification) could constitute important evidential material in demonstrating the correctness of an environmental claim. In this article the possibility is left open that entrepreneurs (companies) introduce and use their own environmental symbols and the like. The symbols shall, however, comply with two criteria: the origin shall be clear and confusion about the meaning of the symbols shall be excluded. The origin of the symbols can be made clear by mention thereof in the advertisement or by the use of a generally known symbol. The meaning of the symbol shall be clarified by the advertisement itself or otherwise by generally accessible information.