



Connected  
by Coffee



**CONNECT**

## HACOFCO GROUP SUSTAINABILITY PROGRAM

# CONNECT CLAIMS POLICY & PROCEDURES

*Hamburg Coffee Company (Hacofco) imports green coffee from all over the world, with a focus on establishing direct and long-term relationships with producers and clients. Located in Hamburg, Germany, HACOFCO has been trading high-quality Arabica and Robusta coffee for over 30 years.*

*Hacofco developed CONNECT as an in-house sustainability standard which verifies compliance through second-party audits of its coffee suppliers against relevant criteria in economic, social, agronomic, and environmental sustainability with a focus on continuous improvement.*

*This document supports the governance and implementation of the program by further defining the processes for assurance providers, verified producers and coffee buyers as laid out in the CONNECT Sustainability Guide Version 1.3 and the CONNECT Verification Protocol Version 1.1.*

### CLAIMS AND LOGO USE

The use of claims relating to CONNECT as well as the use of the logo are eligible for all stakeholders involved in the program but are subject to prior approval by Hacofco and shall adhere to the following policies and procedures.

For any uses of logos and claims or questions that are not covered by the following section in this document, please contact the Hacofco sustainability department directly before implementing any further steps.

The following groups may use the logo and claims:

- Producers who are verified under the CONNECT program
- Suppliers who manage CONNECT verified supply chains and sell verified coffee
- Certification Bodies that provide audits for CONNECT
- Clients/brands that buy of CONNECT verified coffee
- Other relevant stakeholders such as press or academia

### Prerequisites:

- Suppliers must hold an active verification
- Claims must be clear, specific and based on evidence
- All claims and uses of the CONNECT logo are subject to prior approval

Hacofco's clients that purchase CONNECT verified coffee and/or invest in projects or CONNECT clusters may publish claims related to their efforts and use the logo.

To validate claims regarding volumes of CONNECT verified coffee purchased, Hacofco keeps an updated list of CONNECT clients, the supply chain information and volumes sourced as CONNECT

verified. Claims relating to specific projects and initiatives are verified against data collected in the Monitoring and Evaluation system by Hacofco.

In cases of misuse of Hacofco claims and/or logo, Hacofco holds the right to request immediate remedial action from the party involved. If non-compliance is not remediated adequately or in due time, Hacofco holds the right to suspend the CONNECT verification status.

In the case of an unapproved use of the CONNECT logo, Hacofco holds the right to withdraw the verification immediately. Any costs associated with this must be carried by the program member.

Hacofco's clients may use the logo during the period that they are part of the program, if any material is developed after their support to the program ended it must be mentioned the period when they supported the program.

after their support to the program is confirmed through a verified coffee sales contract or an agreement to support a specific CONNECT project is signed.

Use of the CONNECT logo and claims should adhere to all relevant legislations in the local context. Any program member is responsible for being aware and adhering to local laws and regulations. Hacofco is not liable for any fines or repercussions that might occur

### 1.1. Use of CONNECT Logo

The CONNECT logo may be used in publications following Hacofco's guidelines outlined above, but **MAY NOT** be used on packaging or final products facing consumers.

The logo design shall not be changed or used in different colors that are not provided by Hacofco.



Figure 1: CONNECT Logo colors: Green (HEX1B433E), white, black

Producers and suppliers may use the CONNECT logo on green coffee bags. The IMS Provider is responsible for ensuring that farmers in their group adhere to the requirements laid out in this document.

The use of the CONNECT logo is free of charge.

### **1.2. Use of CONNECT claims**

Clients supporting the program as well as verified suppliers and other stakeholders involved may refer to the program and use the name in marketing and communications adhering to the following guidelines. A draft shall be shared with Hacofco for review and approval.

- Text claims may include information about the program in general, compliance with Hacofco's sustainability standard, or reference data from a specific project.
- Claims must not be misleading and must be based on the specific role of the stakeholder and only refer to criteria covered under the CONNECT standard.
- Claims shall be clear and as specific as possible about the level of participation in the program, e.g. period of participation, location of project or origin of verified coffee.
- Claims shall mention that CONNECT is Hacofco's Sustainability Program
- Claims shall be based on verifiable data which coincides with information gathered by the monitoring and evaluation system.
- The link to Hacofco's website should be added to the publication referring to CONNECT: <https://hacofco.com/en/sustainability>
- Text claims should always refer to the coffee from a supply chain participating in the program as "Verified Coffee" NOT as "Certified Coffee".
- Claims shall be formulated on the basis of the information available in this document, the Verification Protocol and the Sustainability Guide.
- When adding specific information about the verification process of Hacofco's Sustainability Standard it must be mentioned that a second party assurance model is implemented
- The use of the CONNECT logo is free of charge.

Clients' support to the program is confirmed through a verified coffee sales contract or an agreement to support a specific CONNECT project. Suppliers may make sustainability claims related to CONNECT for the duration of holding a valid verification.

The use of CONNECT text claims is free of charge for program members and clients.

### **1.3. Approval Process**

To request approval for a CONNECT logo or claim use, the following steps shall be taken:

1. Request the high-resolution file of the CONNECT logo via email to [connect@hacofco.de](mailto:connect@hacofco.de)
2. Send a draft layout of the proposed logo/claims use via email
3. In case of changes requested by Hacofco, revise the design, and send the amended draft
4. Receive approval by Hacofco and publish/print

## **II. CONTACT INFORMATION**

For any questions regarding the CONNECT Program, please contact the Hacofco sustainability department at [connect@hacofco.de](mailto:connect@hacofco.de). You can find more information about Hacofco's sustainability program and CONNECT on the Hacofco website: <https://www.hacofco.de/en/sustainability>.