Using the TCO Certified brand
Toward sustainable IT products

From the original eco-label for IT products – to a complete sustainability certification

TCO Certified is the world-leading sustainability certification for IT products. Our comprehensive criteria are designed to drive social and environmental responsibility throughout the product life cycle. Covering 11 product categories including computers, mobile devices, display products and data center products, compliance is independently verified, both pre and post certification.

Join us in driving progress toward sustainable IT products.
Speaking and writing about TCO Certified

This guide helps you ensure consistent, clear and accurate communication of what the TCO Certified brand stands for. Use of the TCO Certified brand requires that the integrity and independence of the certification is maintained in all communications.

The purpose of TCO Certified is to drive progress toward a future where all IT products have a sustainable life cycle, something that requires a collective effort from IT buyers as well as industry. TCO Certified helps the IT industry structure their work with sustainability and offers a platform for continuous improvement. Organizations that buy IT products use the certification as a tool for making more responsible IT product choices.

Choosing to produce or purchase more sustainable IT products is something to be proud of. By communicating it internally and externally, it can help build your organization’s brand among employees and external stakeholders.

A new generation of TCO Certified is released every three years. The latest generation is TCO Certified, generation 8. Once the certificate expires or the generation of criteria is discontinued, products may no longer be promoted as certified according to TCO Certified. For manufacturers and brands — please refer to this guide as well as your agreement with TCO Development for full details about accurate product labeling and certification naming.

You are always welcome to contact us if you have questions or need more guidance. Email marketing@tcodevelopment.com.
About TCO Certified

Global sustainability certification
- The leading sustainability certification for IT products, trusted by organizations around the world.
- Third-party certification in accordance with ISO 14024.
- Driving sustainable development of IT products for over 25 years.

Comprehensive and updated criteria
- Comprehensive social and environmental criteria that cover the product’s full life cycle.
- New generation criteria every three years to meet the most pressing sustainability challenges and drive faster change.
- Criteria and verification methods are science-based and developed in an open, multi-stakeholder dialog, in order to drive relevant change.

Independent verification
- Includes a comprehensive system of independent verification, both pre and post certification.
- Includes measures for dealing with identified instances of non-compliance.

For IT products in offices and data centers
- Displays, notebooks, tablets, smartphones, desktops, all-in-one PCs, projectors, headsets, network equipment, data storage products and servers.

What we achieve together with TCO Certified

IT products that live longer, enabling the circular economy
- Extending the usable life of an IT product is the best way to save natural resources, prevent waste and reduce pollution.
- Criteria have a circular approach and demand that products are durable, repairable and upgradable.

Increased social and environmental sustainability in the supply chain
- TCO Certified requires supply chain transparency and accountability and drives improvements in working conditions, anti-corruption, hazardous substances and conflict minerals including cobalt.
- The certification drives change where it’s needed the most by intensifying our monitoring of high risk factories and ensuring that identified problems are corrected.

Contributions to the UN Sustainable Development Goals
- Criteria focus on solutions that contribute to a number of UN Sustainable Development Goals.
- TCO Certified can be used in sustainability reporting.
How to describe TCO Certified

Use these texts when you want to explain what TCO Certified is, e.g. on your website.

Full version

TCO Certified – a tool for driving the development of more sustainable IT products

TCO Certified is a global sustainability certification for IT products, helping purchasing organizations make responsible choices of computers, mobile devices, display products and data center products. Criteria are designed to target a more circular approach to the production and consumption of IT products and require that the IT industry take responsibility for both social and environmental sustainability in their supply chains. TCO Certified is also designed to help organizations contribute to the UN Sustainable Development Goals. Compliance with criteria is independently verified during the certificate’s full validity period. TCO Certified is a third-party certification in accordance with ISO 14024.

Short version

TCO Certified – a third-party sustainability certification for IT products

TCO Certified is a global sustainability certification for IT products, available for computers, mobile devices, display products and data center products. Criteria cover both social and environmental sustainability and enable circular solutions. Compliance with criteria is independently verified. TCO Certified is a third-party certification in accordance with ISO 14024.

Messages toolbox

Suggested messages and correct claims that can be used in your communication.

About TCO Certified and the product
- This product carries the TCO Certified designation
- This product is certified according to TCO Certified

About you and TCO Certified
- We use TCO Certified to manage environmental and social risk connected to IT products
- We use TCO Certified to meet key sustainability goals
- We contribute to the UN Sustainable Development Goals by using TCO Certified in purchasing

About TCO Certified
- Criteria in TCO Certified have a circular approach and cover environmental and social responsibility of the product and manufacturing facilities
- An independent sustainability certification, in accordance with ISO 14024

Criteria for:
- Product lifetime extension
- Responsible material recovery
- Socially responsible manufacturing
- Product performance
- Reducing hazardous substances
- Environmentally responsible manufacturing
- Responsible mineral sourcing, including conflict minerals and cobalt
Correct terminology

When mentioning or describing TCO Certified, correct use of the brand is important to maintaining accuracy and consistency. Below you’ll find acceptable and non-acceptable claims when speaking about TCO Certified.

TCO Certified, not TCO
The brand name TCO Certified must be used in its entirety.

- TCO Certified
- TCO, TCO label, TCO award, TCO rated, TCO optional, TCO registered, TCO compliant

TCO Certified is a product certification, not a label or award
Communications about TCO Certified may not imply endorsement or approval of any brand or company.

- Certification
- This product is certified according to TCO Certified
- This product carries the TCO Certified designation
- Label, standard, award
- TCO Certified has approved this product
- This product is TCO labeled

TCO Certified is the name of the brand
TCO Certified is a noun, not a verb.

- This product is certified according to TCO Certified
- This product carries the TCO Certified designation
- (Brand) offers several products that carry the TCO Certified designation
- This product is TCO certified
- TCO has certified this product
- We (brand) TCO certify our products

Products, not brands, are certified

- This product is certified
- (Brand name) has 18 certified product models
- This brand is certified
- (Brand name) is certified

Naming TCO Certified
All product categories can be certified to TCO Certified, generation 8, until December 2021.

- TCO Certified, generation 8
- TCO Certified, generation 8, for notebooks
- TCO Certified 8
- TCO Certified 8 notebooks

TCO Certified Edge
Available for certification until further notice.

- TCO Certified Edge Notebooks 1
- TCO Certified 5 edge

Valid legacy generations of TCO Certified
Existing certificates remain valid for their regular term and will be discontinued no later than December 2020.

- TCO Certified Displays 7
- TCO Certified Notebooks 5
- TCO Displays 7
- TCO notebooks 5
Logos

Our logos may be reproduced using original designs and colors only. Correct proportions must be maintained.

Logos may be used for editorial purposes. For non-editorial use, please contact us with your request.

Download logos at: www.tcocertified.com/logos-and-images

Maintaining clear space between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

For brands certifying products

The logo must be reproduced in a quality that allows the text to be read under normal viewing circumstances and may only be used in connection with certified product models. Use of the TCO Certified brand is governed by the contract between the brand owner and TCO Development. Contact marketing@tcodevelopment.com for further information.

1. The TCO Certified logo must be visible on the certified product in one of the following ways:

   **Alternative A**
   On a permanent or temporary label. Temporary labels must be affixed to the product with an adhesive or cling-type application.
   1. The logo must be visible on the top or front of the product. (The front of the product is defined as the surface seen when viewing the product from the front and may include the stand. The top is defined as the surface that is seen from the top and the back is the surface that is seen from the back.)
   2. The minimum size of the logo is 16mm in width and 10mm in height.
   3. If the logo is to be placed alongside other logos or graphic elements, a minimum of 2.5mm padding must be used on all sides of the TCO Certified logo.

   **Exception**
   If the top and front of the product don’t have a contiguous and coplanar area (area used for display or touch input are excluded) which is at least 16mm in width or 10mm in height, then the logo may be placed on the reverse/backside of the product.

   **Alternative B**
   Via electronic labeling displayed on the screen in one of the below ways:
   1. During the startup of the product:
      The logo must cover at least 1% of the screen but the text “certified” in the logo must be legible. The logo must be in color, black, or white and must automatically (without the need of interaction) appear at system start-up, and must be displayed for a minimum of 0.5 seconds.
   2. Via a shortcut on the desktop screen of the product.
      The shortcut must have an icon in the form of the TCO Certified logo in color and it shall link to “the information document for end-users” which may be published on the brand owner’s homepage. The document is available at tcocertified.com.
   3. TCO Certified logo as a part of the product picture
      The TCO Certified logo is shown on the first product picture where the product is marketed on the brand owners web site. In the product specification on this page, TCO Certified is also listed with a link to the “information to end-user document” which is the document required under mandate 1.1 point 1.

The TCO Certified Edge logo may be used as an alternative to the TCO Certified logo if the product has a valid TCO Certified Edge certificate.

2. The retail packaging of the product must be labeled with the TCO Certified logo
   1. The minimum size of the logo must be 16mm in width and 10mm in height.
   2. If the logo is to be placed alongside other logos or graphic elements, a minimum of 2.5mm padding must be used on all sides of the TCO Certified logo.
At tcocertified.com you can find further resources to help you communicate about TCO Certified, including webinars on-demand, guides to our criteria and verification systems as well as how to use TCO Certified in purchasing.

tcocertified.com/contact-us