

Meet the Hummingbird Seal



Welcome to the world of sustainability excellence verified with the Preferred by Nature Seal. Discover how the Hummingbird Seal can be effectively used for on-product labelling and promotion, offering a comprehensive framework for driving positive change and elevating your organisation's environmental credentials.



Off-product

Depending on the requirements met, the Seal can be used

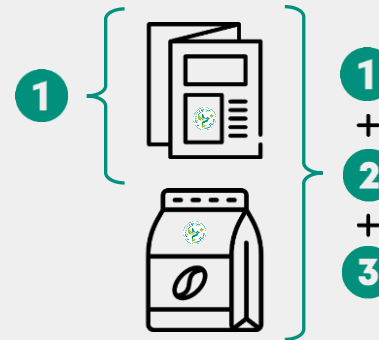
to indicate the verified status of the organisation or (some of) its products, e.g., on the website, in promotional materials



On-product

to visibly indicate on **final products** their positive impact on people, nature and the climate

If you meet all relevant Sustainability Framework requirements (or scheme approved by Preferred by Nature as eligible for the Seal use), you can use the Seal to communicate your compliance through **off-product claims**.



If you go a step further and additionally meet all relevant criteria of the Preferred by Nature Carbon Footprint Management Standard for the product intended for the Seal use, along with offsetting climate impacts, you can make claims and use the Seal **both on- and off-product**.

Seal use conditions

- 1 Compliance with the Sustainability Framework or a scheme eligible for the Seal use
- 2 Compliance with Carbon Footprint Management Standard for the product intended for the Seal use
- 3 Compensation for climate impacts

Share that you care

About people, nature and the climate



Discover paths to **on-product Seal use**

*Embrace the opportunity to make
a lasting impact with our Seal*



Explore

Options to address climate impacts



Support Preferred by Nature projects contributing to people, nature and the climate



Purchase carbon credits from certified carbon projects that meet eligibility criteria set by Preferred by Nature



Invest directly into projects benefitting people, nature and the climate (approved by Preferred by Nature)

Get verified against the Preferred by Nature Sustainability Framework.

For instance, if you are a farm owner, you can undergo an evaluation to ensure compliance with all relevant farm-related requirements outlined in the Sustainability Framework.

Already certified? Unlock synergies and optimise your compliance efforts by supplementing your existing certification with our **Sustainability Framework add-on service**. Take your sustainability initiatives to the next level!



Comply with the Preferred by Nature Carbon Footprint Management Standard for the product intended for Seal use, considering emissions across the whole product supply chain and setting reduction targets aligned with the Science Based Targets and Paris Agreement.

Take proactive steps to **compensate for climate impacts** and showcase your dedication to tackling the environmental challenges brought about by your actions.

Explore the options on the left.