

"Check your Claims and  
sharpen your Credibility"

Contact:

CERES GmbH, phone: +49 9151 9669292

Bernhard Schulz, schulz@ceres-cert.de

# What is...



"Check your Claims  
and sharpen your  
credibility"



With ClaimCheck you can have your organisation's public advertising claims verified and sharpen the credibility of your advertising measures.

The more trustworthy your claims are, the higher the target group's confidence in your product.



# Why ClaimCheck?

The great diversity of valuable contributions in the field of sustainability and social engagement are not covered by any standard. For many companies, a classic certification according to organic or sustainability standards is out of the question, yet many organisations are active in the field of sustainability and social engagement.

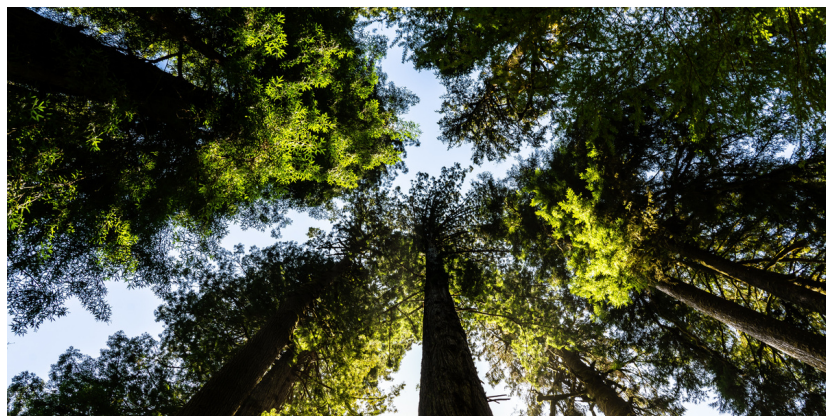
ClaimCheck was developed in order to have the public welfare-oriented commitment of companies verified by an independent certification body. By defining which advertising claims are to be externally assessed, ClaimCheck can carry out a certification that is individually adapted to the organisation.

# ClaimCheck Steps

01

---

Define yourself which advertising statements should be externally evaluated.



02

---

The claims are evaluated by ClaimCheck according to a transparent evaluation matrix.



03

---

After successful verification, the company receives a certificate on whose appendix all verified advertising claims are described in detail.

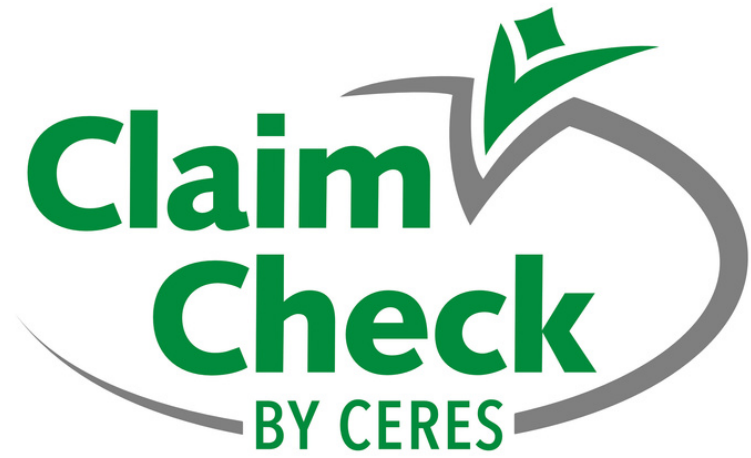


04

---

Your company receives the right to use the seal on its products and advertising measures, including the QR code and certificate number.





# ClaimCheck Basic requirements

- have to be fulfilled -

# 1

The claims offer added value for society in the area of environmental sustainability or social/cultural commitment

---

# 2

The claims are precise and easy to understand

---

# 3

The claims are specific and verifiable

---

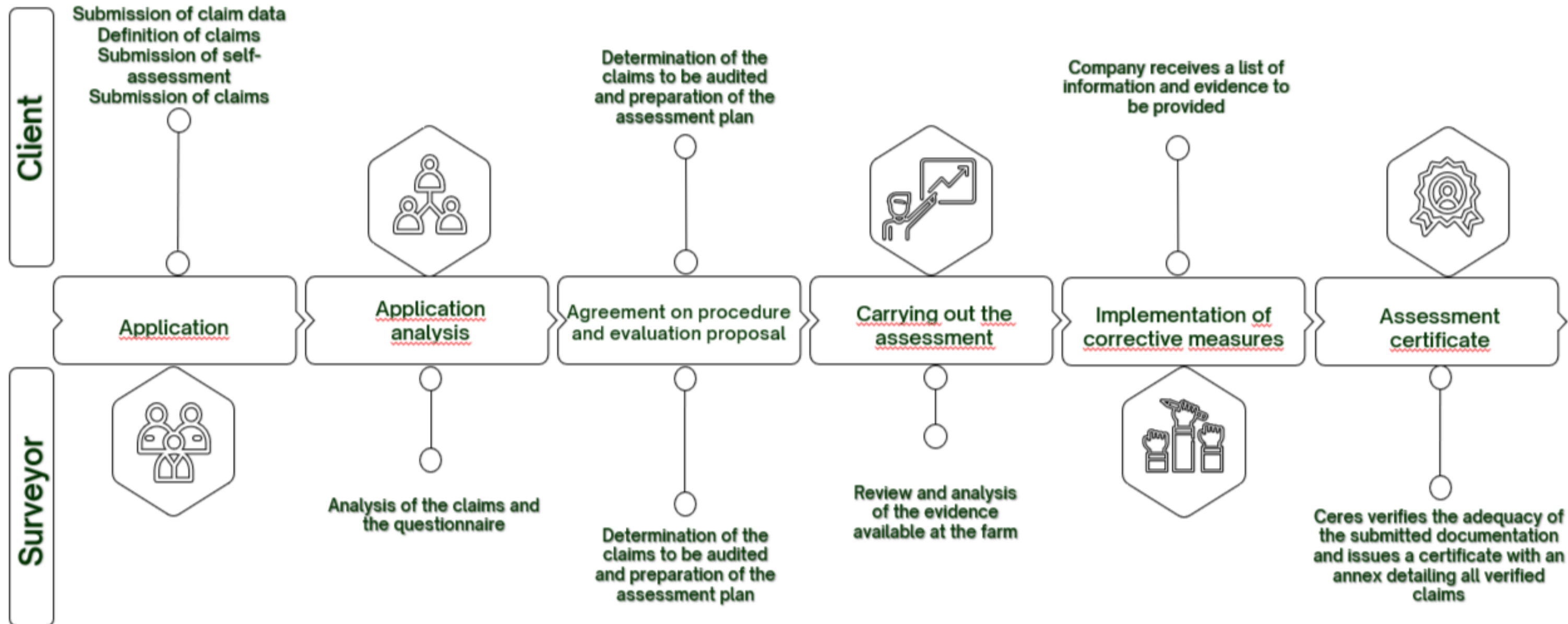
# 4

The organisation takes responsibility for the accuracy of its claims



# Review process

The assessment process is designed to be fully transparent. From the application to the assessment certificate.



# Pricing

01

## Basic fee

---

600€ is estimated as the basic fee

02

## Audit costs

For the audit 100€/h are estimated

03

## Travel expenses

The travel costs are added to the basic amount and the audit costs to give the final amount.

# Public presentation

The ClaimCheck seal is bound to exactly those claims that have been verified during the assessment process.

It may therefore only be used on products, websites and other advertising materials if the target groups have the opportunity to view the assessment result for these claims. This is ensured by linking the ClaimCheck seal to the assessment certificate on the CERES website either via a QR code or a certificate number.



**Version 1**



**Version 2**

www.easy-cert.com  
Zert.-Nr.: XXXXX



# Contact us!



---

**CERES GmbH**

**Bernhard Schulz**

---

**Phone**

**+49 9151 966 92 92**

---

**Email**

**[schulz@ceres-cert.de](mailto:schulz@ceres-cert.de)**