



The Voice of the **Off-Grid Solar Energy** Industry



GOGLA Consumer Protection Code: Communication and Branding Guidelines

These Guidelines are produced for organisations that have made a Commitment or Endorsement to the GOGLA CP Code.

Our aim is to maximise the value of the GOGLA Consumer Protection Code for the industry. We welcome acknowledgement and communication of the CP Code according to these Guidelines to promote a clear and coherent impression. As such, we recommend use of the following descriptions in any public communication in relation to the CP Code:

1) **The GOGLA Consumer Protection Code:** The aim of the GOGLA Consumer Protection Code is to safeguard impact and respect consumer rights in the off-grid solar industry. It consists of six principles of business practice and an assessment framework to measure and monitor performance.

2) **For companies that have made a Commitment to the CP Code:** [your company] has committed to the GOGLA Consumer Protection Code. This demonstrates our willingness as an organisation to fulfil the Principles as the minimum standards our consumers should expect from us. We commit to conduct / have conducted [delete as necessary] a self-assessment of our performance and strive to achieve high standards or practice. Further information can be found on the GOGLA website: www.gogla.org/consumer-protection.

3) **For other stakeholders that have made an Endorsement of the CP Code:** [your organisation] has endorsed the GOGLA Consumer Protection Code. This signifies that we align our internal practices with the Consumer Protection Code and / or supports off-grid solar providers to fulfil the minimum standards of practice in their treatment of customers. Further information can be found on the GOGLA website: www.gogla.org/consumer-protection.

No wording should be used to suggest that GOGLA has verified the standard of consumer protection practices in the company. Prohibited words include "verified", "assessed", "approved", "certified".

Use of the GOGLA Consumer Protection Icon

The icon has been designed for B2B communications, in conjunction with the text above (2).

The icon may not be used:

- a. In isolation, without the contextual descriptive text.
- b. For B2C communications including Point of Sale (POS) marketing materials, product packaging, advertising, brochures and other consumer facing sales collateral.