# PROVENANCE®

## Provenance Social Toolkit

### 2023

For use by Provenance brands and partners

provenance.org | @ProvenanceHQ

# What this toolkit is for

This toolkit is designed to help our brand customers communicate their commitment to honest sustainability communications and public transparency to a shopper audience on social media.

The guidance, assets and suggested copy are designed to help you communicate *how* and the *why* you are using technology to share proof of social and environmental impact.

# How to use it

The toolkit contains a selection of example assets suitable for sharing on Instagram (story and grid formats are provided).

You're welcome to share the assets and suggested copy as they are, or you can simply use them as a reference point for creating your own branded posts.

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## What is Provenance®?

Provenance is a platform that validates and amplifies sustainability credentials for consumer packaged goods, empowering customers to make sustainable choices with confidence and enabling businesses to future-proof their market share.

For our full boilerplate, click here.

## Provenance isn't

❌ A consultancy
❌ A service
❌ A tool

## Provenance doesn't

❌ Verify
❌ Certify
❌ Trace

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# Making trustworthy sustainability claims with Proof Points

Proof Points are interactive icons representing a claim about a business or product. Using technology, they connect what brands say to real data from the supply chain. Each Proof Point is part of the Provenance Framework, a collection of 50+ jargon-free claims about social and environmental impact.
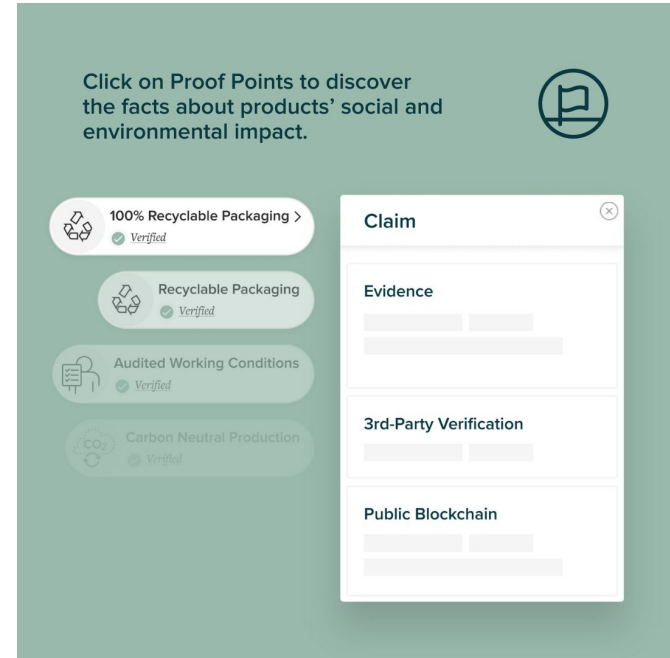


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# Example statements

"Each of us deserves to know the facts about how products are made and their impact on people and planet."

"We know that`brands aren't best-placed to judge their progress on social and environmental impact. That's why we're working with Provenance to share proof-backed sustainability claims."

"Trustworthy sustainability claims will help make the [beauty/fashion/food/drink] industry a force for good."

"Provenance powers sustainability claims you can trust, to help you shop in line with your values."

"See how we're connecting what we say to the evidence from our supply chain."

"We are passionate about our [ingredients/materials], so it's important to us to share the facts about their impact."

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# INSPIRATION: PROVENANCE BRAND SOCIAL POSTS

**martinaspetlova** I want to share the impact of the things I make. There is a need for fashion businesses being more transparent, traceable and accountable for their impact on people and the planet.

🔎Provenance

**POWERED BY PROVENANCE®**

For full skincare transparency

**anuka_jewellery** "It's not enough anymore to claim you are an 'ethical brand' - prove it!"

❭ Francesca Kippax, Founder of ANUKA

If you're interested to learn more about certain steps of our process, we submit evidence to back our claims - from invoices, to delivery notes and certificates.

You can find our proof points on each product page, under the transparency tab.

**tropicskincare** ✔ · Following  ···

Powered by blockchain and open data, Provenance® brings together all the need-to-know ethical stories on each of our products in accessible, clear, and comprehensible Proof Points. That means sharing information on everything from our cruelty-free, vegan status, the origins of our sustainable ingredients, our various charity partnerships, and much more. The result? We're able to verify all the ways we're helping to
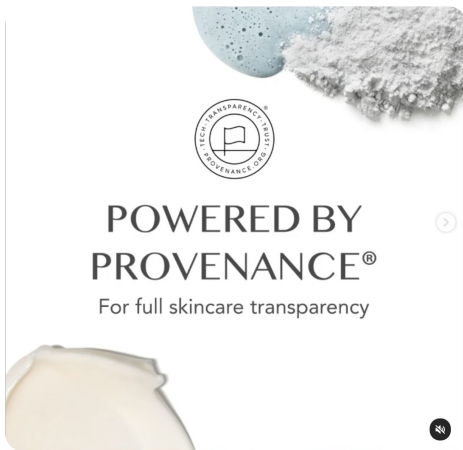
**cultbeauty** 22h

**Powered by @provenancehq, Cult Conscious** is our transparency-led edit of products that use blockchain technology to help verify product claims such as vegan, cruelty-free and recyclable. We call these Proof Points and they're designed to empower you to shop according to your principles.

cruelty free | FEMALE founded | Vegan | ♻

Add This to Your Story ❭

Send message

**rejuvenateduk** Honesty continues to lie at the heart of our brand. To ensure our sustainability journey continues on the right track, we have partnered with @provenancehq, a leading technology platform and consultancy for transparency.

The Provenance logo is designed to assure customers that we have provided the necessary information to support our claims.

Happy Earth Day!

#rejuvenated #provenance #honesty #transparency #saveourplanet #gogreen #greenbeauty #sustainability

**cultbeauty** @cultbeauty · May 17  ···
On a mission to make a difference? So are our #CultConscious brands 🌍🐰🌿🌊 Powered by @provenancehq - an independent software solution that holds brands to their word - so you can shop by your values with confidence 💖
bit.ly/33RgXny

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# #PoweredbyProvenance

Our #PoweredbyProvenance hashtag is a nod to how our technology is powering greater brand transparency, as well as em*powering* shoppers to make positive purchase decisions.

Please add it to your posts and tag the relevant Provenance account, and we'll be sure to like and share with our own audience of conscious shoppers.

@ProvenanceHQ

@Provenance

@ProvenanceHQ
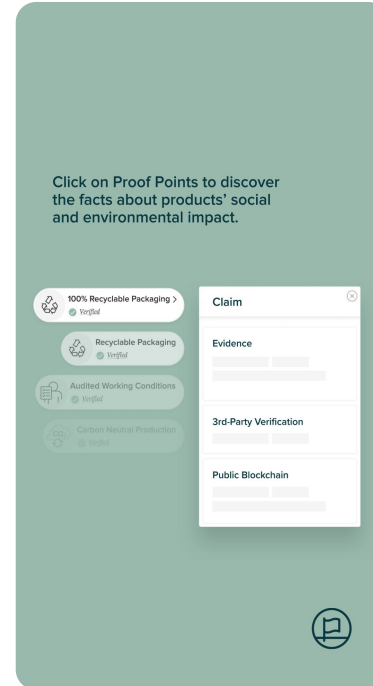
@ProjectProvenance

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# Example posts

You're welcome to download our example assets to post as they are, or to use them as inspiration and a reference point to create your own branded content.

1. Impact statement
2. Proof Points overlay
3. What's Provenance?
4. 'Know the facts'
5. Provenance founder quote



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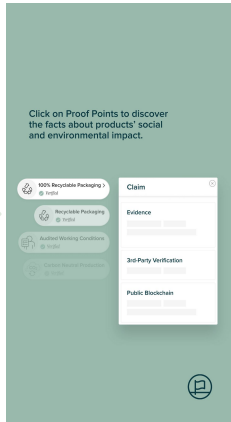Every product has an impact on people and planet.

**IMPACT STATEMENT**

**Suggested copy (for grid posts):**

At [Brand Name], we're serious about the [beauty/fashion/food/drinks] industry's social and environmental impact.

To play our part in creating a better future for us all, we're working hard to make better choices in our own supply chains, and we're committed to being honest about what we say.

Click on our Proof Points to see how we're connecting our claims to evidence from our supply chain.

**Download assets here**

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## WHAT'S PROVENANCE?
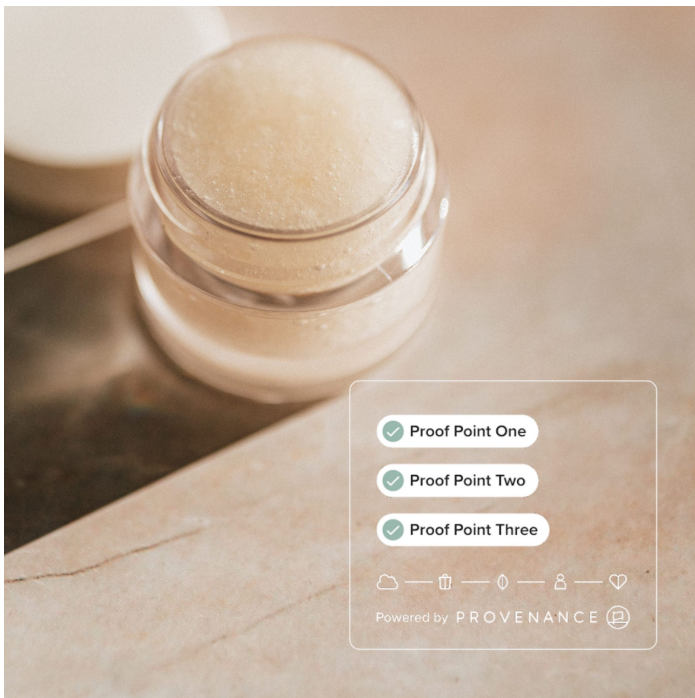
**Suggested copy (for grid posts):**

What is Provenance®?

To help our customers understand more about where our products come from and what impact they have on people and planet, we've partnered with Provenance®, the software solution for sustainability communications.

Provenance uses technology to power trustworthy claims about social and environmental impact, by connecting what brands say to data from supply chains and third-party verification.

Curious? *[Click the Proof Points on our product pages / Scan the QR code when you next buy Product X]* to learn more and view the evidence behind our claims.

**Download assets here**

This post comprises a 'Provenance' logo overlay and a Proof Point explainer card.

We recommend sharing it as an introduction to the work you do with Provenance.

Use this post template to showcase your Proof Points on social channels. You must only share this overlay with an image of a product that has achieved the relevant Proof Points.

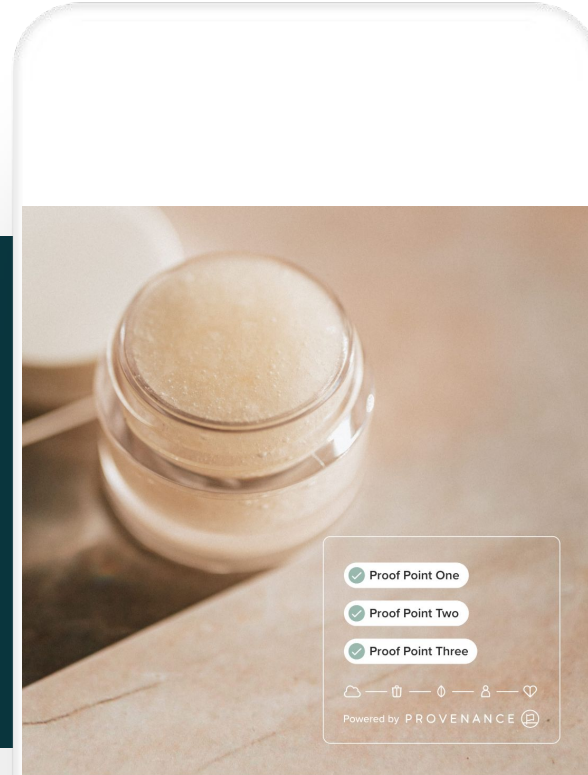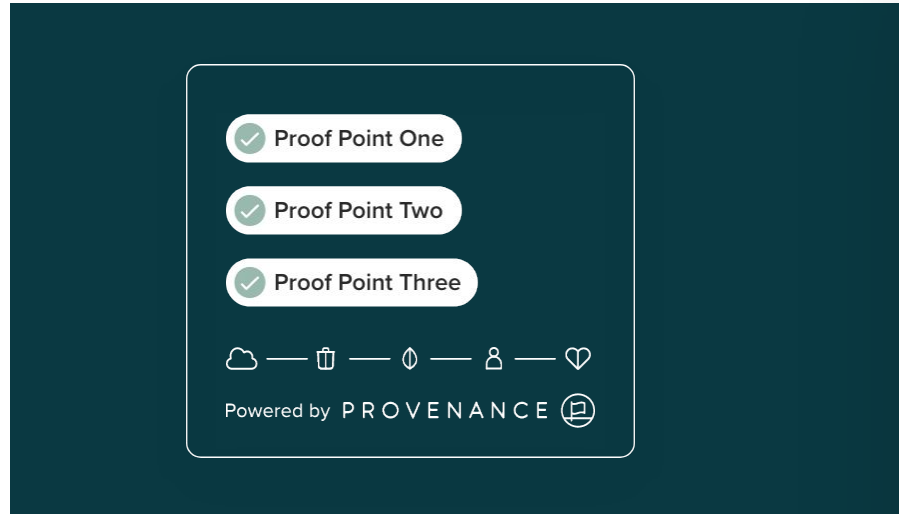## PROOF POINTS OVERLAY

**Suggested copy (for grid posts):**

Did you know that we do X activity to reduce our impact on Y in our supply chain? [e.g. Did you know that we worked with a third-party to measure the total greenhouse gas emissions caused by this product, and have taken active steps to reduce it?]

The next time you shop, click on our Proof Points to learn more about the decisions we're making to reduce the impact our products have on people and the planet.

**Download assets here**

# PROOF POINTS OVERLAY IMPLEMENTATION

## Our Proof Point Lockup



To access your specific Proof Point design files,
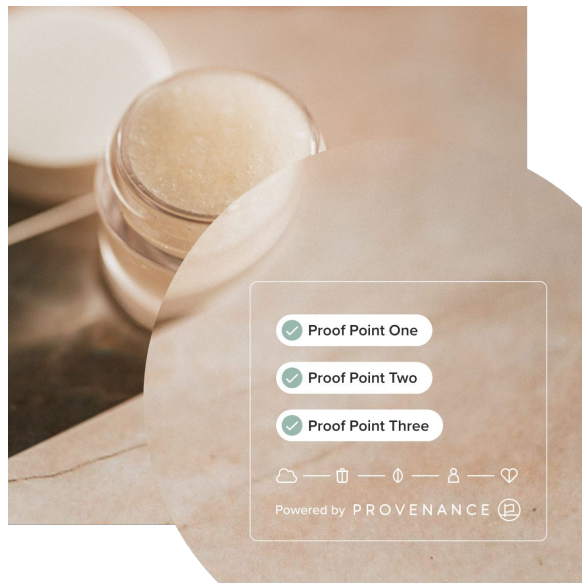please contact iona@provenance.org

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# PROOF POINTS OVERLAY IMPLEMENTATION

## Sizing



Based on a 1080x1080px social post, the minimum width of the lockup should be 450px with spacing of 60px from the edges of the post.

## Placement



The lockup should be placed over negative space on the image to retain legibility of both the proof points and Provenance logo.

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# PROOF POINTS OVERLAY IMPLEMENTATION



1 Proof Point

2 Proof Points

3 Proof Points

4 Proof Points

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# Know
# the facts.

## 'KNOW THE FACTS'

**Suggested copy (for grid posts):**

We're committed to sharing the facts about our social and environmental impact.

We believe you have a right to know the impact our products have on people and the planet on their journey from source to shelf.

That's why we've partnered with Provenance to be a part of the transparency movement, to help you make purchases that match your values.

**Download assets here**

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"Provenance
began out of a
personal
frustration for
how little we
know about the
things we buy."

JESSI BAKER
Founder & CEO of Provenance.org

"Provenance
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personal
frustration for
how little we
know about the
things we buy."

JESSI BAKER
Founder & CEO of Provenance.org

## PROVENANCE FOUNDER QUOTE

**Suggested copy (for grid posts):**

Today, the facts about products' social and environmental impact are mostly hidden and inconsistent, which means it's difficult for shoppers to make positive choices about what to buy.

By working with Provenance, we're able to be transparent with our customers about what and who is involved in the making of our products, so that you can be sure of the facts and can shop in line with your values.
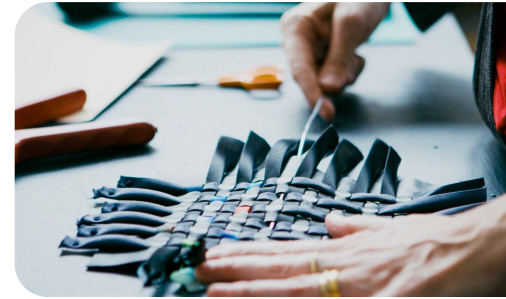
## Download assets here

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# Use imagery to showcase your supply chain

We recommend accompanying transparency-related communications with authentic imagery:

- Try to use images that reflect the supply chain, without the use of pack shots or overt marketing materials.
- Aim for an equal mix of people, planet and product in shots.



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# Sustainability Calendar 2024

Veganuary – January 2024

B Corp Month – March 2024

Global Recycling Day – 18th March 2024

Prevention of Cruelty to Animals Month – April 2024

Earth Day – April 22nd 2024

World Refill Day - 16th June 2024

Plastic Free Beauty Day – 17th June 2024

Net Zero Week (UK) - 16th - 22nd July 2024

Plastic Free July

Organic September

Black History Month (UK) - October 2024

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# Help us protect our brand integrity

Please use the ® in all body copy or headlines

**Provenance.org** (all first or single mentions)

**Provenance**® (second mentions thereafter)

**Powered by Provenance**®

# Intellectual Property

We are the owner or the licensee of all intellectual property rights in our toolkit. These works are protected by copyright laws and treaties around the world. All such rights are reserved.
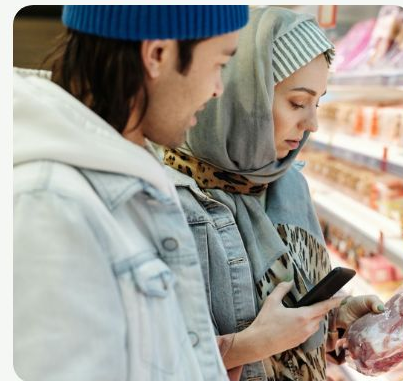
With our permission, you may use the assets and imagery provided with or without the accompanying text, as suits your communications requirements.
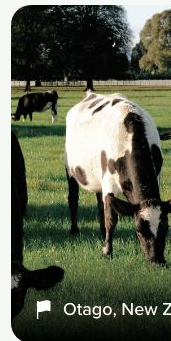
London, UK

Umbertide, Italy

Mahé, Se

Otago, New Z

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If you have any questions or need something else, email
tim@provenance.org