



UK Net Zero Carbon Buildings Standard

UK NET ZERO CARBON BUILDINGS STANDARD PILOT TESTING PROGRAMME

Publicity Protocol

Every participant (“Participant”) in the Pilot Testing Programme (“the Pilot”) is required to abide by this Publicity Protocol.

We, the UK Net Zero Carbon Buildings Standard (“the Standard”) commit not to publish any details of a Participant’s involvement in the Pilot, without their explicit consent which can be given by completing question 6 of our Pilot Participation Form. Please note that only the company name of the building owner will be shared; no other project information will be disclosed.

The Standard reserves the right to make generic, non-specific and anonymised references to the nature of the Participant and their Pilot Project in the course of any public statements that may be made about the Pilot, and in the course of conducting the Pilot itself with all Participants.

Any Participant is free to make public their participation in the Pilot, once the agreed financial terms of the Pilot have been met, provided that they do **not**:

- Make any claims as to compliance with the Standard, nor
- Make any claims that participation in the Pilot constitutes any form of Verification of their Pilot Project, with regard to compliance with the Standard, nor
- Publish the details of any other Participant or Pilot Project other than their own, nor
- Speak about any pilot findings prematurely i.e. prior to the publication of the Pilot’s Final Report, nor
- Speak on behalf of, or imply they are speaking on behalf of, the Standard in the media, on social media, at events or through any other communication channel, nor
- Use the Standard logo or branding materials without prior written approval.

Participants must cease any marketing activities immediately if they withdraw from the Pilot at any time and must update any public profiles or materials accordingly.