

## CoE Safety Culture Ladder NEN

Date	2017/08/11	Document number	N041
Subject	Use of name and logo of the Safety Culture Ladder		
Established on	2017/04/03		
Implementation	Publication on the website		

## Decision

### Use of name and logo of the Safety Culture Ladder Use of the name

With brands and systems, it is always of great importance to prevent proliferation or fading of a concept. The risk appears that a concept as the NEN Safety Culture Ladder is misused and that uncertainty about the name, the content and the objective arises in the market. The Dutch Name Veiligheidsladder and the logo is nationally and internationally registered. The international name is Safety Culture Ladder. The Board of Stakeholders, together with NEN, supervises the use of the system in the market. Establishing documents and sector implementation are assigned to the board of stakeholders. Anyone who wants to develop initiatives regarding the Safety Culture Ladder that does not comply with the regular certification process, is explicitly requested to contact NEN to coordinate content and implementation.

### Integration into logos of LCAs

The name Safety Culture Ladder may be integrated into the logo of an LCA. This enables clients to communicate about certified norms in a coherent way. This refers to the use of stationery, brochures and advertisements of the LCA or of a certified client of a certain LCA. This use should not imply or provoke the suggestion that the logo covers a broader scope than what the certificate has been granted for. The achieved step must explicitly be mentioned within the logo. For the use of the logo and the use by certified clients NEN has developed a procedure that regulates conditions for the use and control and sanctions. The logo may only be used after approval based on an assessment of the logo and the required procedure executed by NEN on behalf of the Board of Experts.

## Use of the logo

The logo NEN Veiligheidsladder/Safety Culture Ladder is registered nationally and internationally and property of the NEN foundation. The logo may only be used in the layout and typographical executions as prescribed and provided by NEN. Figure 1 and 2 give examples of the Dutch and the English logo. The logo may not be used in a way that suggests that NEN is responsible for the outcome of an investigation or the approval of an investigation. In case of incorrect or improper use of the logo of the NEN Safety Culture Ladder, NEN may choose to take measures.



Figure 2: Dutch Logo



Figure 1: English Logo

### Use of the logo by LCAs

A designated Ladder Certification Authority (LCA) holding an agreement with NEN may use the logo of the Safety Culture Ladder in expressions (printed or digital) that are directly related to activities in the context of the Safety Culture Ladder, such as:

- The logo may be used on certificates;
- stationery, tenders, audit reports and likewise, if they are related to the certification according to the NEN Safety Culture Ladder;
- documentation and brochures if they are related to the certification according to the NEN Safety Culture Ladder;
- communication for and during congresses, seminars and likewise;
- websites and digital applications.

### Use of the logo by Knowledge Partners

Recognized Knowledge Partners holding an agreement with NEN may use the logo of the Safety Culture Ladder in expressions (printed or digital) that are directly related to the Safety Culture Ladder Knowledge Platform activities, such as:

- documentation and brochures related to the Safety Culture Ladder;
- communication for/ during congresses, seminars and likewise when related to the Knowledge Platform;
- websites and digital applications regarding the Knowledge Platform.

### Use of the logo by certified companies

Certified companies may use the logo in expressions (printed or digital) that are directly related to their certified status. The conditions is that the LCA (Ladder Certification Authority) and the achieved step (stated on the certificate) are mentioned.

### Use of the logo by other parties

The logo may be used by third parties during presentations and such, if those are related to the system. The logo may not be used in a way that could incorrectly suggest that the party in question is connected to the Safety Ladder as LCA, Knowledge Partner, ladder certified organization or scheme manager.

## Appendix A

### Integration of name Safety Culture Ladder in logo

#### A.1 Examples

Figure A.1 and A.2 show examples of logos of LCA's that incorporate the names of the Safety Culture Ladder in the right way.



Figure A.1 – NCI logo Veiligheidsladder



Figure A.2 – KIWA logo Veiligheidsladder