



One Planet Living® | A framework  
by Bioregional

# Guidelines for using the One Planet Living® framework

We're delighted that you want to use the One Planet Living framework to help you drive your sustainability efforts. Here are some things you need to know, as well as links to resources you'll find useful:

## About One Planet Living

One Planet Living, a framework created by Bioregional and developed together with WWF, comprises ten intuitive One Planet Living principles that can be used by anyone – personally and professionally – to imagine, plan, do, and communicate about sustainability.

## Logos and artwork

One Planet Living is a registered trademark. If you want to publicise the fact that you are using One Planet Living or use any of our licensed materials, we ask that you fulfil these conditions:

- The principles and artwork cannot be changed in any way
- Their use is accompanied by this standard wording: “We are using the One Planet Living framework created by Bioregional – find out more at [www.bioregional.com/oneplanetliving](http://www.bioregional.com/oneplanetliving)”
- You must publish your overall vision, including the outcomes you aim to achieve, when announcing that you are using One Planet Living (see our [One Planet Living manual](#) for more information on outcomes)
- You must publish a full action plan within three months of announcing your use of One Planet Living. We recommend you publish your action plan on [oneplanet.com](http://oneplanet.com)
- If you haven't been recognised as a leader, you cannot use the One Planet Living logo for commercial or marketing purposes.

Please find the One Planet Living logos here: [bit.ly/OPLresources](http://bit.ly/OPLresources).

Please find the One Planet Living artwork here: <http://bit.ly/OPLArtwork>

## What wording to use

Organisations that do not have a One Planet Action Plan endorsed by Bioregional must not imply or create any perception that their work is approved or endorsed by Bioregional.

For example it is fine to say:

✓ ‘We are using the One Planet Living principles created by Bioregional – find out more at [www.bioregional.com/oneplanetliving](http://www.bioregional.com/oneplanetliving)’

Be careful not to make claims that cannot be verified or are not true, or to use terms or create a brand or name confusingly similar. For example:



- X 'Our work meets the One Planet Living standard.'
- X 'We comply with the One Planet Living principles.'
- X 'We are a One Planet Living Company/Organisation/Municipality/City.'

Please do not include the words 'One Planet Living' in the name of your organisation or use our logos as the icons on your social media profiles.

## Peer review

If you have had a peer review conducted by Bioregional, please also adhere the guidelines above.

You may also use the [peer review logo](#) with the words: 'Our One Planet Action Plan has been peer reviewed by Bioregional.'

## Staying in touch

We love hearing from organisations using One Planet Living, so please do get in contact to tell us your stories and let us know what you are doing. Drop us an email at [communications@bioregional.com](mailto:communications@bioregional.com)

You can also stay up-to-date with what Bioregional and our One Planet Living partners around the world are up to by following us on social media, or signing up for our news and insights:

 [@Bioregional](#) / [@OnePlanetLiving](#)

 [www.facebook.com/OnePlanetLiving](http://www.facebook.com/OnePlanetLiving)

 [@oneplanetliving](#)

[Sign up for Bioregional's One Planet Living news and insights](#)

## Endorsing your One Planet Action Plan

If you would like more information about how to get help with your Action Plan, or about having a peer review for leadership recognition by Bioregional, please email [ben.gill@bioregional.com](mailto:ben.gill@bioregional.com)