

Guidance Notes and Use of Trademark

Updated on 18 November 2025

Purpose and Scope

This guidance provides clear, professional, and legally aligned instructions on ICSD membership matters, the proper use of Certified ESG Planner (CEP®) and Certified ESG Manager (CEM®) accreditations, and appropriate attribution of the CEPAR® methodology by active members of the International Chamber of Sustainable Development (ICSD).

Ownership of the Marks and Eligibility

1. ICSD owns the trademarks for Certified ESG Planner (CEP®), Certified ESG Manager (CEM®), and CEPAR® methodology.



CERTIFIED ESG PLANNER®



CERTIFIED ESG MANAGER®

2. Only individuals who have:
 - (a) successfully completed the approved course and assessment for CEP® or CEM®, and
 - (b) maintained active ICSD membershipare authorised to use the respective designations and logo.
3. If a member fails to renew their membership, they lose the right to use the accreditation(s). The individual must not present themselves as a CEP® and/or CEM® certificant until membership has been reactivated. They may, however, make factual statements indicating that they previously held the accreditation(s).
4. ICSD reserves the right to suspend or revoke the use of the CEP® / CEM® designation at any time in cases of misconduct, reputational harm, or misrepresentation. While factual statements regarding the benefits of obtaining the CEP® / CEM® accreditation are permitted, any statement that exaggerates an individual's competence or implies that superior performance can be expected from a CEP® / CEM® certificant is strictly prohibited.
5. ICSD members are non-voting members, and annual membership fees are used to maintain ICSD's operations and support its charitable and educational activities.
6. The general public, including employers, may verify the membership status of a CEP® and/or CEM® holder through ICSD's official website: <https://www.icsd-global.org/cep-cem-verification>.
Members may request to opt out of public listing.
7. When referencing the CEPAR® methodology, the following attribution must be included:
"CEPAR® is a methodology trademarked by the International Chamber of Sustainable Development (ICSD) for addressing ESG issues."

General Requirements for Using the CEP® Trademark

Certified ESG Planner certificants should follow ICSD's requirements when using the CEP® trademark in communications.

1. The trademark should be used together with the full title "Certified ESG Planner."

Recommended Use:

- I am a CEP® Certified ESG Planner.
- I am a Certified ESG Planner CEP®.

NOT recommended Use:

- I am a CEP®.

2. Always use capital letters and the ® superscript symbol.

3. The CEP® mark must appear in all capital letters without periods between the letters.

Correct Use:

- John Lim, CEP®

Incorrect Use:

- John Lim, cep®
- John Lim, C.E.P.®

4. The CEP® trademark must be used as a descriptive adjective—never as a standalone noun or verb, except when following an individual's name, such as in a signature block, letterhead, or business card.

Correct Use:

- John Lim is a CEP® certificant
- John Lim practices ESG planning as a CEP® certificant

Correct Use: (Following Practitioner's Name)

- John Lim, CEP®

Incorrect Use:

- John Lim is a CEP®

中文使用： 林約翰

認可 ESG 策劃師 CEP®

5. How to add CEP® accreditation on a name card

**How to add CEP® accreditation
on a name card**

Name
Certified ESG Planner CEP® or CEP®

Company Functional Title

Either format may be used. For Chinese name cards, please use either 認可ESG策劃師 CEP® or CEP®.

General Requirements for Using the CEM® Trademark

Certified ESG Manager certificants should follow ICSD's requirements when using the CEM® trademark in communications.

1. The trademark should be used together with the full title "Certified ESG Manager."

Recommended Use:

- I am a CEM® Certified ESG Manager.
- I am a Certified ESG Manager CEM®.

NOT recommended Use:

- I am a CEM®.

2. Always use capital letters and the ® superscript symbol.

3. The CEM® mark must appear in all capital letters without periods between the letters.

Correct Use:

- John Lim, CEM®

Incorrect Use:

- John Lim, cem®
- John Lim, C.E.M.®

4. The CEM® trademark must be used as a descriptive adjective—never as a standalone noun or verb, except when following an individual's name, such as in a signature block, letterhead, or business card.

Correct Use:

- John Lim is a CEM® certificant
- John Lim practices ESG planning as a CEM® certificant

Correct Use: (Following Practitioner's Name)

- John Lim, CEM®

Incorrect Use:

- John Lim is a CEM®

中文使用： 林約翰

認可 ESG 管理師 CEM®

5. How to add CEM® accreditation on a name card

How to add CEM® accreditation on a name card

Name
Certified ESG Manager CEM® or CEM®

Company Functional Title

Either format may be used. For Chinese name cards, please use either 認可ESG管理師 CEM® or CEM® .