

# Claims Framework V2.0 OPM Implementation timeline

This table outlines the timelines for phasing in the new On-Product Mark and its eligibility, as featured in the Claims Framework V2.0. Eligible members may start to use the new claims and logo on product as soon as they wish. The below details the final deadlines for implementation. No deadline will be given to phase out stock carrying existing messaging.

*For further questions contact the BCI communications team.*

- Eligibility Criteria
- Artwork design and printing

Nov 19	Dec 19	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	July 20	Aug 20	Sep 20	Oct 20	Nov 20	END 2020	END 2021
Members using an existing, previously approved OPM must display mass balance messaging on their websites.														
Members (for more than 1 year with no prior OPM approved), will need to meet the new criteria to access the OPM.														
New members (who joined between November 2018 and November 2019), and wish to use the OPM will need to either: <ul style="list-style-type: none"> <li>- Be a member for one year and be sourcing 5% Or</li> <li>- Be sourcing 10% and have completed the training</li> </ul>														
Those already using the On-Product Mark and meeting the 5% (but not yet 10%) threshold, will <b>not</b> have to re-align. The second threshold (25% after three years) will remain the same. This means that all members should be aligned with the thresholds in V2.0 by the end of 2021 (latest).														
Entirely new packaging designs/ranges of packaging must follow the new guidelines.														
Reprints, or further packaging which forms part of an existing packaging range, should be changed to adhere to the new guidelines ASAP (with 2 years maximum to integrate changes). No packaging should be launching after November 2021 incorporating old messaging.														
Further approvals to sit alongside existing packaging ranges should be changed to adhere to the new guidelines ASAP (with 2 years maximum to integrate changes). No packaging should be launching after June 2021 incorporating old messaging.														