



Self-Designation Guideline

Brand title and certificate title · HABA Basis · Level 1 · Level 2

Document	Self-Designation Guideline H.A.B.A.360
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Scope	All course participants and licensees of the levels HABA Basis, HABA Level 1 — Facilitator and HABA Level 2 — Coach & Trainer. Levels 3 and 4 will be regulated separately in a follow-up version upon their respective activation.
Relationship to related documents	Integrated by reference into the GTC H.A.B.A.360, the HABA licence agreement, the Licence Renewal Regulation and the HABA directory guidelines.

The most important points in brief. This guideline is above all an orientation aid. It shows clearly, for each situation, which wording fits — and protects against inadvertently using a title that still requires an active licence. The core idea is simple: the completed educational path may be named **for life**; the HABA title used in the present tense (e.g. "HABA Facilitator") is added with the **active HABA licence**. Everything else merely spells this overview out in detail.

1 Article 1 · Purpose and Scope

1.1 Purpose of this guideline

This Self-Designation Guideline governs, in a binding manner, the form in which persons who have completed an educational path of H.A.B.A.360 may present their affiliation with the HABA programme in their own external communication. It translates the two-level quality architecture of the HABA programme — lifelong certification and a regularly renewable HABA licence — into concrete linguistic requirements for the everyday fields of application: CV, website, email signature, business card, presentation slides, social media.

The guideline serves three aims. It protects the H.A.B.A.360 brand against unclear or misleading use. It protects course graduates against inadvertent breaches by showing clearly, for each status category, which wordings are permitted and which are not. And it creates a consistent international external perception of HABA professionals, in which the academic weight of the localised certificate titles works together with the international recognisability of the English brand titles.

1.2 Material and personal scope

This guideline applies to all persons who have booked or completed at least one course level of H.A.B.A.360 — irrespective of the booking channel (direct booking, in-house booking, referral scholarship, co-operation scholarship, full scholarship, alumni pioneer price). It applies to the course levels HABA Basis, HABA Level 1 — Facilitator and HABA Level 2 — Coach & Trainer. Levels 3 and 4 will be regulated separately in a follow-up version of this guideline upon their respective activation.

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The guideline applies to all outward-facing presentations of HABA affiliation — regardless of whether these take physical or digital form, in a professional or semi-private context (e.g. LinkedIn profiles, professional newsletters, talks at events outside one's profession) and irrespective of the language of the communication.

1.3 Relationship to other H.A.B.A.360 documents

The guideline is conceived as an independent document and is integrated by reference into the following documents: GTC H.A.B.A.360, HABA licence agreement, Licence Renewal Regulation and HABA directory guidelines. It supplements the Confidentiality and Use Clause, in particular its Article 4.4 on the "Active HABA external presence", and adopts its definitions (Article 2 of the Confidentiality Clause) without change.

In the event of conflict with another H.A.B.A.360 provision, the provision more favourable to the programme management applies — insofar as legally permissible. The Confidentiality and Use Clause remains in any case paramount insofar as it contains more far-reaching obligations.

1.4 Language versions and authoritative version

The guideline is maintained in the four H.A.B.A.360 course languages German, French, Spanish and English; the present version is the German one. In the event of conflict between the language versions, the German original version is authoritative.

2 Article 2 · Terms

The terms used in this guideline correspond to the definitions in Article 2 of the Confidentiality and Use Clause. For the purposes of this guideline, they are supplemented and refined as follows:

Brand title. The internationally uniform English, short-form self-designations "HABA Facilitator" (Level 1) and "HABA Coach & Trainer" (Level 2). They are part of the H.A.B.A.360 brand and may be used only in the present tense and only with an active HABA licence.

Certificate title. The localised function designations of the educational qualification acquired (e.g. "Certified Professional in Bullying Prevention H.A.B.A." for Level 1). They are not revocable and may be named for life in historical form (with a year) in the CV and in educational-path presentations — even without an active licence.

Dual designation. The combined use of brand title and certificate title in one coherent expression (e.g. "HABA Facilitator — Certified Professional in Bullying Prevention, licensed since 2026"). It is the standard form of presentation for persons in Category 2.

Historical form. An educational-path mention with a year or comparable temporal marker ("completed 2026", "certified in 2026", "HABA Basis completed 2026") that clearly shows that the person completed the educational path in the past. The historical form implies no active brand-title use.

Present-tense form. A self-designation that signals the active professional presence under the HABA brand title in the current time frame ("I am a HABA Facilitator", "Soy HABA Coach & Trainer"). It mandatorily requires an active HABA licence.

Active HABA external presence. As defined in Article 2 of the Confidentiality and Use Clause: any outward-facing communication with reference to the H.A.B.A.360 brand, the HABA programme or the brand titles.

3 Article 3 · The Four Status Categories

The HABA designation architecture distinguishes four status categories, which arise from the combination of educational path and licence status. Every person who has completed a H.A.B.A.360 educational path is, at any given time, assigned to exactly one of these four categories. The overview serves for quick orientation; the detailed language rules follow in Articles 4 to 6.

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Category	Requirement	Permitted form of self-designation (short characterisation)
Category 0 · Basis graduate	HABA Basis completed. No certificate, no licence.	Only historical mention of the Basis as an educational station. No brand title, no certificate title, no HABA branding in the external presence.
Category 1 · Certified, without active licence	Level 1 or Level 2 completed. No active HABA licence.	Historical naming of the localised certificate title permitted for life. No brand title in the present tense, no logo, no directory entry, no HABA branding of current offers.
Category 2 · Certified + actively licensed	Level 1 or higher completed. Active, valid HABA licence.	Full HABA external presence: dual designation in the present tense (brand title + localised certificate title + licence note), HABA logo, directory entry, HABA branding of current offers within the respective level.
Category 3 · Licence become inactive	Category 2 previously reached. Licence not renewed, suspended or withdrawn.	Reversion to Category 1: certificate title namable for life in historical form, but no more brand title in the present tense, no logo, no directory entry, no HABA branding of current offers.

Basic rule. Lifelong certification entitles the person to the historical naming of the certificate title. An active HABA licence is the precondition for any present-tense form, any HABA branding of current offers, any logo use and any directory entry. Without an active licence: no advertising with HABA, no HABA coaching, no HABA workshop, no HABA counselling offer.

4 Article 4 · Brand Title and Certificate Title

The following overview names the authoritative HABA designations. The brand title is internationally uniform English and is not translated into any language; it remains in the English form in every country — analogous to established models such as "Certified Scrum Master" or "Project Management Professional". In explanatory marketing contexts (landing page, course descriptions), the level designation may be paraphrased in the local language for better understanding; such paraphrases are not a brand title in use and do not replace the English form "HABA Facilitator".

The certificate title, by contrast, is used in the respective local language; the binding version is stated below.

4.1 Brand title (internationally uniform English)

Level 1 **HABA Facilitator**

Level 2 **HABA Coach & Trainer**

4.2 Certificate title (English)

Level 1 Certified Professional in Bullying Prevention H.A.B.A.

Level 2 Certified Professional in Bullying Prevention and Intervention H.A.B.A.

4.3 Note on Level 3 and Level 4

The levels Level 3 — HABA Mentor and Level 4 — HABA Senior Mentor will be regulated separately in a follow-up version of this guideline upon activation of the respective level (from 2027 or from approx. 2028/2029). Until then, the associated brand titles are reserved and protected by the H.A.B.A.360 brand; a self-designation as "HABA Mentor" or "HABA Senior Mentor" is not permitted, independently of this guideline.

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5 Article 5 · Example Wordings

The following examples show the concrete linguistic implementation of the self-designation per status category. They are to be understood as templates and are taken up again in the onboarding briefing (separate document) at the course start.

5.1 Category 0 — Basis graduate

Permitted exclusively in the CV / educational-path section, in historical form with a year:

Education and further training — Educational path
2026 · HABA Basis — Holistic Anti-Bullying Approach

5.2 Category 1 — Certified, without active licence (example Level 1)

Permitted in the CV / educational-path section, in historical form with a year. Not permitted in the website header, in the professional designation of the profile title line, or in advertising current offers.

Education and further training
2026 · Certified Professional in Bullying Prevention H.A.B.A.

5.3 Category 2 — Certified + actively licensed (example Level 1)

Full dual designation with licence note, suitable for website header, email signature, business card, speaker slide. The year note "licensed since YYYY" is retained at each successful licence renewal (continuous licence relationship); on reactivation after inactivity, the new licence start year is used.

[First and last name]
HABA Facilitator — Certified Professional in Bullying Prevention
Licensed since 2026

Example Level 2. For persons with Level 2 and an active licence, the dual designation reads analogously: "HABA Coach & Trainer — Certified Professional in Bullying Prevention and Intervention, licensed since 2027".

5.4 Category 3 — Licence become inactive (example Level 1)

After loss of the licence, the person formally reverts to the self-designation rules of Category 1. The certificate title remains namable for life in historical form. The brand title previously used in the present tense and the licence note are removed within 30 days of the licence loss from all active external-presence channels — website header, email signature, business card, social media, presentation slides, event announcements. The HABA directory entry is deactivated by the programme management (detailed rules in the HABA directory guidelines).

The permitted example wording in the CV corresponds to that of Category 1 (see Article 5.2). No further marking of the licence loss is required; the person simply names their educational path in historical form.

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6 Article 6 · Doubtful Cases, Transition Periods and Consequences**6.1 Relationship to the Confidentiality and Use Clause**

Breaches of this guideline — in particular using a brand title in the present tense without an active licence, an impermissible entry in the HABA directory, or advertising current offers under HABA branding without a licence — constitute at the same time breaches of Article 4.4 of the Confidentiality and Use Clause. The legal consequences set out there apply, in particular the contractual penalty provided for in Article 6 of that clause, as well as the statutory claims for injunctive relief, removal and compensation.

6.2 Transition periods on status changes

On a change between status categories, the following transition periods apply for adapting one's own external-presence channels:

Transition	Deadline and consequence
Category 1 → Category 2 (licence acquired after certification)	Brand title in the present tense and HABA branding are used from the licence start date stated in the licence agreement — not earlier.
Category 2 → Category 3 (licence ends, is suspended or withdrawn)	Adaptation of all active external-presence channels within 30 days of licence end. Directory entry is deactivated by the programme management (see HABA directory guidelines).
Category 3 → Category 2 (reactivation of the licence)	Resumption of the dual designation in the present tense from the new licence start date. The licence note uses the new start year; a continuous year note is not permitted.
Upgrade (L1 → L2)	The new level designation is used from the date of successful certification of the higher level; brand-title use in the present tense additionally requires an active licence at the new level. Historical mentions of the lower levels remain permitted in the CV.

6.3 Procedure in doubtful cases

In all doubtful cases — e.g. unclear level combinations, multilingual external presences, wordings in languages that are not a H.A.B.A.360 course language, or the question of whether a specific wording is to be regarded as a brand title in the present tense — the following order of priority applies:

- First: the wording is chosen conservatively; in case of doubt, the historical form is preferred.
- Second: a written enquiry is made to the HABA programme management. The programme management responds within a reasonable period and records the decision in an internal interpretation collection; recurring interpretation questions feed into the next version of this guideline.
- Third: until the enquiry is clarified, the existing external-presence practice is not deemed approved. The programme management may demand a provisional cease-and-desist where the enquiry indicates a plausible breach of Article 4.4 of the Confidentiality Clause.

6.4 Versioning and further development of this guideline

The present Self-Designation Guideline (as at June 2026) is the first version for the levels HABA Basis, Level 1 and Level 2. It is developed further as needed — in particular with the final version of the foreign-language titles (FR/ES/EN) and with the results of the interpretation collection mentioned in Article 6.3. With the activation of Levels 3 (from 2027) and 4 (from approx. 2028/2029), the associated rules are added in an independent follow-up version. Updated versions are communicated bindingly on the HABA course platform and in the Closed User Group for licensees; the respective current version applies from the effective date stated in the notice.

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— End of the Self-Designation Guideline H.A.B.A.360™ · As at June 2026 —