

Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling)

ICS 13.020.50

National foreword

This British Standard is the UK implementation of EN ISO 14021:2001+A1:2011. It is identical to ISO 14021:1999, incorporating amendment 1:2011. It supersedes EN ISO 14021:2001, which is withdrawn.

The start and finish of text introduced or altered by amendment is indicated in the text by tags. Tags indicating changes to ISO text carry the number of the ISO amendment. For example, text altered by ISO amendment 1 is indicated by **A1** **A1**.

The UK participation in its preparation was entrusted by Technical Committee SES/1, Environmental management, to Subcommittee SES/1/3, Environmental Management — Environmental labelling.

A list of organizations represented on this subcommittee can be obtained on request to its secretary.

This publication does not purport to include all the necessary provisions of a contract. Users are responsible for its correct application.

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This British Standard, having been prepared under the direction of the Management Systems Sector Committee, was published under the authority of the Standards Committee and comes into effect on 15 November 1999

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English version

Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling)

(ISO 14021:1999)

Marquages et déclarations
environnementaux — Autodéclarations
environnementales (Etiquetage de type II)
(ISO 14021:1999)

Umweltkennzeichnungen und
-deklarationen — Umweltbezogene
Anbietererklärungen (Umweltkennzeichnung
Typ II)
(ISO 14021:1999)

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European Committee for Standardization
Comité Européen de Normalisation
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Foreword

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Foreword to amendment A1

This document (EN ISO 14021:2001/A1:2011) has been prepared by Technical Committee ISO/TC 207 "Environmental management".

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Endorsement notice

The text of ISO 14021:1999/Amd 1:2011 has been approved by CEN as a EN ISO 14021:2001/A1:2011 without any modification.

INTERNATIONAL STANDARD

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Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling)

*Marquages et déclarations environnementaux — Autodéclarations
environnementales (Étiquetage de type II)*



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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 3.

Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

International Standard ISO 14021 was prepared by Technical Committee ISO/TC 207, *Environmental management*, Subcommittee SC 3, *Environmental labelling*.

Annex A of this International Standard is for information only.

Introduction

The proliferation of environmental claims has created a need for environmental labelling standards which require that consideration be given to all relevant aspects of the life cycle of the product when such claims are developed.

Self-declared environmental claims may be made by manufacturers, importers, distributors, retailers or anyone else likely to benefit from such claims. Environmental claims made in regard to products may take the form of statements, symbols or graphics on product or package labels, or in product literature, technical bulletins, advertising, publicity, telemarketing, as well as digital or electronic media, such as the Internet.

In self-declared environmental claims, the assurance of reliability is essential. It is important that verification is properly conducted to avoid negative market effects such as trade barriers or unfair competition, which can arise from unreliable and deceptive environmental claims. The evaluation methodology used by those who make environmental claims should be clear, transparent, scientifically sound and documented so that those who purchase or may potentially purchase products can be assured of the validity of the claims.

1 Scope

This International Standard specifies requirements for self-declared environmental claims, including statements, symbols and graphics, regarding products. It further describes selected terms commonly used in environmental claims and gives qualifications for their use. This International Standard also describes a general evaluation and verification methodology for self-declared environmental claims and specific evaluation and verification methods for the selected claims in this standard.

This International Standard does not preclude, override, or in any way change, legally required environmental information, claims or labelling, or any other applicable legal requirements.

2 Normative references

The following normative documents contain provisions which, through reference in this text, constitute provisions of this International Standard. For dated references, subsequent amendments to, or revisions of, any of these publications do not apply. However, parties to agreements based on this International Standard are encouraged to investigate the possibility of applying the most recent editions of the normative documents indicated below. For undated references, the latest edition of the normative document referred to applies. Members of ISO and IEC maintain registers of currently valid International Standards.

☞ ISO 7000, *Graphical symbols for use on equipment — Index and synopsis*

ISO 14020:2000, *Environmental labels and declarations — General principles*

ISO 14025:2006, *Environmental labels and declarations — Type III environmental declarations — Principles and procedures*

ISO 14040:2006, *Environmental management — Life cycle assessment — Principles and framework*

ISO 14044:2006, *Environmental management — Life cycle assessment — Requirements and guidelines* ☞

3 Terms and definitions

For the purposes of this International Standard, the following terms and definitions apply.

3.1 General terms

☞ 3.1.1

biomass

material of biological origin, excluding material embedded in geological formations or transformed to fossilized material and excluding peat

NOTE This includes organic material (both living and dead) from above and below ground, e.g. trees, crops, grasses, tree litter, algae, animals and waste of biological origin, e.g. manure. ☞

3.1.2

coproduct

any two or more products from the same unit process

[ISO 14041:1998]

3.1.3

environmental aspect

element of an organization's activities or products that can interact with the environment

3.1.4

environmental claim

statement, symbol or graphic that indicates an environmental aspect of a product, a component or packaging

NOTE An environmental claim may be made on product or packaging labels, through product literature, technical bulletins, advertising, publicity, telemarketing, as well as through digital or electronic media such as the Internet.

3.1.5

environmental claim verification

confirmation of the validity of an environmental claim using specific predetermined criteria and procedures with assurance of data reliability

3.1.6

environmental impact

any change to the environment, whether adverse or beneficial, wholly or partially resulting from an organization's activities or products

3.1.7

explanatory statement

any explanation which is needed or given so that an environmental claim can be properly understood by a purchaser, potential purchaser or user of the product

3.1.8

functional unit

quantified performance of a product system for use as a reference unit in a life cycle assessment study
[ISO 14040:1997]

3.1.9

greenhouse gas

GHG

gaseous constituent of the atmosphere, both natural and anthropogenic, that absorbs and emits radiation at specific wavelengths within the spectrum of infrared radiation emitted by the Earth's surface, the atmosphere and clouds

NOTE 1 GHGs include, among others, carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs) and sulphur hexafluoride (SF₆).

NOTE 2 A list of recognized GHGs is provided by IPCC, *Climate Change 2007: The Physical Science Basis*, Chapter 2, Table 2.14. 

3.1.10

life cycle

consecutive and interlinked stages of a product system, from raw material acquisition or generation of natural resources to final disposal

[ISO 14040:1997]

3.1.11

material identification

words, numbers or symbols used to designate composition of components of a product or packaging

NOTE 1 A material identification symbol is not considered to be an environmental claim.

NOTE 2 References [4] through [7] in the Bibliography give examples of International Standards, national standards and industry publications dealing with material identification symbols.