

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

American National Standard

ANSI/ISO 14021 – 2001

Approved as an American National Standard by:

NSF International (NSF)
American Society for Testing & Materials (ASTM)
American Society for Quality (ASQ)

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American National Standard/ ISO International Standard

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NSF Foreword

NSF International is an independent, not-for-profit, standards development and certification organization with its world headquarters in Ann Arbor, Michigan. Founded in 1944, NSF has more than 50 years of experience in public health, safety and protection of the environment. NSF provides accredited third-party services to product manufacturers, service providers, government, and users. Those NSF services include consensus standards development and maintenance, product testing and certification with formally registered Marks and published Listings, registration services for ISO 9000, SQ 9000, ISO 14001, and internationally recognized food safety systems (HACCP/9000®). NSF also provides related training and education programs.

In the field of Environmental Management Systems, NSF provides standards, self-assessment and training tools, guidelines, and registration services. In addition, NSF applies the knowledge gained through USEPA funded EMS Demonstration Projects that it manages. NSF's worldwide environmental auditor base provides important support to the standards and registration process. More information on NSF's registration program is available at 1-888-NSF-9000.

This American National Standard is identical with the E version of International Standard ISO 14021:1999, *Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling)*. This standard was approved as an American National Standard through NSF International, using an ANSI approved Expedited Procedure for the National Adoption of ISO Standards as National Standards. The international committee responsible for preparation of this Standard is ISO Technical Committee 207, *Environmental Management*, Subcommittee 3, *Environmental Labelling*. The United States participated in the preparation through the U.S. Technical Advisory Group to ISO Technical Committee 207.

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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

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

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 14020:1998, *Environmental labels and declarations — General principles*.

3 Terms and definitions

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

3.1 General terms

3.1.1

coproduct

any two or more products from the same unit process

[ISO 14041:1998]

3.1.2

environmental aspect

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

3.1.3

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.

3.1.4

environmental claim verification

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

3.1.5

environmental impact

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

3.1.6**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

3.1.7**functional unit**

quantified performance of a product system for use as a reference unit in a life cycle assessment study

[ISO 14040:1997]

3.1.8**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]

3.1.9**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.

3.1.10**packaging**

material that is used to protect or contain a product during transportation, storage, marketing or use

NOTE For the purposes of this International Standard, the term "packaging" also includes any item that is physically attached to, or included with, a product or its container for the purpose of marketing the product or communicating information about the product.

3.1.11**product**

any goods or service

3.1.12**qualified environmental claim**

environmental claim which is accompanied by an explanatory statement that describes the limits of the claim

3.1.13**self-declared environmental claim**

environmental claim that is made, without independent third-party certification, by manufacturers, importers, distributors, retailers or anyone else likely to benefit from such a claim

3.1.14**upgradability**

characteristic of a product that allows its modules or parts to be separately upgraded or replaced without having to replace the entire product

3.1.15**waste**

anything for which the generator or holder has no further use and which is discarded or is released to the environment

3.2 Selected terms commonly used in self-declared environmental claims

Requirements for the usage of the terms listed below, in the context of making an environmental claim, are given in clause 7.

Compostable	7.2.1
Degradable	7.3.1
Designed for disassembly	7.4.1
Extended life product	7.5.1
Recovered energy	7.6.1
Recyclable	7.7.1
Recycled content	7.8.1.1 a)
Pre-consumer material	7.8.1.1 a) 1)
Post-consumer material	7.8.1.1.a) 2)
Recycled material	7.8.1.1 b)
Recovered [reclaimed] material	7.8.1.1 c)
Reduced energy consumption	7.9.1
Reduced resource use	7.10.1
Reduced water consumption	7.11.1