



SLOVENSKI STANDARD
SIST EN ISO 14021:2002
01-december-2002

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Environmental labels and declarations - Self-declared environmental claims (Type II environmental labelling) (ISO 14021:1999)

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

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

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Ta slovenski standard je istoveten z: EN ISO 14021:2001

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EUROPEAN STANDARD
NORME EUROPÉENNE
EUROPÄISCHE NORM

EN ISO 14021

August 2001

ICS 13.020.50

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)

This European Standard was approved by CEN on 17 June 2001.

CEN members are bound to comply with the CEN/CENELEC Internal Regulations which stipulate the conditions for giving this European Standard the status of a national standard without any alteration. Up-to-date lists and bibliographical references concerning such national standards may be obtained on application to the Management Centre or to any CEN member.

This European Standard exists in three official versions (English, French, German). A version in any other language made by translation under the responsibility of a CEN member into its own language and notified to the Management Centre has the same status as the official versions.

CEN members are the national standards bodies of Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and United Kingdom.

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EUROPEAN COMMITTEE FOR STANDARDIZATION
COMITÉ EUROPÉEN DE NORMALISATION
EUROPÄISCHES KOMITEE FÜR NORMUNG

Management Centre: rue de Stassart, 36 B-1050 Brussels

EN ISO 14021:2001 (E)

CORRECTED 2001-09-26

Foreword

The text of the International Standard from Technical Committee ISO/TC 207 "Environmental management" of the International Organization for Standardization (ISO) has been taken over as an European Standard by CEN/CMC.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by February 2002, and conflicting national standards shall be withdrawn at the latest by February 2002.

According to the CEN/CENELEC Internal Regulations, the national standards organizations of the following countries are bound to implement this European Standard: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom.

Endorsement notice

The text of the International Standard ISO 14021:1999 has been approved by CEN as a European Standard without any modification.

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INTERNATIONAL STANDARD

ISO
14021

First edition
1999-09-15

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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Reference number
ISO 14021:1999(E)

ISO 14021:1999(E)

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Printed in Switzerland

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.

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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

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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
Reusable	7.12.1.1
Refillable	7.12.1.2
Waste reduction	7.13.1

4 Objective of self-declared environmental claims

The overall goal of environmental labels and declarations is, through communication of verifiable, accurate information, that is not misleading, on environmental aspects of products, to encourage demand for and supply of those products that cause less stress on the environment, thereby stimulating the potential for market-driven continual environmental improvement.

The objective of this International Standard is to harmonize the use of self-declared environmental claims. It is anticipated that benefits will be:

- accurate and verifiable environmental claims that are not misleading;
- increased potential for market forces to stimulate environmental improvements in production, processes and products;
- prevention or minimization of unwarranted claims;
- reduction in marketplace confusion;

- e) facilitation of international trade; and
- f) increased opportunity for purchasers, potential purchasers and users of the product to make more informed choices.

5 Requirements applying to all self-declared environmental claims

5.1 General

The requirements set out in clause 5 shall apply to any self-declared environmental claim made by a claimant, whether it is one of the selected claims referred to in clause 7 or any other environmental claim.

5.2 Relationship to ISO 14020

In addition to the requirements of this International Standard, the principles set out in ISO 14020 shall apply. Where this International Standard provides more specific requirements than ISO 14020, such specific requirements shall be followed.

5.3 Vague or non-specific claims

An environmental claim that is vague or non-specific or which broadly implies that a product is environmentally beneficial or environmentally benign shall not be used. Therefore, environmental claims such as "environmentally safe", "environmentally friendly", "earth friendly", "non-polluting", "green", "nature's friend" and "ozone friendly" shall not be used.

NOTE This list is illustrative and not exhaustive.

5.4 Claims of "... free"

An environmental claim of "... free" shall only be made when the level of the specified substance is no more than that which would be found as an acknowledged trace contaminant or background level.

NOTE Attention is drawn to the requirements of 5.7 k) and 5.7 p).

5.5 Claims of sustainability

The concepts involved in sustainability are highly complex and still under study. At this time there are no definitive methods for measuring sustainability or confirming its accomplishment. Therefore, no claim of achieving sustainability shall be made.

5.6 Use of explanatory statements

Self-declared environmental claims shall be accompanied by an explanatory statement if the claim alone is likely to result in misunderstanding. An environmental claim shall only be made without an explanatory statement if it is valid in all foreseeable circumstances with no qualifications.

5.7 Specific requirements

Self-declared environmental claims and any explanatory statements are subject to all requirements in 5.7. Such claims, including any explanatory statement:

- a) shall be accurate and not misleading;
- b) shall be substantiated and verified;
- c) shall be relevant to that particular product, and used only in an appropriate context or setting;
- d) shall be presented in a manner that clearly indicates whether the claim applies to the complete product, or only to a product component or packaging, or to an element of a service;