



SLOVENSKI STANDARD
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Bioizdelki - Poročanje in komunikacija med podjetji in potrošniki - Zahteve za trditve

Bio-based products - B2C reporting and communication - Requirements for claims

Biobasierte Produkte - Berichterstattung und Kommunikation zwischen Unternehmen und Verbrauchern - Anforderungen an Anbieteraussagen

Produits biosourcés - Déclaration et communication en B2C - Exigences relatives aux allégations

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Bio-based products - B2C reporting and communication - Requirements for claims

This draft European Standard is submitted to CEN members for enquiry. It has been drawn up by the Technical Committee CEN/TC 411.

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

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European foreword

This document (prEN 16935:2015) has been prepared by Technical Committee CEN/TC 411 “Bio-based products”, the secretariat of which is held by NEN.

This document is currently submitted to the CEN Enquiry.

This document has been prepared under a mandate given to CEN by the European Commission and the European Free Trade Association.

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Introduction

Bio-based products from forestry and agriculture have a long history of application, such as paper, board and various chemicals and materials. The last decades have seen the emergence of new bio-based products in the market. Some of the reasons for the increased interest lie in the bio-based products' benefits in relation to the depletion of fossil resources and climate change. Bio-based products may also provide additional product functionalities. This has triggered a wave of innovation with the development of knowledge and technologies allowing new transformation processes and product development.

Acknowledging the need for common standards for bio-based products, the European Commission issued mandate M/492¹, resulting in a series of standards developed by CEN/TC 411, with a focus on bio-based products other than food, feed and biomass for energy applications.

The standards of CEN/TC 411 "Bio-based products" provide a common basis on the following aspects:

- common terminology;
- bio-based content determination;
- life Cycle Assessment (LCA);
- sustainability aspects;
- declaration tools.

It is important to understand what the term bio-based product covers and how it is being used. The term 'bio-based' means 'derived from biomass'. Bio-based products (bottles, insulation materials, wood and wood products, paper, solvents, chemical intermediates, composite materials, et cetera) are products which are wholly or partly derived from biomass. It is essential to characterize the amount of biomass contained in the product by for instance its bio-based content or bio-based carbon content.

The bio-based content of a product does not provide information on its environmental impact or sustainability, which may be assessed through LCA and sustainability criteria. In addition, transparent and unambiguous communication within bio-based value chains is facilitated by a harmonized framework for certification and declaration.

The prefix "bio" frequently appears in everyday language in terms such as "bioproduct" (where "product" can be substituted by e.g. lubricant), mainly as marketing tools. Detergents and plastic products are other examples of the widespread use of the "bio" prefix. Without reference to clear and agreed definitions, there are many unsubstantiated claims, which can be deceptive.

The term "biomass-based" or "bio-based" refers to the origin of the raw material. The prefix "bio" can refer to different functionalities (biodegradable, biocompatible, etc.) or processing (biological or biotechnological processes).

The use of the prefix "bio" without additional information about the properties should be avoided.

This European standard has been developed with the aim to standardize the information displayed on and about bio-based products by defining criteria for a credible, transparent and non misleading communication. Thereby ensuring that the information displayed is easily available and understandable to the consumer.

This standard applies to organisations that place bio-based products on the market and wish to inform the consumers about the specific characteristics of such bio-based products.

¹ A Mandate is a standardization task embedded in European trade laws. M/492 Mandate is addressed to the European Standardization bodies, CEN, CENELEC and ETSI, for the development of horizontal European Standards for bio-based products.

1 Scope

This European Standard specifies requirements for transparent and non-misleading business-to-consumer communication of characteristics of bio-based products by means of labelling and claims.

This European Standard specifies the characteristics of bio-based products, to be communicated to consumers.

This European Standard specifies requirements for claims related to bio-based products and does not specify requirements on bio-based characteristics.

This European Standard can also be used as a basis for the establishment of product specific standards and certification schemes for specific sectors and products claims.

2 Normative references

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

EN 16575 *Bio-based products - Vocabulary*

EN ISO 14020, *Environmental labels and declarations - General principles (ISO 14020)*

EN ISO 14021, *Environmental labels and declarations - Self-declared environmental claims (Type II environmental labelling) (ISO 14021)*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in EN 16575 and the following apply.

NOTE Some of the terms and definitions given in EN 16575 are included below.

3.1

bio-based

derived from biomass

Note 1 to entry: Biomass can have undergone physical, chemical or biological treatment(s).

Note 2 to entry: The correct spelling of “bio-based” is with a hyphen (-). It is however in common usage sometimes spelt without a hyphen.

Note 3 to entry: The methods to determine and communicate “bio-based” as a characteristic are detailed in specific standards of CEN/TC 411.

[SOURCE: EN 16575:2014, 2.1]

3.2

bio-based carbon content

fraction of carbon derived from biomass in a product

Note 1 to entry: There are several approaches to express the bio-based carbon content. These include as a percentage of: the mass; the total carbon content, or the total organic carbon content of the sample. These are detailed in the relevant standards of CEN/TC 411.

[SOURCE: EN 16575:2014, 2.3]

prEN 16935:2015 (E)**3.3****bio-based content**

fraction of a product that is derived from biomass

Note 1 to entry: It is normally expressed as a percentage of the total mass of the product.

Note 2 to entry: For the methodology to determine the bio-based content, see FprCEN/TR 16721.

Note 3 to entry: Product can be an intermediate, material, semifinished or final product.

Note 4 to entry: "Bio-based product" is often used to refer to a product which is partly bio-based. In those cases, the claim should be accompanied by a quantification of the bio-based content.

[SOURCE: EN 16575:2014, 2.4]

3.4**bio-based product**

product wholly or partly derived from biomass

Note 1 to entry: The bio-based product is normally characterized by the bio-based carbon content or the bio-based content. For the determination and declaration of the bio-based content and the bio-based carbon content, see the relevant standards of CEN/TC 411.

[SOURCE: EN 16575:2014, 2.5]

3.5**biomass**

material of biological origin excluding material embedded in geological formations and/or fossilized

EXAMPLES (Whole or parts of) plants, trees, algae, marine organisms, microorganisms, animals, etc.

[SOURCE: EN 16575:2014, 2.7]

3.6**biomass content**

see bio-based content

[SOURCE: EN 16575:2014, 2.8]

3.7**claim**

statement, symbol or graphic that indicates an aspect of a bio-based product

Note 1 to entry: A 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.

Note 2 to entry: the claims in this standard are related solely to the following characteristics of bio-based products bio-based content, sustainability and/or recommended end-of-life options

[SOURCE: EN ISO 14021:2001, modified]

3.8

consumer

individual member of the general public purchasing or using goods, property or services for private purposes

[SOURCE: EN ISO 14025:2010 [1], 3.16]

3.9

end-of-life

stage which begins when the used product is ready for disposal, recycling, reuse, etc. and ends when the product is returned to nature (combustion, deterioration), or is recycled or reused

[SOURCE: ISO 16759:2013[2], 3.3.3]

3.10

formulated product

product obtained by mixing of different constituents

[SOURCE: CEN/TR 16721:2014 [3], 2.1]

3.11

label

declaration

claim which indicates an aspect of a product or service

Note 1 to entry: A label or declaration may take the form of a statement, symbol or graphic on a product or package label, in product literature, in technical bulletins, in advertising or in publicity, amongst other things.

[SOURCE: EN ISO 14020:2001, 2.1, modified]

3.12

multi-material

material made of more than one material

Note 1 to entry: A multi-material item may be e.g. a composite or a multilayer product.

[SOURCE: CEN/TS 16295:2012[4], 3.11]

4 Principles

The evaluation and verification of the claims shall be in accordance with the principles outlined in EN ISO 14020 and EN ISO 14021. Necessary, minor modifications have been made to extend the applicability of these principles from only environmental claims to all types of claims.

- Principle 1: labels and declarations shall be accurate, verifiable, relevant and not misleading.
- Principle 2: procedures and requirements for labels and declarations shall not be prepared, adopted, or applied with a view to, or with the effect of, creating unnecessary obstacles to international trade.
- Principle 3: labels and declarations shall be based on scientific methodology that is sufficiently thorough and comprehensive to support the claim and that produces results that are accurate and reproducible.

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- Principle 4: information concerning the procedure, methodology, and any criteria used to support labels and declarations shall be available and provided upon request to all interested parties.
- Principle 5: the development of labels and declarations shall take into consideration all relevant aspects of the claim they are intended for.
- Principle 6: labels and declarations shall not inhibit innovation which maintains or has the potential to improve environmental performance and sustainability.
- Principle 7: any administrative requirements or information demands related to labels and declarations shall be limited to those necessary to establish conformance with applicable criteria and standards of the labels and declarations.
- Principle 8: the process of developing labels and declarations should include an open, participatory consultation with interested parties. Reasonable efforts should be made to achieve a consensus throughout the process.
- Principle 9: information on the aspects of products and services relevant to a label or declaration shall be available to purchasers and potential purchasers from the party making the label or declaration.

5 Requirements**5.1 General**

Wherever the claim 'bio-based' is made in relation to a product; as a minimum the bio-based (biomass) content shall be provided (see 5.3). In addition, the sustainability of the biomass may be provided (see 5.4), and the recommended end-of-life of the product shall be provided under some conditions (see 5.5).

Other information, which is relevant, may also be included (5.6).

NOTE prEN 16848:2015[5] specifies a template for the reporting and communication of characteristics, including recovery and disposal options, of bio-based products designed for business to business transactions, which provides an input for companies providing information about the characteristics of bio-based products.

The organization responsible for placing the bio-based product on the market shall verify that the information on the product is correct. In case of a formulated product or a multi-material, the organization placing the product on the market shall determine how the combination of different semi-finished bio-based materials with different characteristics affects the relevant characteristics of the final bio-based product.

5.2 Communication

In the communication it shall be clear whether the information concerns the packaging, packaging components or the product.

Communication via any means or channels shall always meet the requirements of and reference this standard. Whenever a bio-based claim is made in relation to a product, the mandatory information shall be readily available and other relevant information shall be accessible. Where a standard is used to determine a claim, then it shall be referenced.