
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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Biobased products

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EUROPEAN STANDARD
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English Version

**Bio-based products - Requirements for Business-to-
Consumer communication and claims**

Produits biosourcés - Exigences relatives à la
communication et aux déclarations entre entreprise et
consommateur

Biobasierte Produkte - Anforderungen an die Aussagen
von Unternehmen und die Kommunikation zwischen
Unternehmen und Verbrauchern

This European Standard was approved by CEN on 13 February 2017.

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European foreword

This document (EN 16935:2017) has been prepared by Technical Committee CEN/TC 411 “Bio-based products”, the secretariat of which is held by NEN.

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of an identical text or by endorsement, at the latest by November 2017, and conflicting national standards shall be withdrawn at the latest by November 2017.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. CEN shall not be held responsible for identifying any or all such patent rights.

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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/492, 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.

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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, etc.) 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 objective of this European Standard is to harmonize the use of claims which are relevant to describe the characteristics of bio-based products for business to consumer communication. This is done by defining criteria for credible, transparent and non-misleading communication, based on the general principles outlined in ISO 14020. Thereby, ensuring that the information 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 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. It does not specify requirements for bio-based products.

This European Standard is intended to be used as a tool to generate and transfer information to the consumer and/or as an input for product-specific standards and certification schemes.

Business to business communication is covered by EN 16848.[1]

NOTE This standard is applicable to all claims which are based on or make reference to bio-based content (e.g. vegetable-based, plant-based).

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 16760:2015, *Bio-based products - Life Cycle Assessment*

EN 16575, *Bio-based products - Vocabulary*

EN 16785-1, *Bio-based products - Bio-based content - Part 1: Determination of the bio-based content using the radiocarbon analysis and elemental analysis*

prEN 16785-2, *Bio-based products - Bio-based content - Part 2: Determination of the bio-based content using the material balance method*

EN 16848, *Bio-based products - Requirements for Business to Business communication of characteristics using a Data Sheet*

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 16848 and EN 16575 and the following apply.

3.1

claim

label

declaration

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

Note 1 to entry: It 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.

[adapted from EN ISO 14021:2016, modified: 'environmental' removed from term. 'product, a component or packaging' replaced by 'bio-based product', original note removed]

EN 16935:2017 (E)**3.2****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]

3.3**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]

3.4**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 [3], 3.11]

4 Requirements**4.1 General**

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All communication shall be in accordance with ISO 14020. Further useful guidance is provided in ISO 14021, EN ISO 14024 [4] and EN ISO 14025 [1].

It shall be clear whether the communication and/or claims concern the packaging, packaging components, or the product.

A separate claim on a component of the product can only be made if this component can be separated and information is provided on how the component can be separated (if not self-evident).

Wherever the claim 'bio-based' is made in relation to a product, the following information shall be provided:

— minimum bio-based content (4.3)

For products whose disposal is the decision of consumers, the following information shall also be provided:

— recommended end of life of the product (4.5)

The following information may be provided:

— biomass: information on aspects of sustainability (4.4)

— additional information (4.6)

The use of the prefix 'bio-' without additional information should be avoided, as explained in EN 16575:2014, Annex A, Vocabulary.

NOTE EN 16848 specifies a template designed for business to business transactions for the reporting and communication of characteristics of bio-based products, 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 ensure that the information on the product provided by the organization is correct and verifiable. In case of a formulated product or a multi-material, the organization placing the product on the market shall determine if and how the combination of different bio-based materials with different characteristics affects the relevant characteristics of the final bio-based product.

4.2 Communication

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

Communication via any means or channels shall always meet the requirements of and reference this standard EN 16935. 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.

The following means and channels are available for communication:

- on the product or physically attached to the product;
- physical or virtual information about the product.

An example of how to present this information is given in Annex A.

4.3 Bio-based content

The value for bio-based content shall be reported as the minimum percentage of biomass content in relation to the total dry mass of the product. The bio-based content shall be determined according to EN 16785-1 or prEN 16785-2.

NOTE For products where the bio-based carbon content (according to EN 16640 [8] and expressed as a percentage of the total carbon content) is lower than or equal to the bio-based content (according to EN 16785-1 or prEN 16785-2), the bio-based carbon content can be declared as the minimum bio-based content of this product.

The declaration or claim shall be in the format of 'minimum X % bio-based' or '> X % bio-based', where X is the value for bio-based content.

4.4 Information on aspects of biomass sustainability

If a statement on sustainability is made, it shall be limited to the corresponding biomass fraction in the product and will not cover the sustainability of the whole product. Relevant aspects of sustainability of biomass production are given in EN 16751 [5]. Where a claim on sustainability of the biomass production is entered this shall be made either according to a relevant internationally recognized standard or certification system for the production of the type of biomass used.

Standard(s)/certification system(s) used should be stated.

4.5 End-of-life

Information regarding the characteristics of the product which can be used to determine the end of life options should be communicated to the consumer. In case disposal is the decision of consumers (e.g. packaging), this information shall be communicated. The requirements for claims on end of life options in ISO 14021 shall be followed where applicable.

NOTE 1 Particular attention should be given to avoid consumer confusion between bio-based and biodegradable.