

## Keskkonnamärgised ja –teatised. Üldpõhimõtted

Environmental labels and declarations - General principles

## EESTI STANDARDI EESSÕNA

## NATIONAL FOREWORD

<p>Käesolev Eesti standard EVS-EN ISO 14020:2002 sisaldab Euroopa standardi EN ISO 14020:2001 ingliskeelset teksti.</p> <p>Standard on kinnitatud Eesti Standardikeskuse 19.04.2002 käskkirjaga ja jõustub sellekohase teate avaldamisel EVS Teatajas.</p> <p>Euroopa standardimisorganisatsioonide poolt rahvuslikele liikmetele Euroopa standardi teksti kättesaadavaks tegemise kuupäev on 24.10.2004.</p> <p>Standard on kättesaadav Eesti standardiorganisatsioonist.</p>	<p>This Estonian standard EVS-EN ISO 14020:2002 consists of the English text of the European standard EN ISO 14020:2001.</p> <p>This standard is ratified with the order of Estonian Centre for Standardisation dated 19.04.2002 and is endorsed with the notification published in the official bulletin of the Estonian national standardisation organisation.</p> <p>Date of Availability of the European standard text 24.10.2004.</p> <p>The standard is available from Estonian standardisation organisation.</p>
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**Võtmesõnad:** ecologic trade marks, environmental protection, environments, generalities, labelling, manufacturer's declaration

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EUROPEAN STANDARD

**EN ISO 14020**

NORME EUROPÉENNE

EUROPÄISCHE NORM

October 2001

ICS 13.020.50

English version

**Environmental labels and declarations - General principles (ISO 14020:2000)**

Étiquettes et déclarations environnementales - Principes généraux (ISO 14020:2000)

Umweltkennzeichnungen und -deklarationen - Allgemeine Grundsätze (ISO 14020:2000)

This European Standard was approved by CEN on 30 September 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.

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

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## 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 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 April 2002, and conflicting national standards shall be withdrawn at the latest by April 2002.

**NOTE FROM CMC:** The foreword is susceptible to be amended on reception of the German language version. The confirmed or amended foreword, and when appropriate, the normative annex ZA for the references to international publications with their relevant European publications will be circulated with the German version.

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 14020:2000 has been approved by CEN as a European Standard without any modification.

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**Environmental labels and declarations —  
General principles**

*Étiquettes et déclarations environnementales — Principes généraux*



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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.

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

International Standard ISO 14020 was prepared by Technical Committee ISO/TC 207, *Environmental management*, Subcommittee SC 3, *Environmental labelling*.

This second edition cancels and replaces the first edition (ISO 14020:1998), which has been technically revised.

## Introduction

Environmental labels and declarations are one of the tools of environmental management, which is the subject of the ISO 14000 series.

Environmental labels and declarations provide information about a product or service in terms of its overall environmental character, a specific environmental aspect, or any number of aspects. Purchasers and potential purchasers can use this information in choosing the products or services they desire based on environmental, as well as other, considerations. The provider of the product or service hopes the environmental label or declaration will be effective in influencing the purchasing decision in favour of its product or service. If the environmental label or declaration has this effect, the market share of the product or service can increase and other providers may respond by improving the environmental aspects of their products or services to enable them to use environmental labels or make environmental declarations, resulting in reduced environmental stress from that product or service category.



# Environmental labels and declarations — General principles

## 1 Scope

This International Standard establishes guiding principles for the development and use of environmental labels and declarations. It is intended that other applicable standards in the ISO 14020 series be used in conjunction with this International Standard.

This International Standard is not intended for use as a specification for certification and registration purposes.

NOTE Other International Standards in the series are intended to be consistent with the principles set forth in this International Standard. Other standards currently in the ISO 14020 series are ISO 14021, ISO 14024 and ISO/TR 14025 (see Bibliography).

## 2 Terms and definitions

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

### 2.1

#### **environmental label**

#### **environmental declaration**

claim which indicates the environmental aspects of a product or service

NOTE An environmental 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.

### 2.2

#### **life cycle**

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

[ISO 14040:1997]

NOTE "Product" includes any goods or service.

### 2.3

#### **environmental aspect**

element of an organization's activities, products or services which can interact with the environment