## INTERNATIONAL STANDARD



Second edition 2000-09-15

# Environmental labels and declarations — General principles

Étiquettes et déclarations environnementales — Principes généraux



Reference number ISO 14020:2000(E)

#### **PDF disclaimer**

This PDF file may contain embedded typefaces. In accordance with Adobe's licensing policy, this file may be printed or viewed but shall not be edited unless the typefaces which are embedded are licensed to and installed on the computer performing the editing. In downloading this file, parties accept therein the responsibility of not infringing Adobe's licensing policy. The ISO Central Secretariat accepts no liability in this area.

Adobe is a trademark of Adobe Systems Incorporated.

Details of the software products used to create this PDF file can be found in the General Info relative to the file; the PDF-creation parameters were optimized for printing. Every care has been taken to ensure that the file is suitable for use by ISO member bodies. In the unlikely event that a problem relating to it is found, please inform the Central Secretariat at the address given below.

This document is a preview denerated by FLS

© ISO 2000

All rights reserved. Unless otherwise specified, no part of this publication may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying and microfilm, without permission in writing from either ISO at the address below or ISO's member body in the country of the requester.

ISO copyright office Case postale 56 • CH-1211 Geneva 20 Tel. + 41 22 749 01 11 Fax + 41 22 749 09 47 E-mail copyright@iso.ch Web www.iso.ch

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.

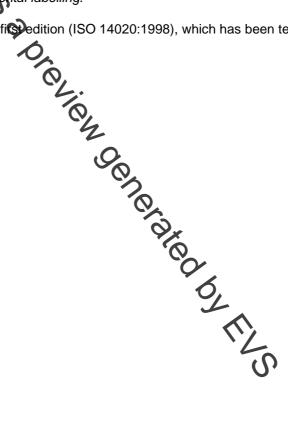
International Standards are grafted in accordance with the rules given in the ISO/IEC Directives, Part 3.

Draft International Standards acousted 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 figeedition (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 pormation in choosing the products or services they desire based on environmental, as

Environmental labels and declarations provide interimation about a product or service in mome a new source environmental character a specific environmental aspects or any number of aspects. Purchasers and potential use as other, consideration of the product or service hopes the environmental label or declaration will be effective in influencing the purchaser scale of the product or service hopes the environmental label or declaration will be effective in influencing the purchasers are source and other providers may respond by improving the environmental aspects of their product or services to enable them to use environmental labels or make environmental educations, resulting in reduced environmental stress from that product or service can increase and other provider or service care crease and other provider of the product or service to enable them to use environmental labels or make environmental educations, resulting in reduced environmental stress from that product or service care crease and other provider of the product or service to enable them to use environmental labels or educated environmental stress from that product or service care crease and other provider of the product or service to enable them to use environmental stress from that product or service care crease.

## Environmental labels and declarations — General principles

#### Scope 1

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

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

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

#### 2 Terms and definitions

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

#### 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

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

#### 3 Objective of environmental labels and declarations

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