

KESKKONNAMÄRGISED JA -TEATISED.
ISEDEKLAREERITAVAD KESKKONNAVÄITED (II TÜÜPI
KESKKONNAMÄRGISTAMINE)

Environmental labels and declarations - Self-declared
environmental claims (Type II environmental labelling)
(ISO 14021:2016)

EESTI STANDARDI EESSÕNA

NATIONAL FOREWORD

See Eesti standard EVS-EN ISO 14021:2016 sisaldab Euroopa standardi EN ISO 14021:2016 ingliskeelset teksti.	This Estonian standard EVS-EN ISO 14021:2016 consists of the English text of the European standard EN ISO 14021:2016.
Standard on jõustunud sellekohase teate avaldamisega EVS Teatajas	This standard has been endorsed with a notification published in the official bulletin of the Estonian Centre for Standardisation.
Euroopa standardimisorganisatsioonid on teinud Euroopa standardi rahvuslikele liikmetele kättesaadavaks 13.04.2016.	Date of Availability of the European standard is 13.04.2016.
Standard on kättesaadav Eesti Standardikeskusest.	The standard is available from the Estonian Centre for Standardisation.

Tagasisidet standardi sisu kohta on võimalik edastada, kasutades EVS-i veebilehel asuvat tagasiside vormi või saates e-kirja meiliaadressile standardiosakond@evs.ee.

ICS 13.020.50

Standardite reprodutseerimise ja levitamise õigus kuulub Eesti Standardikeskusele

Andmete paljundamine, taastekitamine, kopeerimine, salvestamine elektroonsesse süsteemi või edastamine ükskõik millises vormis või millisel teel ilma Eesti Standardikeskuse kirjaliku loata on keelatud.

Kui Teil on küsimusi standardite autorikaitse kohta, võtke palun ühendust Eesti Standardikeskusega:

Aru 10, 10317 Tallinn, Eesti; koduleht www.evs.ee; telefon 605 5050; e-post info@evs.ee

The right to reproduce and distribute standards belongs to the Estonian Centre for Standardisation

No part of this publication may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, without a written permission from the Estonian Centre for Standardisation.

If you have any questions about copyright, please contact Estonian Centre for Standardisation:

Aru 10, 10317 Tallinn, Estonia; homepage www.evs.ee; phone +372 605 5050; e-mail info@evs.ee

EUROPEAN STANDARD

EN ISO 14021

NORME EUROPÉENNE

EUROPÄISCHE NORM

April 2016

ICS 13.020.50

Supersedes EN ISO 14021:2001

English Version

**Environmental labels and declarations - Self-declared
environmental claims (Type II environmental labelling)
(ISO 14021:2016)**

Marquage et déclarations environnementaux -
Autodéclarations environnementales (Étiquetage de
type II) (ISO 14021:2016)

Umweltkennzeichnungen und -deklarationen -
Umweltbezogene Anbietererklärungen
(Umweltkennzeichnung Typ II) (ISO 14021:2016)

This European Standard was approved by CEN on 20 January 2016.

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 CEN-CENELEC 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 CEN-CENELEC Management Centre has the same status as the official versions.

CEN members are the national standards bodies of Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Former Yugoslav Republic of Macedonia, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and United Kingdom.



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

CEN-CENELEC Management Centre: Avenue Marnix 17, B-1000 Brussels

European foreword

This document (EN ISO 14021:2016) has been prepared by Technical Committee ISO/TC 207 "Environmental management".

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 October 2016, and conflicting national standards shall be withdrawn at the latest by October 2016.

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

This document supersedes EN ISO 14021:2001.

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

According to the CEN-CENELEC Internal Regulations, the national standards organizations of the following countries are bound to implement this European Standard: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Former Yugoslav Republic of Macedonia, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and the United Kingdom.

Endorsement notice

The text of ISO 14021:2016 has been approved by CEN as EN ISO 14021:2016 without any modification.

Contents

	Page
Foreword	v
Introduction	vi
1 Scope	1
2 Normative references	1
3 Terms and definitions	1
3.1 General terms.....	1
3.2 Selected terms commonly used in self-declared environmental claims.....	4
4 Objective of self-declared environmental claims	4
5 Requirements applying to all self-declared environmental claims	4
5.1 General.....	4
5.2 Relationship to ISO 14020.....	5
5.3 Vague or non-specific claims.....	5
5.4 Claims of "... free".....	5
5.5 Claims of sustainability.....	5
5.6 Use of explanatory statements.....	5
5.7 Specific requirements.....	5
5.8 Use of symbols to make environmental claims.....	6
5.9 Other information or claims.....	7
5.10 Specific symbols.....	7
5.10.1 General.....	7
5.10.2 The Mobius loop.....	7
6 Evaluation and claim verification requirements	8
6.1 Responsibilities of the claimant.....	8
6.2 Reliability of evaluation methodology.....	8
6.3 Evaluation of comparative claims.....	8
6.4 Selection of methods.....	9
6.5 Access to information.....	9
7 Specific requirements for selected claims	10
7.1 General.....	10
7.2 Compostable.....	10
7.2.1 Usage of term.....	10
7.2.2 Qualifications.....	10
7.2.3 Evaluation methodology.....	11
7.3 Degradable.....	11
7.3.1 Usage of term.....	11
7.3.2 Qualifications.....	11
7.3.3 Evaluation methodology.....	12
7.4 Designed for disassembly.....	12
7.4.1 Usage of term.....	12
7.4.2 Qualifications.....	12
7.4.3 Evaluation methodology.....	13
7.5 Extended life product.....	13
7.5.1 Usage of term.....	13
7.5.2 Qualifications.....	13
7.5.3 Evaluation methodology.....	13
7.6 Recovered energy.....	13
7.6.1 Usage of term.....	13
7.6.2 Qualifications.....	13
7.6.3 Evaluation methodology.....	14
7.7 Recyclable.....	14
7.7.1 Usage of term.....	14
7.7.2 Qualifications.....	14

7.7.3	Use of a symbol.....	14
7.7.4	Evaluation methodology.....	15
7.8	Recycled content.....	15
7.8.1	Usage of terms.....	15
7.8.2	Qualifications.....	16
7.8.3	Use of a symbol.....	16
7.8.4	Evaluation methodology.....	16
7.9	Reduced energy consumption.....	17
7.9.1	Usage of term.....	17
7.9.2	Qualifications.....	17
7.9.3	Evaluation methodology.....	17
7.10	Reduced resource use.....	17
7.10.1	Usage of term.....	17
7.10.2	Qualifications.....	17
7.10.3	Evaluation methodology.....	18
7.11	Reduced water consumption.....	18
7.11.1	Usage of term.....	18
7.11.2	Qualifications.....	18
7.11.3	Evaluation methodology.....	18
7.12	Reusable and refillable.....	19
7.12.1	Usage of terms.....	19
7.12.2	Qualifications.....	19
7.12.3	Evaluation methodology.....	19
7.13	Waste reduction.....	20
7.13.1	Usage of term.....	20
7.13.2	Qualifications.....	20
7.13.3	Evaluation methodology.....	20
7.14	Renewable material.....	20
7.14.1	Usage of term.....	20
7.14.2	Qualifications.....	20
7.14.3	Evaluation methodology.....	21
7.15	Renewable energy.....	21
7.15.1	Usage of term.....	21
7.15.2	Qualifications.....	21
7.15.3	Evaluation methodology.....	21
7.16	Sustainable.....	21
7.16.1	Usage of term.....	21
7.17	Claims relating to greenhouse gas emissions.....	21
7.17.1	General.....	21
7.17.2	Product “carbon footprint”.....	22
7.17.3	“Carbon neutral”.....	22
Annex A (informative) Simplified diagrammatic representation of a recycling system.....		23
Bibliography.....		24

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.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2. www.iso.org/directives

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received. www.iso.org/patents

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the WTO principles in the Technical Barriers to Trade (TBT) see the following URL: [Foreword - Supplementary information](#)

The committee responsible for this document is ISO/TC 207, *Environmental management*, Subcommittee SC 3, *Environmental labelling*.

This second edition cancels and replaces the first edition (ISO 14021:1999), of which it constitutes a minor revision. It also incorporates the Amendment ISO 14021:1999/Amd 1:2011.

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 ensured of the validity of the claims.

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 International 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 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.

ISO 7000, *Graphical symbols for use on equipment — Registered symbols*

ISO 14020, *Environmental labels and declarations — General principles*

ISO/TS 14067, *Greenhouse gases — Carbon footprint of products — Requirements and guidelines for quantification and communication*

3 Terms and definitions

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

3.1 General terms

3.1.1

biomass

material of biological origin, excluding material embedded in geological formations or transformed to fossilised material and excluding peat

Note 1 to entry: This includes organic material (both living and dead) from above and below ground, e.g. trees, crops, grasses, tree litter, algae, animals and waste of biological origin, e.g. manure.

3.1.2

co-product

two or more products from the same unit process

[SOURCE: ISO 14040:2006, 3.10, modified]

3.1.3

environmental aspect

element of an organization's activities or products that can interact with the environment