
**Environmental labels and
declarations — Principles,
requirements and guidelines
for communication of footprint
information**

*Déclarations et étiquettes environnementales — Principes, exigences
et lignes directrices pour la communication des informations
d'empreinte*



This document is a preview generated by EBS



COPYRIGHT PROTECTED DOCUMENT

© ISO 2017, Published in Switzerland

All rights reserved. Unless otherwise specified, no part of this publication may be reproduced or utilized otherwise in any form or by any means, electronic or mechanical, including photocopying, or posting on the internet or an intranet, without prior written permission. Permission can be requested from either ISO at the address below or ISO's member body in the country of the requester.

ISO copyright office
Ch. de Blandonnet 8 • CP 401
CH-1214 Vernier, Geneva, Switzerland
Tel. +41 22 749 01 11
Fax +41 22 749 09 47
copyright@iso.org
www.iso.org

Contents

Page

Foreword	v
Introduction	vi
1 Scope	1
2 Normative references	1
3 Terms and definitions	1
3.1 Terms relating to footprint communication	2
3.2 Terms relating to life cycle assessment and data	2
3.3 Terms relating to organizations and products	4
3.4 Terms relating to data quality and verification	4
4 Objectives	5
5 Principles	5
5.1 Credibility and reliability	5
5.2 Life cycle perspective	6
5.3 Comparability	6
5.4 Transparency	6
5.5 Regionality	6
6 Communication requirements	6
6.1 Relationship with ISO 14020	6
6.2 General requirements	6
6.3 Intended audience	7
6.4 Identification of area of concern	7
6.5 Information to be provided	7
6.5.1 General	7
6.5.2 Supporting information	8
6.5.3 Use of explanatory statements	9
6.6 Footprint graphics	9
6.7 Communication of more than one footprint	9
6.7.1 General	9
6.7.2 Graphics	9
6.8 Access to information	10
6.9 Comparative footprint communications	10
6.9.1 Types of comparative footprint communications	10
6.9.2 Requirements for all comparative footprint communications	10
6.9.3 Comparisons with the products of other organizations	10
6.9.4 Footprint communications suggesting overall superiority	11
6.9.5 Performance tracking	11
7 Requirements for the use of data to support the communication	11
7.1 Acceptable footprint results	11
7.2 Assurance of data quality	12
7.3 Rules for data confidentiality	12
7.4 Data used in comparative footprint communications	12
7.4.1 General	12
7.4.2 PCR for comparative footprint communications	12
8 Footprint communication programme requirements	13
8.1 Scope of the programme	13
8.2 Use of PCR	13
8.3 Footprint communication programme rules	13
8.3.1 Programme instructions	13
8.3.2 Declarations of conformity	13
8.3.3 Monitoring the footprint communication	13
8.4 Communication responsibilities of the footprint communication programme operator	14

8.5	Establishing data quality requirements	14
9	Verification requirements	14
9.1	Verification of footprint communication	14
9.2	Competence of footprint communication verifiers	14
9.3	Independence of verifiers	15
Annex A (informative) Responsibilities of the footprint communication programme operator		16
Bibliography		17

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 (see 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 (see 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 voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see the following URL: www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 207, *Environmental management*, Subcommittee SC 3, *Environmental labelling*.

Introduction

This document belongs to a suite of standards dealing with environmental labels and declarations for products. It provides requirements and guidelines for how environmental aspects and potential environmental impacts of a product related to a specific area of concern can be communicated. The aim of this document is to ensure that only valid, science-based and comparable purchasing information is provided without any “greenwashing”.

Footprint communication is intended solely to promote the dissemination of credible product information that is not misleading.

Footprint communications take into consideration the local or regional context relevant to the area where the potential environmental impacts might occur, including the production, use and end-of-life stages.

This document is intended to ensure that all footprint communications, regardless of the quantification methodology, follow the same principles and procedures.

This document provides principles, requirements and guidelines for an organization wishing to make a product footprint communication.

Environmental labels and declarations — Principles, requirements and guidelines for communication of footprint information

1 Scope

This document provides principles, requirements and guidelines for footprint communications for products addressing areas of concern relating to the environment.

This document also provides requirements and guidelines for footprint communication programmes, as well as requirements for verification procedures.

This document does not address the quantification of a footprint, nor does it address the communication of footprints that are not related to the environment, e.g. footprints addressing social or economic issues. In particular, footprint communications relating to the economic and social dimensions of sustainable development are outside the scope of this document. Footprint communications relating to organizations are also outside the scope of this document.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

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

ISO 14025:2006, *Environmental labels and declarations — Type III environmental declarations — Principles and procedures*

ISO/TS 14027, *Environmental labels and declarations — Development of product category rules*

ISO 14044:2006, *Environmental management — Life cycle assessment — Requirements and guidelines*

ISO 14046, *Environmental management — Water footprint — Principles, requirements and guidelines*

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

ISO/TS 14071, *Environmental management — Life cycle assessment — Critical review processes and reviewer competencies: Additional requirements and guidelines to ISO 14044:2006*

ISO/IEC 17050-1, *Conformity assessment — Supplier's declaration of conformity — Part 1: General requirements*

3 Terms and definitions

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

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <http://www.electropedia.org/>