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

EESTI STANDARDI EESSÕNA

NATIONAL FOREWORD

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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.
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EUROPEAN STANDARD

EN 16935

NORME EUROPÉENNE

EUROPÄISCHE NORM

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of an identical text or by endorsement, at the latest by November 2017, and conflicting national standards shall be withdrawn at the latest by November 2017.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

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

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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.

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]