
**Environmental labels and
declarations — Self-declared
environmental claims (Type II
environmental labelling)**

*Marquage et déclarations environnementaux — Autodéclarations
environnementales (Étiquetage de type II)*





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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.

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

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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