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Second edition  
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## **Environmental labels and declarations — General principles**

*Étiquettes et déclarations environnementales — Principes généraux*



Reference number  
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## Foreword

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

Draft International Standards adopted 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 first edition (ISO 14020:1998), which has been technically revised.

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## **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 information in choosing the products or services they desire based on environmental, as well as other, considerations. The provider of the product or service hopes the environmental label or declaration will be effective in influencing the purchasing decision in favour of its product or service. If the environmental label or declaration has this effect, the market share of the product or service can increase and other providers may respond by improving the environmental aspects of their products or services to enable them to use environmental labels or make environmental declarations, resulting in reduced environmental stress from that product or service category.