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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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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

This is a preview of "ISO 14021:2016". [Click here to purchase the full version from the ANSI store.](#)

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

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Foreword

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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.