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

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



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Contents

1 Scope 1

2 Normative references 1

3 Terms and definitions..... 1

4 Objective of self-declared environmental claims 3

5 Requirements applying to all self-declared environmental claims..... 4

6 Evaluation and claim verification requirements 7

7 Specific requirements for selected claims..... 9

Annex A (informative) Simplified diagrammatic representation of a recycling system..... 19

Bibliography 20

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.

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.

International Standard ISO 14021 was prepared by Technical Committee ISO/TC 207, *Environmental management*, Subcommittee SC 3, *Environmental labelling*.

Annex A of this International Standard is for information only.

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 assured of the validity of the claims