

AS ISO 14021(Int)—1998  
**(Expires 5 November 2000)**  
ISO/DIS 14021.2:1998

Interim Australian Standard™

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**Environmental labels and  
declarations—Self-declared  
environmental claims**

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This Interim Australian Standard was prepared by Committee EV/3, Environmental Labelling. It was approved on behalf of the Council of Standards Australia on 4 September 1998 and published on 5 November 1998.

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The following interests are represented on Committee EV/3:

Australian Association of Certification Bodies  
Australian Chamber of Commerce and Industry  
Australian Competition and Consumer Commission  
Australian Conservation Foundation  
Australian Consumers Association  
Australian and New Zealand Environment and Conservation Council  
Australian Retailers Association  
Consumers Federation of Australia  
Department of Industry Science and Technology (Commonwealth)  
Environmental Protection Authority, New Zealand  
Grocery Manufacturers of Australia  
Institution of Engineers, Australia  
Packaging Council of Australia  
Telarc New Zealand

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*This Standard was issued in draft form for comment as DR 94408.*

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## PREFACE

This Interim Standard was prepared by the Joint Standards Australia/Standards New Zealand Committee EV/3, Environmental Labelling and is the result of a consensus among representatives on the Joint Committee to produce it as an Australian Standard.

This Interim Standard is identical with, and has been reproduced from, ISO/DIS 14021.2:1998, *Environmental labels and declarations—Self-declared environmental claims*.

Of the organizations represented on Committee EV/3, the Grocery Manufacturers of Australia did not agree to the adoption of ISO/DIS 14021.2 as an Interim Australian Standard.

The objective of this Interim Standard is to harmonize the various national guidelines on environmental claims used on product labels and in marketing generally, in order to facilitate trade in the global marketplace and to give consumers confidence in environmental claims. ISO/DIS 14021.2 has been adopted as an Interim Standard to promote wider awareness of its content in Australia. The intention is to adopt ISO 14021 as a final Australian Standard when it is finalized and published as an International Standard.

Attention is drawn to Clause 6.2 of the Standard, which the Committee is considering deleting from the final Australian Standard. It has been suggested that ISO 14020 adds nothing to the content of the Standard and the clause referencing ISO 14020 is not required.

Clause 6.6 of the ISO/DIS has been deleted because it is generally accepted within Australia that claims of '... free' are rarely literally true and hence are potentially misleading to the consumer. It has also been agreed that a clause allowing a claim of '... free' when trace amounts are present goes against the general requirement that 'claims shall be accurate and not misleading'.

These matters will be drawn to the attention of the relevant ISO Committee in the course of voting of ISO/DIS 14021.2 with a view to having the clauses deleted from the ISO Standard. However, when this was proposed at an earlier stage of development of the International Standard, it was not accepted by the ISO Committee.

Standards Australia invites comment on this Interim Standard from persons and organizations concerned with this subject. The date of expiry for comment is two years after publication at which time this Interim Standard will be confirmed, withdrawn or revised in the light of public comment.

During the life of this document the Committee will monitor all comment as it is received. Attention is drawn to the fact that this document is an Interim Australian Standard and should be regarded as a developmental Standard and hence liable to future alteration.

The term 'informative' has been used in this Standard to define the application of the annex to which it applies. An 'informative' annex is only for information and guidance.

For the purpose of this Interim Australian Standard, the ISO text should be modified as follows:

- (a) Its number appears on the cover and title page while the International Standard number appears only on the cover.
- (b) In the source text, 'this International Standard' should read 'this Interim Australian Standard'.
- (c) A full point substitutes for a comma when referring to a decimal marker.
- (d) Delete Clause 6.6.

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## INTRODUCTION

The proliferation of environmental claims has created a need for environmental labelling standards which require that, where appropriate, life cycle considerations be taken into account 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, product literature, technical bulletins, advertising, publicity, telemarketing etc.

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

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.

## AUSTRALIAN/NEW ZEALAND STANDARD

### 1 Scope

This International Standard specifies requirements for self-declared environmental claims, including symbols, regarding products. It further describes selected terms commonly used in environmental claims and gives qualifications for their use. This 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 standard.

The standard does not preclude, override, or in any way change, legally required environmental information, claims or labelling, or any other applicable legal requirements.

### 2 Objective of this standard

The objective of this standard is to harmonize the use of self-declared environmental claims. It is anticipated that benefits are:

- (a) accurate, verifiable, and non-deceptive environmental claims;
- (b) an increased potential for market forces to stimulate environmental improvements in production, processes and products.
- (c) prevention or minimization of unwarranted claims;
- (d) a reduction in marketplace confusion;
- (e) facilitation of international trade; and
- (f) an increased opportunity for purchasers, potential purchasers and users of the product to make more informed choices.

### 3 Normative references

The following standards contain provisions which, through reference in this text, constitute provisions of this International Standard. At the time of publication, the editions indicated were valid. All Standards are subject to revision, and parties to agreements based on this International Standard are encouraged to investigate the possibility of applying the most recent editions of the standards indicated below. Members of ISO and IEC maintain registers of currently valid International Standards.

ISO 7000:1989	Graphic symbols for use on equipment - Index and synopsis Amendment 1 - General symbol for recovery/recycling (ISO 7000 – 1135)
ISO 14020:199X	Environmental labels and declarations - General principles <sup>1</sup>

### 4 Definitions

For the purpose of this International Standard, the following definitions apply.

#### 4.1

##### **environmental claim**

statement, or symbol that indicates the environmental aspects of a product.

NOTE An environmental claim may be made on product or packaging labels, through product literature, technical bulletins, advertising, publicity or similar applications.

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<sup>1</sup> In course of preparation