



Environmental labels and declarations— General principles



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- Accord Australasia
 - Association of Accredited Certification Bodies
 - Australian Chamber of Commerce and Industry
 - Australian Industry Group
 - Australian Window Association
 - Cement Concrete and Aggregates Australia
 - CHOICE
 - Deakin University
 - Housing Industry Association
 - Joint Accreditation System of Australia and New Zealand
 - Sustainable Business Australia
 - Think Brick Australia
-

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Australian Standard[®]

**Environmental labels and declarations—
General principles**

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PREFACE

This Standard was prepared by the Standards Australia Committee EV-003, Environmental Labelling. The objective of this Standard is to harmonize the overarching principles used in the development, marketing and application of environmental labels and declarations on a national scale. This Standard sets out minimum criteria in order to—

- (a) facilitate a level playing field for global trade;
- (b) ensure the communication of verifiable and accurate information; and
- (c) give users confidence in environmental claims.

In the application of this Standard, specific care should be taken to ensure that local considerations are addressed to deliver accurate and relevant information.

This Standard is identical with, and has been reproduced from ISO 14020:2000, *Environmental labels and declarations—General principles*.

In the source text, references are made to the ISO 14020 series. Only Australian or Australian/New Zealand adoptions of the ISO 14020 series should be used.

As this Standard is reproduced from an International Standard, in the source text 'this International Standard' should read 'this Australian Standard'.

AUSTRALIAN STANDARD

Environmental labels and declarations—General principles**1 Scope**

This International Standard establishes guiding principles for the development and use of environmental labels and declarations. It is intended that other applicable standards in the ISO 14020 series be used in conjunction with this International Standard.

This International Standard is not intended for use as a specification for certification and registration purposes.

NOTE Other International Standards in the series are intended to be consistent with the principles set forth in this International Standard. Other standards currently in the ISO 14020 series are ISO 14021, ISO 14024 and ISO TR 14025 (see Bibliography).

2 Terms and definitions

For the purposes of this International Standard, the following terms and definitions apply.

2.1**environmental label****environmental declaration**

claim which indicates the environmental aspects of a product or service

NOTE An environmental label or declaration may take the form of a statement, symbol or graphic on a product or package label, in product literature, in technical bulletins, in advertising or in publicity, amongst other things.

2.2**life cycle**

consecutive and interlinked stages of a product system, from raw material acquisition or generation of natural resources to the final disposal

[ISO 14040:1997]

NOTE "Product" includes any goods or service.

2.3**environmental aspect**

element of an organization's activities, products or services which can interact with the environment

3 Objective of environmental labels and declarations

The overall goal of environmental labels and declarations is, through communication of verifiable and accurate information, that is not misleading, on environmental aspects of products and services, to encourage the demand for and supply of those products and services that cause less stress on the environment, thereby stimulating the potential for market-driven continuous environmental improvement.