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

ICS 13.020.50

Descriptors : environmental engineering, labels, waste handling

Reference number : JIS Q 14021 : 2000 (E)

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Foreword

This translation has been made based on the original Japanese Industrial Standard established by the Minister of International Trade and Industry through deliberations at the Japanese Industrial Standards Committee in accordance with the Industrial Standardization Law.

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In the event of any doubts arising as to the contents,
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Environmental labels and declarations

— Self-declared environmental claims

(Type II environmental labelling)

0 Introduction

0.1 This Japanese Industrial Standard has been prepared based on the first edition of ISO 14021 *Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling)* published in 1999 without modifying the technical contents.

0.2 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.