International Standard

ISO 14024

Environmental statements and programmes for products — Ecolabels

Déclarations environnementales et programmes pour les produits — Écolabels

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ISO copyright office
CP 401 • Ch. de Blandonnet 8
CH-1214 Vernier, Geneva
Phone: +41 22 749 01 11
Email: copyright@iso.org
Website: www.iso.org

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Contents

Page

Foreword ..... **v**
Introduction ..... **vi**
1 Scope **1**
2 Normative references **1**
3 Terms and definitions **1**
3.1 Terms related to the environment 1
3.2 Terms related to ecolabels and ecolabelling programmes 2
3.3 Terms related to life cycle 3
3.4 Terms related to conformity assessment of ecolabels 4
4 Principles **4**
5 Other types of environmental statements **4**
6 Requirements applying to ecolabelling programmes **4**
6.1 Ecolabelling programme 4
6.1.1 General 4
6.1.2 Avoidance of conflict of interest 5
6.1.3 Ecolabelling programme establishment and management 5
6.1.4 Ecolabelling programme operating rules 5
6.2 Programme operator 6
6.2.1 General 6
6.2.2 Costs and fees 6
6.3 Involvement of interested parties 6
6.3.1 General 6
6.3.2 Consultation process 6
6.4 Selection of product categories 6
6.4.1 General 6
6.4.2 Conducting a feasibility study of product categories 6
6.4.3 Proposal for product category 7
6.4.4 Mutual recognition 7
6.5 Specific requirements and product criteria for product categories 7
6.5.1 Overall considerations 7
6.5.2 Selection of product environmental criteria 8
6.5.3 Selection of product function criteria 9
6.5.4 Validity of programme requirements 9
6.6 Quantification methodologies, data quality and reporting 10
6.6.1 General 10
6.6.2 Assessment methods 10
6.6.3 Values for each criterion 10
6.6.4 Data quality 10
6.6.5 Hierarchy of determination methods 10
6.6.6 Weighting 11
6.6.7 Availability of test laboratories and others 11
6.6.8 Competency and impartiality 11
6.7 Conformity assessment 11
6.7.1 General 11
6.7.2 Requirements regarding the selection of the determination methods 11
6.7.3 Requirements regarding the certification 11
6.8 Format of ecolabels, reporting and publication 11
6.9 Changes or revisions to ecolabelling programmes, product criteria and ecolabels 12
7 General requirements applying to ecolabels **13**
8 Certification process, licensing and surveillance **13**
8.1 General 13
8.2 Certification applications and agreements 13

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8.3 Review of determination results ... 13
8.4 Decision-making ... 14
8.5 Licensing ... 14
8.6 Surveillance ... 15

Annex A (informative) **Communication guidance for ISO 14024 ecolabels** ... **16**

Annex B (informative) **Selection of product criteria** ... **17**

Annex C (informative) **Examples for product criteria and related conformity assessment methods** ... **20**

Annex D (informative) **Alternatives for conformity assessment** ... **23**

Bibliography ... **25**

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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.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO document should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

ISO draws attention to the possibility that the implementation of this document may involve the use of (a) patent(s). ISO takes no position concerning the evidence, validity or applicability of any claimed patent rights in respect thereof. As of the date of publication of this document, ISO had not received notice of (a) patent(s) which may be required to implement this document. However, implementers are cautioned that this may not represent the latest information, which may be obtained from the patent database available at www.iso.org/patents. ISO shall not be held responsible for identifying any or all such patent rights.

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 207, *Environmental management*, Subcommittee SC 3, *Environmental labelling*, in collaboration with the European Committee for Standardization (CEN), in accordance with the Agreement on technical cooperation between ISO and CEN (Vienna Agreement).

This third edition cancels and replaces the second edition (ISO 14024:2018), which has been technically revised.

The main changes are as follows:

— elements that are common to all the documents on environmental statements developed by ISO/TC 207/SC 3 have been removed and are now in ISO 14020:2022;

— the document has been restructured to correspond with the structure of ISO 14020;

— Figure 1 has been added;

— a new Annex A has been added that provides information about how ecolabels made in accordance with this document can be differentiated from other environmental statements that do not conform to this document;

— the table and product criteria selection matrix in 6.4.1 has been moved to Annex B and expanded;

— a new Annex C has been added that provides guidance, with examples, for programme operators on how product criteria and related conformity assessment methods can be matched;

— a new Annex D has been added with methods and requirements associated with conformity assessment (e.g. testing, inspection, audit) that are necessary to demonstrate the veracity of the ecolabel;

— reference documents have been updated.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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Introduction

0.1 This document contains principles, requirements and guidance for ecolabelling programmes and ecolabels that provide environmental information about products. Ecolabelling programmes award their ecolabel to products that meet a set of predetermined requirements. The ecolabel identifies products that are determined to be most environmentally preferable within a particular product category.

0.2 Ecolabels are voluntary (see ISO 14020:2022, 4.10). They can be operated by public or private agencies and can be national, regional or international in nature.

0.3 Ecolabels are one type of environmental statement. The overall goals of environmental statements are to:

a) communicate accurate information about the environmental impacts or aspects of goods and services;

b) encourage the demand for and supply of goods and services that cause less stress on the environment;

c) stimulate market-driven continual environmental improvement in goods and services.

0.4 This document harmonizes the transparent and credible use of ecolabels and differentiates them from other forms of environmental statements. The benefits of using this document are:

a) ecolabels based on accurate and verifiable information that are not misleading;

b) increased potential for market forces to stimulate the improvement of environmental aspects in production processes, goods and services;

c) prevention or minimization of unwarranted self-declared environmental labels;

d) avoidance of marketplace confusion with other types of environmental statements and general certification of products that fulfil environmental or sustainability requirements;

e) facilitation of international trade;

f) increased opportunities for purchasers, potential purchasers, and users of goods and services to make better informed choices.

0.5 This document is one of the documents developed by ISO/TC 207/SC 3 that provide principles, requirements and guidance for different types of environmental statements about products. These documents focus on fighting greenwashing in the marketplace. These documents include the following:

— ISO 14020, which provides common terms and definitions, principles and general requirements for all environmental statements (e.g. self-declared environmental claims, ecolabels, EPDs and footprint communications) and associated programmes that enable the communication of environmental aspects and potential environmental impacts of products.

— ISO 14021, which provides principles, requirements and guidance for environmental statements in the form of self-declared environmental claims.

— ISO 14024 (this document), which provides principles, requirements and guidance for environmental statements in the form of ecolabels.

— ISO 14025, which provides principles, requirements and guidance for environmental statements in the form of environmental product declarations (EPDs).

— ISO 14026, which provides principles, requirements and guidance for environmental statements in the form of footprint communications.

— ISO/TS 14027, which provides principles, requirements and guidance for product category rules (PCR) that support the use of life cycle assessment (LCA) as a method to compile and evaluate information that is used as a basis for making environmental statements.

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— ISO/TS 14029, which provides principles, requirements and guidance for the mutual recognition of EPDs, footprint communications and associated programmes.

0.6 Environmental statement programme operators are encouraged to cooperate and harmonize with each other, whenever relevant and applicable, to enhance the coherence of environmental statement programmes, at regional, national and international levels.

0.7 This document requires the user to apply the requirements in ISO 14020. Those requirements refer to the generic term “environmental statement”. When reading this document and ISO 14020 together, the generic term “environmental statement” in ISO 14020 can be interpreted as referring to the specific term included in this document, i.e. “ecolabel”.

0.8 Figure 1 provides the existing structure of the documents on environmental statements developed by ISO/TC 207/SC 3 in graphic form.

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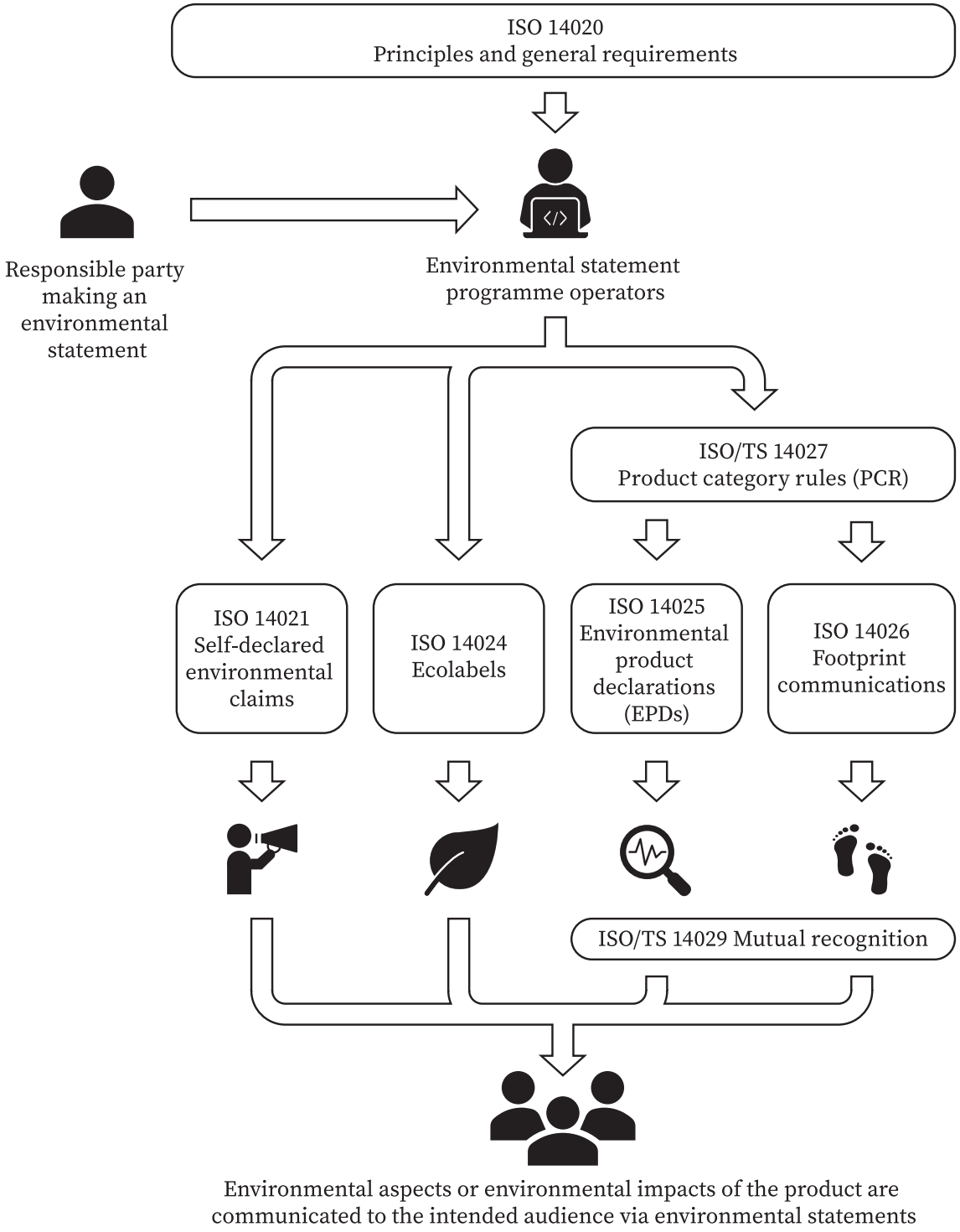


Figure 1 — Structure of documents on environmental statements developed by ISO/TC 207/SC 3

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Environmental statements and programmes for products — Ecolabels

1 Scope

1.1 This document specifies principles and requirements and gives guidance on ecolabelling programmes and ecolabels.

1.2 This document is applicable to ecolabelling programme development, selection of product categories, product environmental criteria and product function criteria, and the process for assessing and certifying products that are licensed to use an ecolabel. It provides guidance on how ecolabels in conformity with this document can be differentiated from other environmental statements and ecolabels in the market.

NOTE Ecolabels and ecolabelling programmes address environmental aspects of products but can also include social and economic aspects in support of sustainable development.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 14020, *Environmental statements and programmes for products — Principles and general requirements*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 14020 and the following apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at https://www.electropedia.org/

3.1 Terms related to the environment

3.1.1
environmental impact
change to the environment, whether adverse or beneficial, including possible consequences, wholly or partially resulting from an organization's *environmental aspects* (3.1.2)

[SOURCE: ISO 14020:2022, 3.1.4]

3.1.2
environmental aspect
element of an organization's activities or *products* (3.2.1) that interacts or can interact with the environment

Note 1 to entry: Typically, environmental aspects can include emissions to air, discharges to water and soil, and waste, which in turn can generate environmental and human health impacts such as global warming, smog, water pollution or contaminated land.

[SOURCE: ISO 14020:2022, 3.1.3, modified — Reference to "soil" and "human" added and "arisings" deleted in Note 1 to entry.]

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