



“greenwashing” noun
/ˈɡriːn.wɒʃ.ɪŋ/

How standards can help tackle
the problem

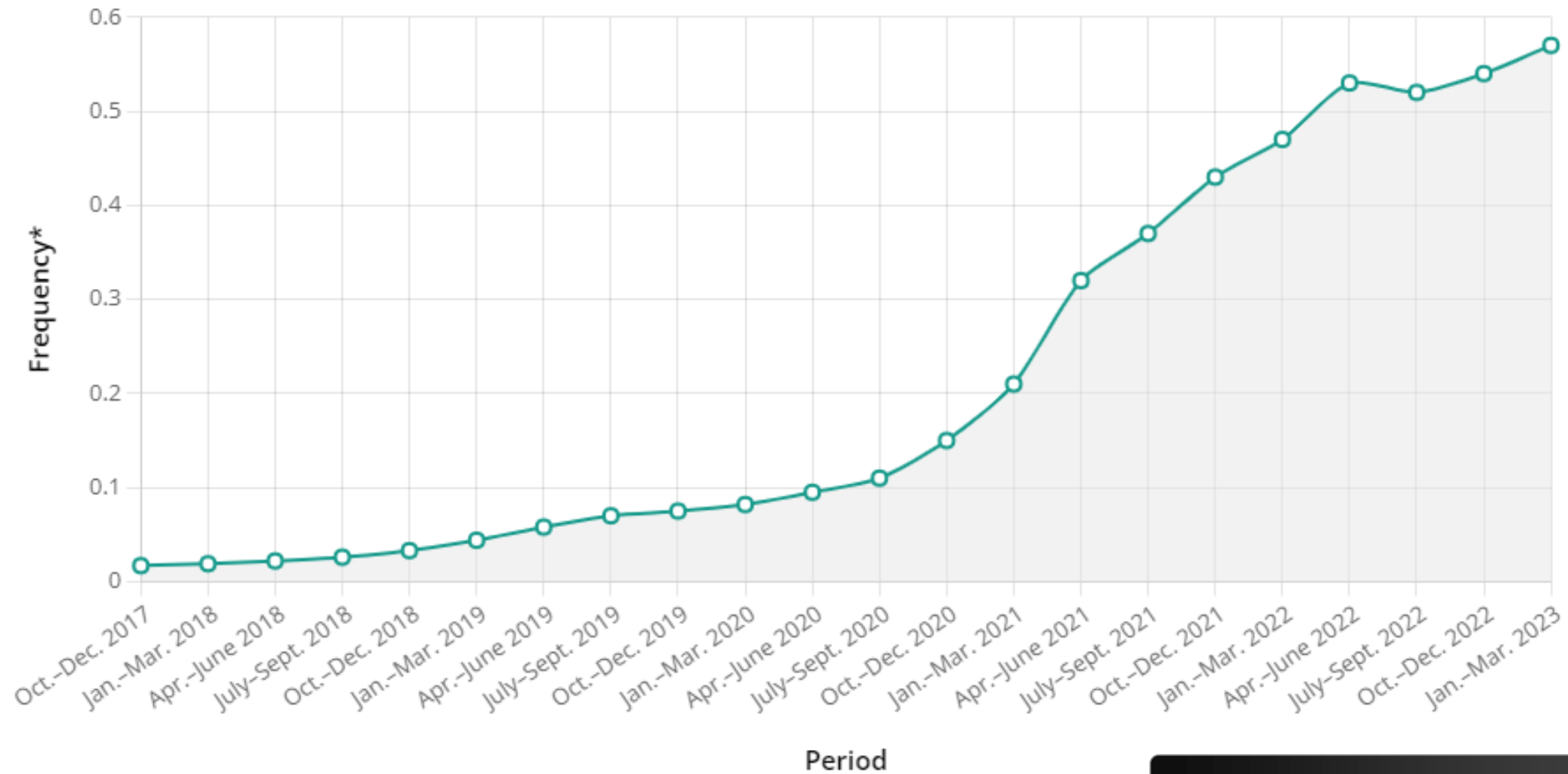
The term ***greenwashing*** has been around since 1986.

New York environmentalist *Jay Westerveld* criticized the hotel industry for promoting the **reuse of towels** “to save the environment”

[source *Forbs*, *ISO*]



Frequency of *greenwashing*, n., 2017-2023



* Occurrences per million words in written English

[Source *Oxford English Dictionary*]



Standardisation

What is standardisation?

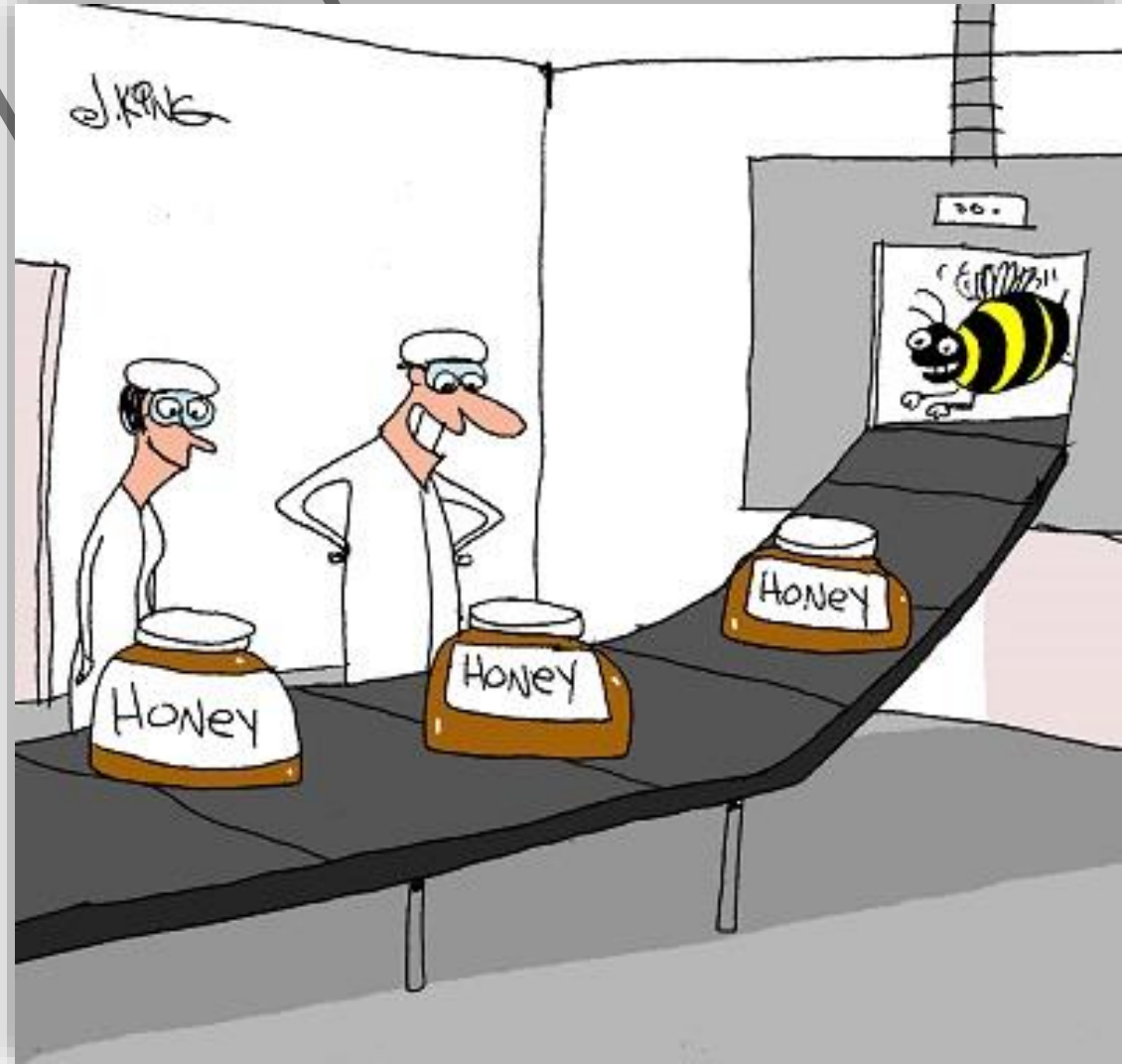
«τύπος» < τύπτω (κτυπώ)

«τύπος» < το αποτέλεσμα του κτυπήματος

φόρμα, φόρμουλα, καλούπι, νόρμα, είδος,
κανόνας, πλαίσιο, μέτρο, σημείο αναφοράς,
προδιαγραφή

...παραγωγή ομοειδών, κοινή πρακτική-
μεθοδολογία, εναρμόνιση

«τυποποίηση» < «τύπος» + ποιώ < η δημιουργία
κοινά αποδεκτών προδιαγραφών - **πρότυπα**



What is standardisation?



- ✓ activity of **establishing**, with regard to actual or potential problems, **provisions for common and repeated use**, aimed at the achievement of the optimum degree of order in a given context
- ✓ Basic principle - **consensus**
- ✓ International/ European/ National/ Industry

The role of standards

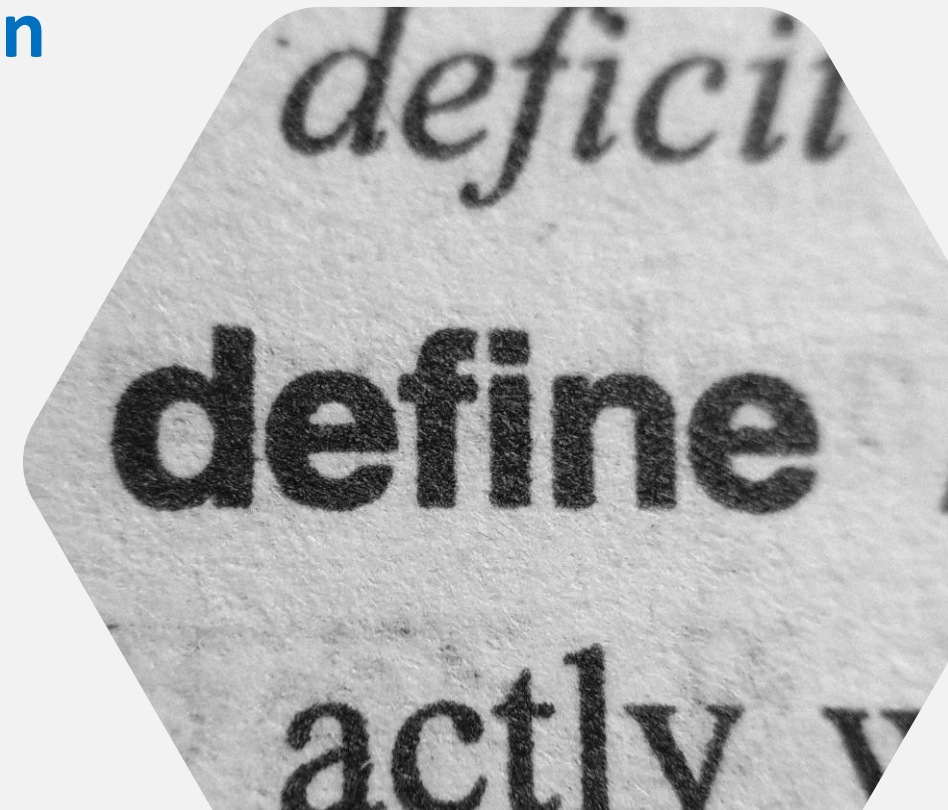


Alignment

Coordination

Harmonization

- Terminology
- Methodologies
- Certifications
- Technical sound measurements
- Build trust & credibility



Standards provide a basis for...

Assessment

Verification

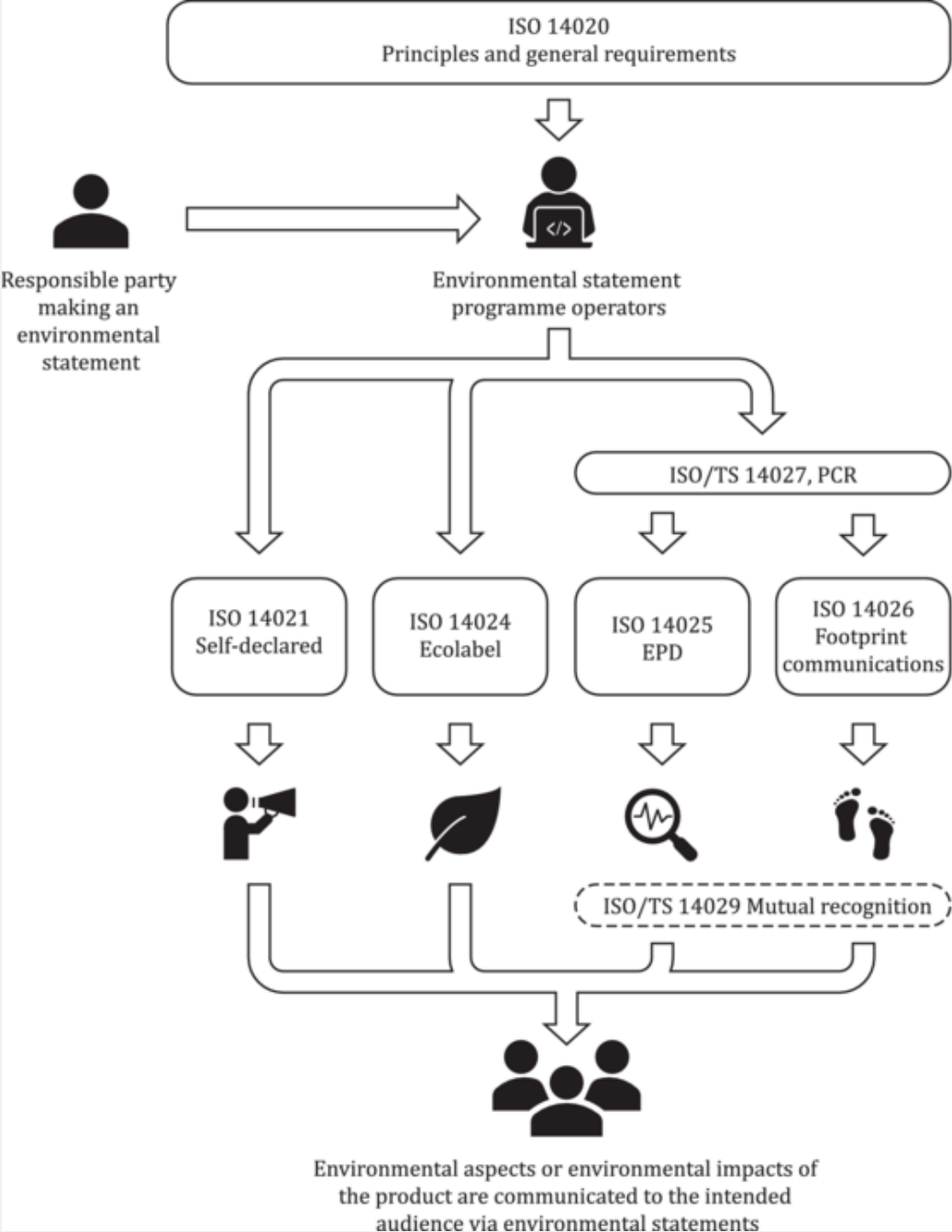
Validation

Comparability

Transparency



Environmental statements



ISO 14020:2022 Environmental statements



□ Terms & definitions, clause 3.2.1

environmental statement

information on one or more environmental **aspect(s)** or environmental **impact(s)** of a product, which intends to inform an intended audience and intends to influence the market of this product

Note 2 to entry: Types of environmental statement include, but are not limited to:

- a) self-declared environmental claims (3.2.6);
- b) ecolabels (3.2.7);
- c) environmental product declarations (3.2.8);
- d) footprint communications (3.2.10).



ISO 14020:2022 Environmental statements



□ Terms & definitions, clause 3.2.1

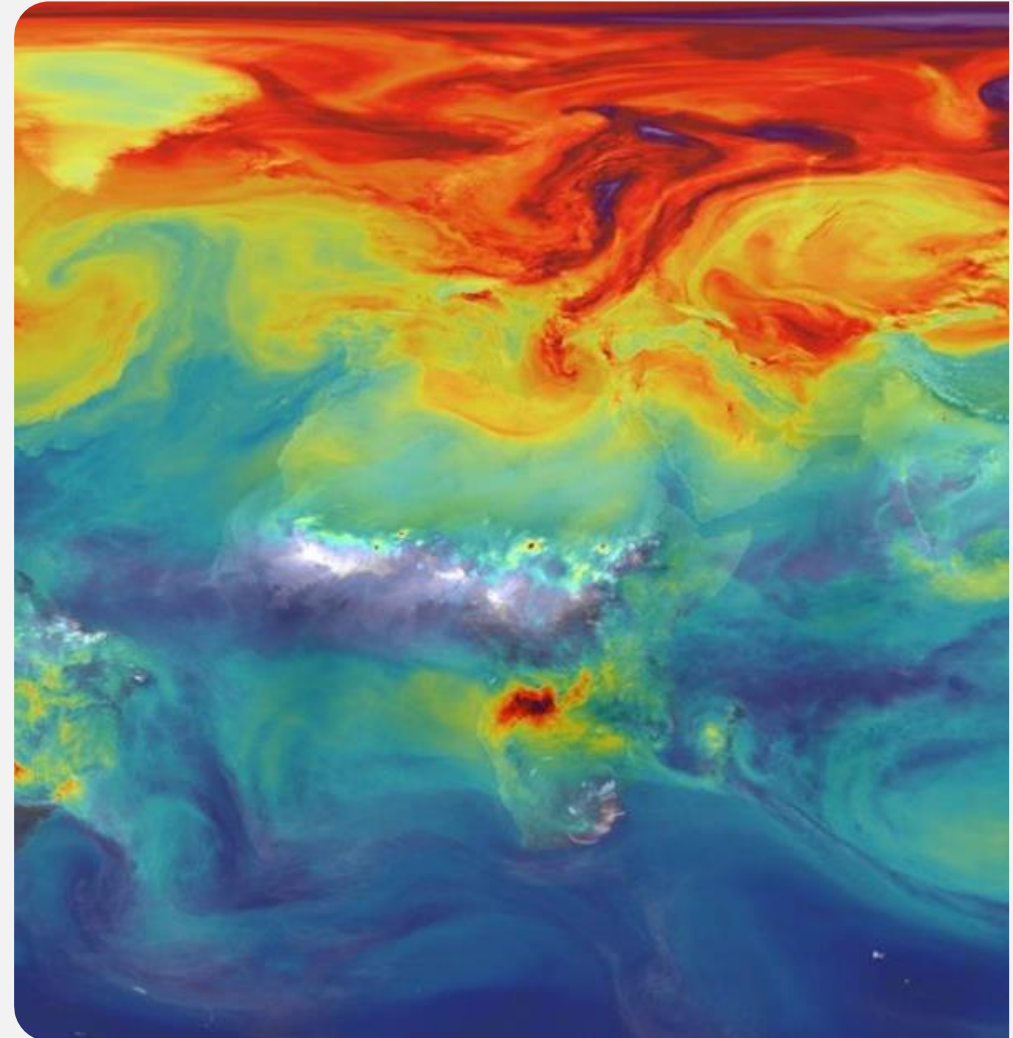
Note 3 to entry: An environmental statement can appear on a product or packaging as a **label**, a **symbol**, a **logo**, an **electronic product label** (3.2.2) or a **machine-readable code** (3.2.3). It can also be communicated in other ways, e.g. in web-based product data or in an advertisement.

Note 4 to entry: In some countries, the term “environmental claim” is used to indicate all types of product environmental statements. However, for the sake of clarity, within this document the word “**claim**” is only used in relation to a **self-declared environmental claim**.

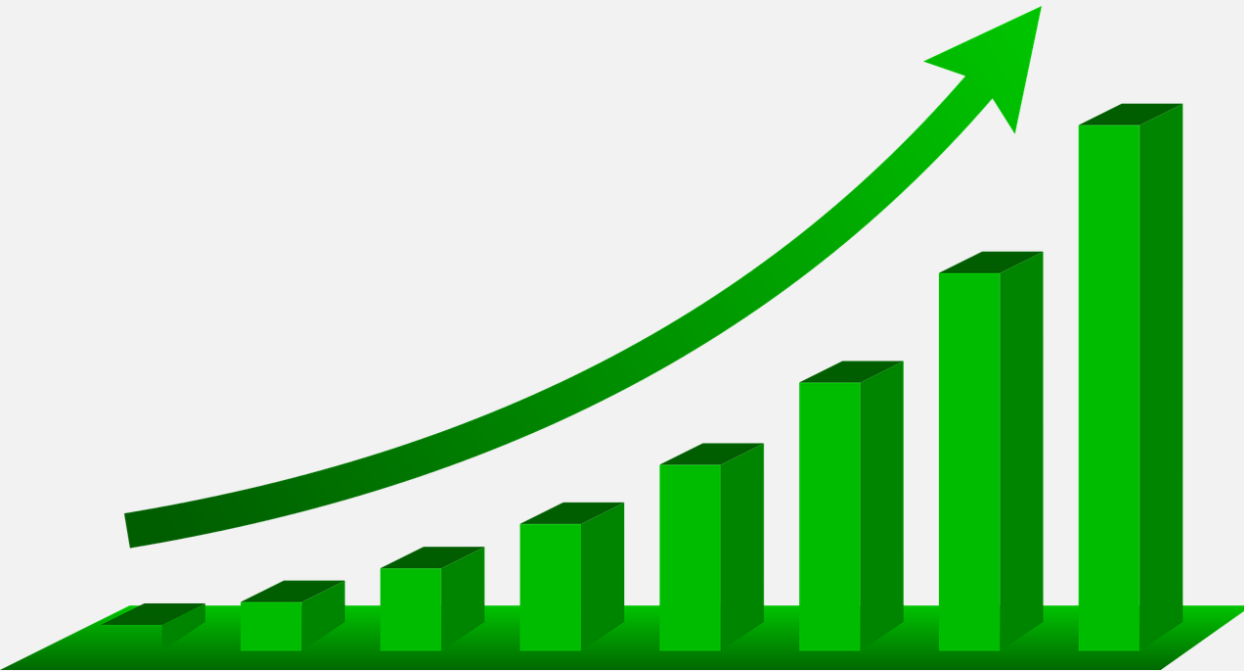


GHGs

- ❑ ISO 14064-1:2018 Greenhouse gases — Part 1: Specification with guidance at the **organization** level for **quantification** and **reporting** of greenhouse gas emissions and removals
- ❑ ISO 14064-2:2019 Greenhouse gases — Part 2: Specification with guidance at the **project** level for **quantification**, monitoring and reporting of greenhouse gas emission reductions or removal enhancements



Environmental Performance



- ❑ ISO 14031:2021 Environmental management — **Environmental performance evaluation** — Guidelines
- ❑ ISO 14033:2019 Environmental management — **Quantitative environmental information** — Guidelines and examples
- ❑ ISO 14034:2016 Environmental management — **Environmental technology verification (ETV)**

Circular economy

- ❑ ISO/DIS 59004 Circular Economy – **Terminology, Principles** and Guidance for Implementation
- ❑ ISO/DIS 59020 Circular economy **Measuring** and assessing circularity
- ❑ ISO/DIS 59040 Circular economy **Product circularity data sheet**



SDGs



- ❑ ISO/AWI 53001 Management Systems for UN Sustainable development goals – Requirements for any organization

Hydrogen

- ❑ ISO/DTS 19870 Hydrogen technologies — Methodology for determining the **greenhouse gas emissions** associated with the **production, conditioning and transport** of hydrogen to consumption gate



Green Claims Directive



- **Protect** consumers and companies from **greenwashing**
- **Enable** consumers to make informed purchasing decisions based on **credible environmental claims & labels**
- **Boost** the **competitiveness** of economic operators that make efforts to increase their **environmental sustainability**
- **Improve** legal certainty & **level the playing field** on the Single Market

Green Claims Directive

Ex-ante verification by independent & accredited verifiers

- ✓ competent to certify that substantiation & labelling schemes meet the requirements
- ▶ Certificate of conformity recognised across the EU



Substantiation of environmental claims



- ▶ backed by **widely recognised scientific evidence** & takes into account relevant **international standards**
- ▶ demonstrating that the claim addresses **significant** environmental issues from a lifecycle perspective
- ▶ identifying trade-offs between impacts
- ▶ transparent on offsets: separate from own reductions, if concern reductions / removals, high integrity & correct accounting of climate impacts

CYS/TC 26

Circular Plastic Products



The need...

- The government and businesses need a tool, a commonly accepted methodology, for verifying and validating circular product statements
- Such tool would significantly contribute to combat false and unverified claims and statements.



CYS/TC 27

Climate neutrality – Carbon sequestration from tree planting



The need...

- The government and businesses need a methodology for calculating, verifying and reporting CO₂ capture on a tree level.
- Motivate tree planting projects for boosting national action plan on climate



How to access standards?

CYS

- ❑ <https://www.cys.org.cy/>

ISO Standards - Online Browsing Platform (OBP)

- ❑ <https://www.iso.org/obp/ui/#home>

CEN Standards

- ❑ <https://standards.cen.eu/dyn/www/f?p=CENWEB:105::RESET:::>



**Thank
You!**



www.cys.org.cy

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