**GBE Echo Confirmation Of Manufacturer’s Self-Declared Environmental Claims**

**Green Building Encyclopaedia**

**ISO 14021 Environmental labels and declarations — Self-declared environmental claims (Type II environmental labeling)**

Manufacturer's Self-Declaration

*"The standard makes it clear that the primary responsibility to ensure a claim is accurate resides with the person making the claim.*

*Effectively, the person making a claim must have the information necessary to verify it before it is made.*

*Further, this information must be kept for a reasonable period, testing must use accepted test methods and the information must be disclosed to any person who wants it.*

*This information includes:*

*• Identiﬁcation of test method used*

*• Documentary evidence if claim cannot be veriﬁed by end-product testing*

*• Test results*

*• Name and address of independent party if used to evaluate claim"*

**ISO 14021 SCOPE:**

ISO 14021 is a guide to self-declaration not a guide to sustainability issues and limits itself to sample generic issues:

Compostable

Degradable

Designed for disassembly

Extended life product

Recovered energy

Recyclable

Recycled content

Pre-consumer material

Post-consumer material

Recycled material

Recovered [reclaimed] material

Reduced energy consumption

Reduced resource use

Reduced water consumption

Reusable

Refillable

Waste reduction

**GBE**

GBE’s Brian Murphy is well placed to offer a comprehensive service:

* 42 years experience in the construction industry,
  + Architect by training, environmental specification consultant by choice
* 34 years in specification consultancy
  + Interrogating manufacturer’s literature, advertising and websites
  + Rewriting literature turning guidance into instruction to include in contract specifications
  + Filtering out the marketing from the facts
* 18 years of environmental specialism
  + Has access to specialist environmental advisors, if required

**GBE Echo Service**

Under ISO 14021, whilst is it remains the manufacturer’s responsibility to provide the evidence and make the declaration, it can be reassuring to have an independent 3rd party to review the evidence, point out any omission or errors and subsequently make a declaration that is posted in the public domain.

Once the manufacturer has assembled their evidence of conformity, GBE provide an appropriate bespoke service to suit:

* Review the information
* Carryout an audit and/or gap analysis
* Visit factory to verify the evidence and reality match
* Indicate any deficiencies,
* Determine and promote solutions or alternative approaches.

**GBE PASS criteria:**

GBE Echo will address any of the issues that GBE considered when assessing at any product or system.

GBE currently consider 400 issues with a construction focus in its PASS Product Assessment Sustainability Screening service.

**GBE Echo Process:**

Initial meeting:

* Between GBE, applicable specialist advisors (see list below) and the manufacturer.
* Introduction to the company credential before looking at the product
* Introduction to product, materials, performance, its application and market sector/product group
* Identify any competency issues before considering environmental issues
* Identify and agree environmental advantages and disadvantages of products over average or normal products in the same group

**See Schedule on next page**

**GBE Echo Specialist advisors:**

See Schedule on last page

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**GBE Green Building Encyclopaedia  
Other Manufacturer Services available**

GBE PASS: Product Assessment Sustainability Screening

GBE PASS CIV: PASS for Civil Engineering & Infrastructure

GBE PASS SERVE: PASS for MEP Services

GBE PASS REPORT: verification against 400 criteria

GBE MASS Material Assessment Sustainability Screening

GBE BEST Building Element Sustainability Test

GBE BEACON Building Element Assembly Code Number

GBE LITAUDIT Literature, Website, Advertising audit, Green-wash check

GBE LITERATURE: Literature prepared by GBE promoting the environmental aspects of the product

GBE CAD: CAD files for literature or dissemination

GBE BIM CAD: BIM ready CAD file and depositing into BIM Libraries

GBE LIBRARY: manufacturers literature deposited into an online product library

GBE CPD: manufacturers CPD seminars added to a library of seminars

GBE ECHO Confirmation Of Manufacturer’s Self-Declaration

GBE DoRR: Declaration of REACH Requirements

GBE PRODUCT DATA SHEET: Facts and figures stripped of any marketing, suitable for specifications

GBE PRODUCT PAGE: bringing all the manufacturer’s product information in one place

GBE OUTLINE SPECIFICATION: clauses

GBE ROBUST SPECIFICATION: work section

CAP’EM LCA: Life Cycle Analysis

CAP’EM INDIVIDUAL IMPACTS: Embodied energy, Embodied Carbon, Sequestered Carbon, GHGP, ODP, etc.

CAP’EM MARGINAL ANALYSIS: Identifying high impact ingredients

CAP’EM DETOX: Product improvement using ToxList, LCA and Marginal analysis

CAP’EM EPD: Environmental Product Declaration

**GBE Echo Process:** Determine the scope of a bespoke GBE Echo service selected from the following:

**GBE LitAudit**

* Translations of document to English when required
* Manufacturers' Self-declaration
* Literature audit
* Material Recipes
* Specifications, Method statements, Product data Sheets
* Material Health and Safety Data Sheets
* LCA data
* Test evidence
* Materials inventories, Contracts
* Transport and Storage evidence
* Website content
* Advertising review
* Check for Green-Wash and inaccuracies or inadequacies
* Filtering or translation of marketing to facts and figures for specifications

**GBE LitEdit:**

* Proposal for alternative verifiable wording

**Gap analysis:**

* identify missing information, tests and accreditation, etc.
* Determine relevant assessments, tests, certification, accreditations, endorsements, labels and accolades applicable to the product group
* Identify where evidence is needed to substantiate statements

**Review current evidence:**

* Performance data,
* Test evidence data
* Assessment evidence
* Labels
* Accreditations
* Verifications
* Certification
* Endorsement
* Accolades

**Additional evidence:**

* Manufacturer to initiate and carry out any agreed additional performance testing or evidence gathering
* Initiate additional specialist testing accreditations, etc.

**Verification of claims against evidence:**

* Factory visit and audit:
* Open book investigations
* Check if evidence matches reality,
* Factory Production Control/ISO 9000 system review
* Environmental Management Systems EMAS/ISO 14001 review
* Materials checks
* Process checks
* Waste checks
* Emissions checks

**Equivalency assessments:**

* Identify where test evidence shows equivalency with assessment methods.
* Identify institutions or labels offering testing, assessment, accreditation services to fill the gaps

**ISO 14021 Declaration**

* Review the wording of self-declarations to avoid green-wash
* Propose alternative wording to make robust statements
* Development of template to a bespoke ISO 14021 declaration

**Evidence and ongoing scrutiny**

* Check and development of systems to maintain integrity of evidence for duration of reasonable period
* Determine the appropriate period for the retention of evidence for scrutiny
* Check or establish the method of making the evidence available to persons needing to see the evidence
* Offer GBE Library service on GBE website

**GBE Echo**

* Preparation of statement by Nat. Green Specification Ltd. in support of claims by manufacturer.
* Peer Reviewed by specialist advisors (below)
* Submission of statement to manufacturer.
* Promote other GBE Manufacturers Services that can enhance the product’s presence in
  + The normal materials market
  + Green materials market

**GBE Echo Specialist advisors and Peer reviewers:**

* Brian Murphy:
* Environmental Specification Consultancy
* Green Methods of Construction specialist
* Creation of a Green Market Place
* Literature Website and marketing analysis
* Validation of evidence
* Alan Best: REACH, Chemicals, Flooring,
* Peter Ruifrok: REACH, Toxicity,
* Cath Hassell: Water, Carbon Technologies
* Paul Bourgeois: Renewable Energy
* [Stacey Waring](http://greenbuildingencyclopaedia.uk/?p=1047): Biodiversity, BRMs
* John Bullock: Lighting
* Dr. Andrew Norton: LCA Life Cycle Analysis, Bio Based materials, BioComposites
* Prof. Callum Hill: EPD Environmental Product Declaration, Timber & Timber Products
* Mike Malina: M&E Services
* James Allen: Structures
* Edith Columba: Lifestyle and Home improvement
* Sarah Farmer: Timber
* Dan Ward: CAD & BIM
* Julie Ann Futcher: Urban Climate