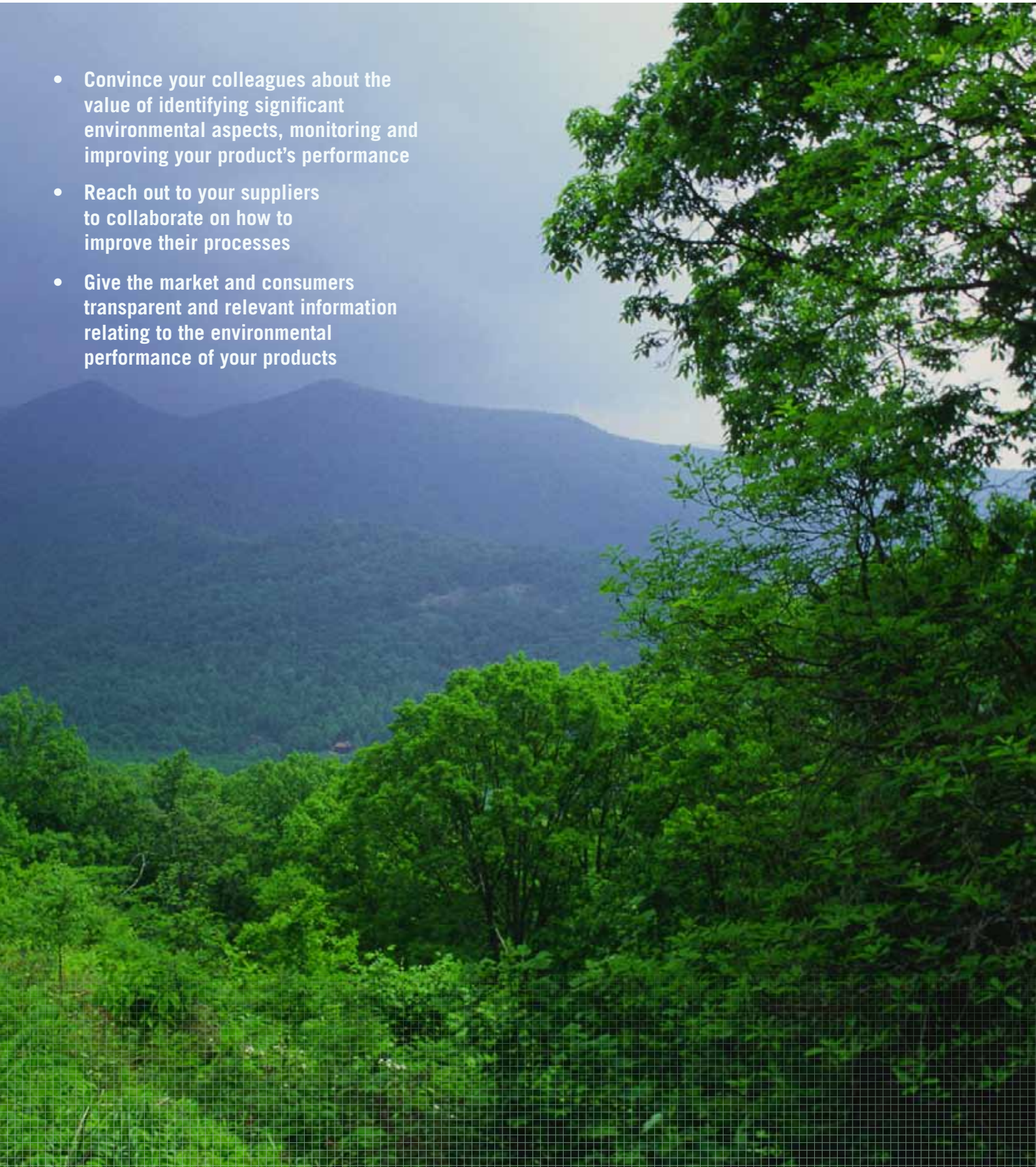


COMMUNICATING ENVIRONMENTAL PRODUCT DECLARATIONS (EPD[®])

- Convince your colleagues about the value of identifying significant environmental aspects, monitoring and improving your product's performance
- Reach out to your suppliers to collaborate on how to improve their processes
- Give the market and consumers transparent and relevant information relating to the environmental performance of your products



ENVIRONMENTAL PRODUCT DECLARATION

EPD MAKING SENSE

Environmental Product Declarations (EPDs) present relevant and verified environmental information about goods and services from a life cycle perspective.

The International EPD® System is world's broadest system for environmental declarations, with a global scope and covering all types of goods and services.

Improve your environmental work through decision-making and targeted communications based on objective facts.

WITH EPD YOU CAN

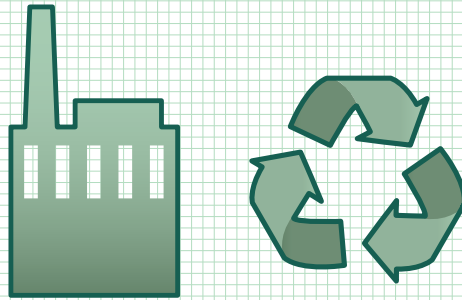
- Fairly compare environmental performance
- Reflect continuous environmental improvement
- Present relevant environmental information

USE IT TO REACH DIFFERENT DECISION-MAKERS

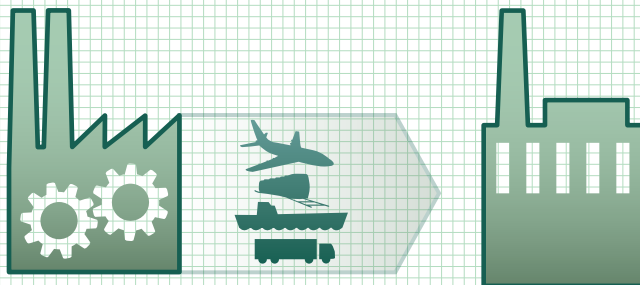
The information in an EPD is objective and can be used in many ways regardless of whom you want to reach with your EPD verified product, whether it is product designers, environmental managers or consumers.

These are the most common areas where decision-makers can make use of the information in an EPD:

- Internal environmental management – Monitoring and improving performance of products.
- Business-to-business – Communicating performance with relevant and reliable data
- Business-to-consumer – Communicating the difference you are making for the environment
- Professional buyers – Verifying compliance through presenting your EPD

**INTERNAL
ENVIRONMENTAL
MANAGEMENT**

EPDs are a way of creating a baseline for environmental performance in a company. Performance can gradually be improved through the help of monitoring.

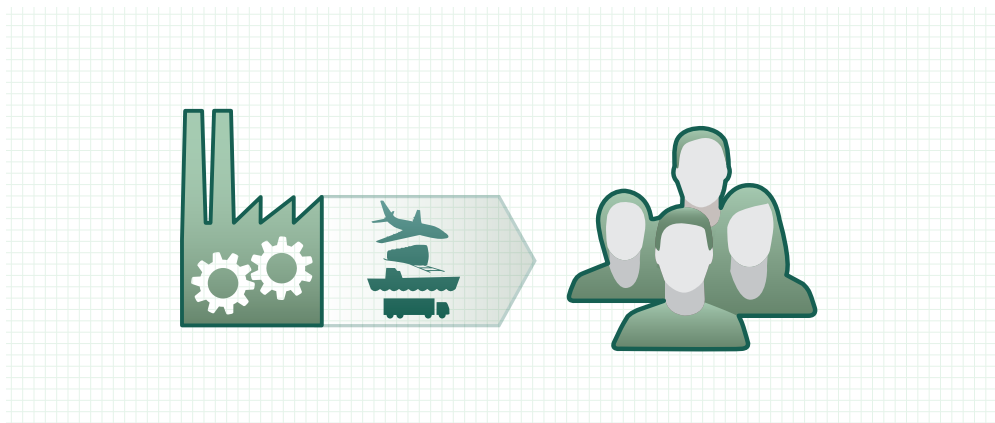
**BUSINESS-
TO-BUSINESS**

All businesses operating in a supply chain may benefit from developing EPDs in order to present the environmental information desired by the buyers. In this way, they contribute to efficient management and reduced workload in each tender process.

**PROFESSIONAL
PURCHASING**

EPDs are for professional use in more than one sense. To professional purchasers an EPD may prove that a supplier's product meets the contracting entity's environmental requirements, in addition to function, quality and design.

BUSINESS- TO-CONSUMERS



If the product is a consumer product, the EPD can ideally be presented on the packaging and in marketing material reaching end customers. It is important that EPDs for consumer products are simple to understand.

EXPLAINING THE ADVANTAGES

International

The International EPD® System is based on the international ISO standards, assuring international use, acceptability and continuity.

Adaptable

No minimum levels or preferences of environmental performance. Open to all types of products, target audiences and markets.

Credible

Based on scientific principles for Life Cycle Assessment (LCA) and approved through independent verification.

Comparable

Based on specific rules for different product categories (PCR) ensuring that EPDs within the same category of products are calculated and presented in the same way.

Comprehensive

Providing a tool for communicating additional information such as social responsibility, quality control and environmental management.

Neutral

Any type of goods or services can be monitored. EPDs provide neutral facts rather than meeting specific demands.

Company information, technical description, content declaration, use of resources, environmental impacts, information about verification and any other environmental information relevant to the product.

FACTS THAT ARE INCLUDED IN AN ENVIRONMENTAL PRODUCT DECLARATION

Logotype

Validity

Registration number

Reference to
www.environdec.com

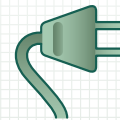
Additional information

Contains information not derived from the LCA-based calculations, e.g. instruction for a proper use of the product, maintenance and service of the product and information on recycling.

Mandatory statement

Contains information about any omission of life cycle stages, means of obtaining explanatory materials, a statement indicating that EPDs from different programmes may not be comparable and information about verification.

Environmental performance



Use of resources; non renewable and renewable



Potential environmental impact



Other indicators

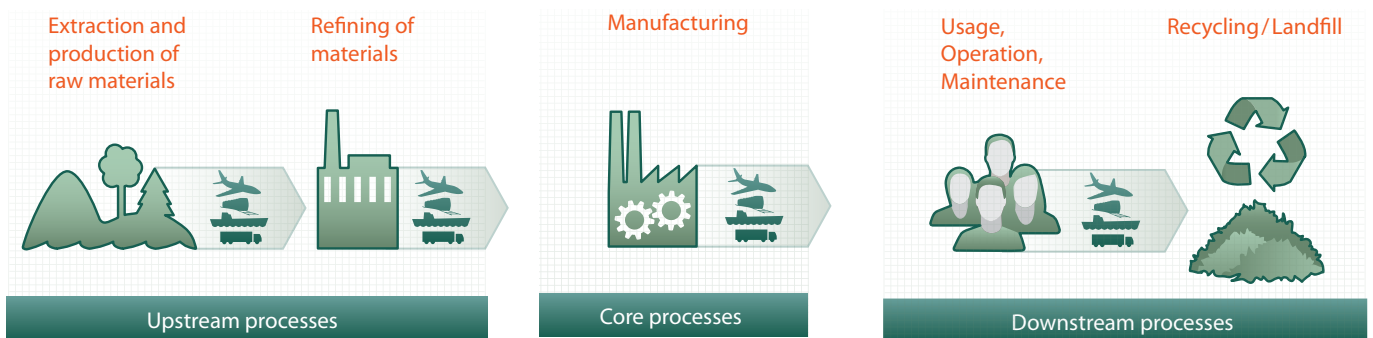
A company may choose to present information in an EPD for the product as a whole, such as a fridge freezer, or related to the functional unit, such as the environmental impact per litre refrigerated volume and year. It is necessary to provide information which allows different products to be compared.

COMPARING PRODUCTS – FUNCTIONAL UNIT AND DECLARED PRODUCT

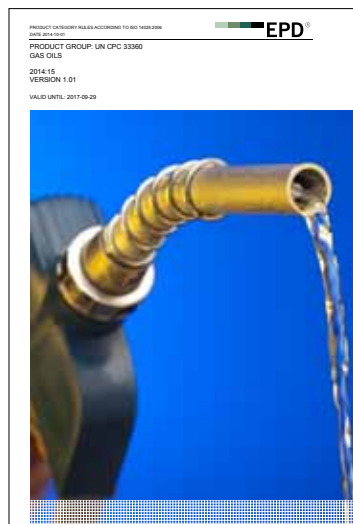
LIFE CYCLE STAGES

The environmental impact categories are separated into the following life cycle stages:

- Upstream processes: includes raw material, acquisition and refinement as well as production of intermediate components
- Core processes: manufacturing processes
- Downstream processes including usage and end-of-life stages



PRODUCT CATEGORY RULES (PCR)



PCRs are developed for different product categories and are the rules behind each EPD. They tell how information should be collected and calculations carried out. These documents are open to all and give information on identifying significant environmental aspects and ways to improve the environmental performance.

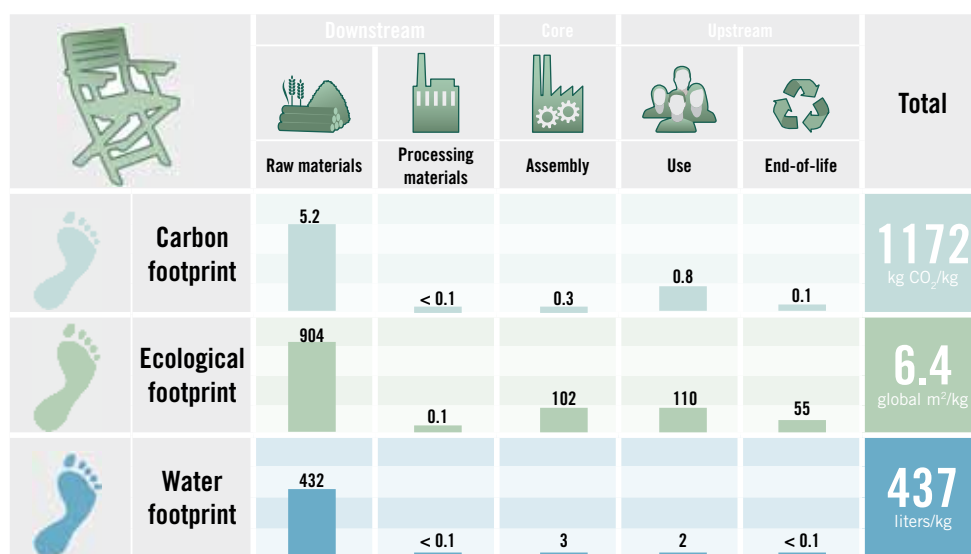
CLIMATE COMMUNICATIONS

The increased awareness of global warming leads to a need for information about carbon footprint of products. All climate communications cover the whole life cycle of a product. A climate declaration can be described as an extract of all climate related information from an EPD, reported in so-called CO₂ equivalents.

ENVIRONMENTAL CLAIMS IN MARKETING

Many companies want to make claims of their products' environmental superiority. Such claims must, however, be used in a credible and truthful manner. If the company has developed an EPD, this is a comprehensive basis for marketing.

The international standard ISO 14021 states that only environmental claims that can be supported by up-to-date and documented facts may be used. Vague claims, such as "environmentally friendly" should be avoided.



Example of how to present EPD information in a simple way.

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environdec.com

Companies are free to choose how to present their EPDs as long as the system requirements on content and transparency are respected. Showing how much a consumer will save, e.g. in terms of energy, is better than outlining energy use per unit. Currently there is no standard way of presenting EPDs to the consumer. One suggestion is to use clear symbols, graphs and figures.

A special logo has been designed, and it may only be used within the framework of the International EPD® System, or in accordance with specific agreements made with the program operator. The EPD® logo can be used in connection with e.g. advertising, on products and packaging.

GRAPHIC DESIGN



THE INTERNATIONAL EPD® SYSTEM

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Sweden

