



ISO 14021 SELF-DECLARED ENVIRONMENTAL CLAIMS TRAINING



MTBM Group Sdn. Bhd. (1600656-M)

Level 8, MCT Tower, Sky Park, One City, Jalan USJ 25/1, 47650 Subang Jaya, Selangor

Course Title: ISO 14021 Self-Declared Environmental Claims Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training provides participants with comprehensive knowledge of ISO 14021, the international standard governing self-declared environmental claims made directly by manufacturers, distributors or service providers. The programme explains principles, terminology, claim categories, data requirements, verification expectations and common pitfalls that lead to greenwashing. Participants will learn how to prepare accurate, verifiable and transparent environmental claims such as recycled content, recyclable, biodegradable, compostable, reduced energy use and other widely used environmental terms. The course also covers documentation requirements, claim validation practices and internal compliance checks to ensure credibility and market trust.

OBJECTIVE(S):

- Understand the structure and purpose of ISO 14021 Self-Declared Environmental Claims
- Learn how to develop accurate, truthful and verifiable environmental claims
- Identify documentation, technical data and validation requirements
- Understand correct usage of claim terms such as recycled content, recyclable and biodegradable
- Learn how to avoid misleading statements and prevent greenwashing practices
- Strengthen organisational capability to communicate credible environmental claims

TARGET GROUP(S):

- Manufacturers and producers
- Service providers
- Marketing, branding and communication teams
- Sustainability and environmental personnel
- QA/QC executives
- Procurement and supply chain personnel

ENTRY REQUIREMENT(S):

- Able to read, write, and communicate in Malay/English

TOPIC(S):

1. Introduction to ISO 14021 and Environmental Claims Principles
2. Key Terminology and Definitions Under ISO 14021
3. Types of Self-Declared Environmental Claims
4. Requirements for Accuracy, Truthfulness and Verifiability
5. Data Requirements, Documentation and Evidence Preparation
6. Common Claim Categories (Recycled Content, Recyclable, Biodegradable, Compostable, Reusable, Reduced Energy Use)
7. Avoiding Greenwashing and Misleading Statements
8. Claim Writing, Communication and Labelling Requirements
9. Internal Validation, Review and Approval Processes
10. Market Expectations, Regulatory Considerations and Case Studies

LIST OF REFERENCE BOOK(S):

- ISO 14021 Environmental Labels and Declarations – Self-Declared Environmental Claims
- Environmental marketing and communication guidelines
- Relevant environmental product performance standards

LIST OF TEACHING AID(S):

- LCD projector
- Computer
- Whiteboard with accessories

METHODOLOGY(S):

- Lecture
- Group discussions
- Case studies
- Implementation workshop

TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 9:45 am	Topic 1: Overview of ISO 14021 and Key Principles
9:45 am – 10:30 am	Topic 2: Understanding Definitions and Claim Categories
10:30 am – 10:45 am	Morning Tea Break
10:45 am – 11:30 am	Topic 3: Data Requirements and Evidence Preparation
11:30 am – 12:30 pm	Topic 4: Requirements for Accurate and Verifiable Claims
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 2:30 pm	Topic 5: Reviewing Common Claim Types (Recycled, Recyclable, Biodegradable, etc.)
2:30 pm – 3:30 pm	Topic 6: Identifying Greenwashing Risks and Misleading Statements
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Workshop: Evaluating Example Claims for Compliance

TRAINING SCHEDULE

Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 9:45 am	Topic 7: Claim Writing, Communication and Labelling Rules
9:45 am – 10:30 am	Topic 8: Internal Validation, Documentation and Approval Processes
10:30 am – 10:45 am	Morning Tea Break
10:45 am – 11:30 am	Topic 9: Market and Regulatory Expectations
11:30 am – 12:30 pm	Topic 10: Case Studies of Correct and Incorrect Claims
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 2:30 pm	Workshop: Building a Valid Self-Declared Environmental Claim
2:30 pm – 3:30 pm	Workshop: Preparing Internal Checklists and Verification Requirements
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Final Workshop: Full Claim Validation Exercise and Q&A