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# CLARIFICATION SESSION

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# PRESENTATION OF SUSTAINABLE VALUE ISO 14024



Iceland   
Liechtenstein   
Norway grants



Working together for a **green** Europe

**JULY 29TH | 10H30-11H30**



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# 01 THE SUSTAINABLE VALUE

# THE SUSTAINABLE VALUE

## Objectives and procedure

The development of the Type I environmental labeling program, including the selection of product categories, environmental criteria and functional characteristics of the products, allows evaluating and demonstrating the conformity of a product for more sustainable construction, according to the procedures adopted based on ISO 14024:2018 for certification and labeling.



# THE SUSTAINABLE VALUE

## Objectives and procedure

This type I environmental labeling program is **voluntary**, based on **multiple criteria**, which authorizes the use of environmental labels on products indicating their global environmental preference, within a category of products, which also consider their life cycle.



# THE SUSTAINABLE VALUE

## Objectives and procedure

The purpose of this label is to encourage the demand for and the supply of products that cause less disruption to the environment by communicating verifiable, accurate, and non-misleading information about the environmental aspects of products, thus stimulating the potential for continuous environmental improvement oriented to the best options available on the market.



# THE SUSTAINABLE VALUE

## Defined product categories

The product categories were defined as a group of products with equivalent functions, after a detailed consultation with interested parties, which allowed to ascertain the degrees of importance of criteria oriented to each of the categories and to establish the final grouping for each of the defined categories, which are:

### **CATEGORY A | Water consumption reducing products**

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Includes all products and/or equipment that save water resources during the use phase of a building.

# THE SUSTAINBLE VALUE

## Defined product categories

### **CATEGORY B | Energy consumption reducing products**

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Includes all products and/or equipment that save energy resources from fossil fuels, optimizing, for example, any energy production process, through heat recovery, solar panels, wind farms (...) in the use phase of a building.

### **CATEGORY C | Insulation and cladding materials**

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It includes all products for insulating a building, including composite products, and cladding products with the exception of ceramic materials, paints and mortars.

### **CATEGORY D | Paints, glues, varnishes, mortars and waterproofing**

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Includes all materials that serve as a coating in liquid form, as well as binders and waterproofing agents.



# THE SUSTAINBLE VALUE

Defined product categories

## **CATEGORY E | Ceramics and Glass**

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Includes all ceramic materials, including sanitary, tiles, flooring and cladding, and glass.

## **CATEGORY F | Construction components (doors, baseboards, handles, electrical material, frames, screws, etc.)**

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It includes all construction components, such as sub-tiles, filling, wooden structures, frames, screws, or decoration materials, among others.

## **CATEGORY G | Home Appliances and Lighting**

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Includes all household appliances and lighting.

# THE SUSTAINABLE VALUE

## Criteria defined by category

For each category, 10 specific criteria were defined, that is, which environmental requirements the product must meet in order to be awarded an **environmental label**. The criteria defined by category were developed based on scientific principles and derived from data on environmental preferences of the manufacturers/representatives of the products.



# THE SUSTAINABLE VALUE

Criteria defined by category



## C1. RESOURCE CONSUMPTION

It aims to clarify the consumption of resources during the manufacturing and use process, as well as evaluating the resources used in packaging.



## C3. CO2 EMISSIONS

It concerns the measurement of emissions during the manufacturing process.



## C2. REUSE AND RECYCLING

It assesses the type of raw materials used, what their value is at the end of their useful life and whether this information is made available to the consumer.



## C4. RAW MATERIAL EXTRACTION

It concerns extraction and associated impacts.

# THE SUSTAINABLE VALUE

Criteria defined by category



## C5. PRODUCT COMPOSITION

Evaluates the composition and which constructive method it is allowed to use.



## C7. ORIGIN OF THE PRODUCT, OR OF THE MATERIALS THAT COMPOSE

**I**nvestigation of the location of the raw material/product origin.



## C6. INCORPORATED ENERGY

Information on the calculation of the energy incorporated in the material from the extraction of raw material to the finished product.



## C8. HUMAN HEALTH SAFETY

It is checked whether the product contains hazardous/toxic materials.

# THE SUSTAINABLE VALUE

Criteria defined by category



## C9. DURABILITY OR MAINTENANCE

Durability and maintenance are provided by the product warranty.



## C10. CERTIFICATION

It verifies if the product in question already has some environmental distinction and certified quality.





## 02 SIMULATION FOR OBTAINING THE SEAL

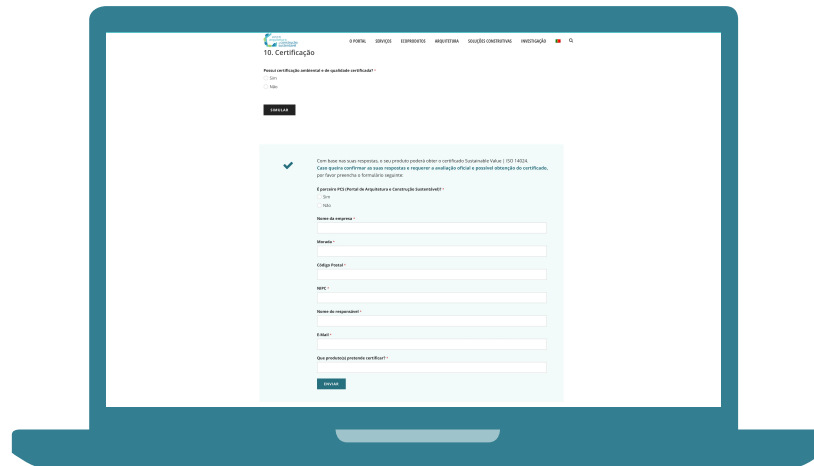
# SIMULATION FOR OBTAINING THE SEAL

The Portal created a form where you can simulate the products to obtain the Sustainable Value based on the international standard ISO 14024:2018. To do so, simply access <https://www.csustentavel.com/sustainable-value-simulacao/> and, selecting the category to which the product belongs, answer the questions.



# SIMULATION FOR OBTAINING THE **SEAL**

After filling out the form, the simulation will indicate, based on the answers given, whether the product/equipment may or may not obtain the Sustainable Value | ISO 14024 and allow it to proceed with its official evaluation, by sending the data of the company and products to be certified, and then starting the evaluation process.







03

# OBTAINING THE SEAL

# OBTAINING THE SEAL

## Evaluation

**The evaluation is made through a matrix**, developed by the PCS, based on all the scientific research prepared by the project team, on the experience of more than ten years in materials for a more sustainable construction of the Portal itself, and on the results of the surveys carried out by stakeholders, with degrees of weighting.

The environmental criteria of the products were set at attainable levels taking into account the relative environmental impacts, measurability and accuracy.

**The evaluation procedures will be performed in 5 steps, after the formal evaluation request:**

# OBTAINING THE SEAL

## Evaluation

1

You will be asked for the data for registration of the company and products to be certified

2

After payment of point 1, the company will be available online and the products *under consideration*

3

After 8 to 15 working days, the company receives the evaluation results

4

After payment of the evaluation carried out (only those who obtained the score that gives access to the certification), the products will receive the certification compliance form and the label assigned

5

After payment for placing data on the platform, the products will be visible online. Only at this stage will the certification be completed.

# OBTAINING THE SEAL

## Final considerations

The environmental criteria of the products were set at attainable levels taking into account the relative environmental impacts, measurability and accuracy.

After the favorable evaluation, the Sustainable Value label is assigned, for use, and a document with the evaluation process report, to be granted the license granted under the rules of the certification system.

**The company will later receive, via email and postal mail, a certificate for each of the products.**

# THANK YOU!

MORE INFORMATION

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