



Environmental Product Declaration

The perfect tool to communicate environmental information

Achieving a certified Environmental Product Declaration (EPD) for your products or services, through the Australasian EPD[®] Programme, can be a major asset in helping to:

-  Identify environmental issues to reduce risk and improve your product or service performance
-  Avoid greenwashing and provide a sound basis for marketing claims
-  Provide comprehensive, credible and transparent information to your customers on the environmental performance of your products or services

WHAT IS AN EPD?

A certified Environmental Product Declaration reports environmental data over the life cycle of products in accordance with the international standard ISO 14025. It provides specific information about the environmental performance of a certain product or service.

An EPD is robust, objective and transparent, providing key data in a uniform format. EPDs are registered documents that provide relevant, verified and comparable information.

Why publish an EPD for your product or service?

Proactive companies that want to transparently report about their environmental footprint are increasingly publishing EPDs, both in Australasia and in overseas global markets.

Since the launch of the Australasian EPD[®] Programme in 2014 there has been significant recognition for the benefits EPDs provide and membership in the programme is growing. More and more leading companies in Australasia understand the benefits of taking a life cycle based communication approach for their product environmental profile.

Typically EPDs are used for the following reasons:

International acceptance

The Australasian EPD[®] Programme is based on the international ISO standards ISO 14025 and EN 15804, assuring acceptability and continuity in Australia and New Zealand as well as internationally.



Adaptable

An EPD has no minimum level or preferences of environmental performance. An EPD's main purpose is to communicate the environmental impact of a product or service accurately and transparently. EPDs are open to all types of products, target audiences and markets. Any type of good or service can have an EPD. An EPD provides objective facts rather than meeting specific demands.



Credible

EPDs are based on the scientific principles in life cycle assessment (LCA) and approved through expert independent verification. The EPD registration process ensures periodic checks on data to maintain EPDs are accurate.



Comparable

The information in an EPD is collected and calculated based on internationally accepted and harmonized (Product Category) rules ensuring EPDs within a category of products are calculated and presented in the same way.



Comprehensive

Sustainable procurement policies are becoming more predominant in purchasing decisions. EPDs assist in corporate and government purchasing decisions by providing a tool for communicating information on social responsibility, quality control as well as environmental management.



Credits for green building

EPD information is used to aid environmental assessment of building design and infrastructure projects. Building products with an EPD help clients obtain credits for Green Star and Infrastructure Sustainability (IS) rated projects across Australasia. Further information on EPD recognition for green buildings in Australasia and overseas markets is available on the Australasian EPD[®] Programme website (www.epd-australasia.com). Australasian EPDs are often used to obtain credits in Green Building tools such as LEED in the USA, and BREAM in the UK and are recognised in public procurement requirements.



Publically available and globally recognised

All EPDs registered with the Australasian EPD[®] Programme are available from the website - www.epd-australasia.com. All EPDs registered in the Australasian EPD[®] Programme are aligned with the International EPD[®] System and published on their website - www.environdec.com, for global alignment.



What users say about EPDs

"Our customers have told us that they want to understand how their choices and product selections impact the environment. "

"In a crowded market, we need to be able to clearly articulate why we are the best choice for customers. Our EPDs are a key differentiator and enable us to set the benchmark for sustainable tissue manufacturing in Australia and New Zealand in a way that is credible, transparent and comparable."

Jane Mansfield, Sustainability Manager, Asaleo Care



"Kingspan prides itself on its environmentally responsible approach to business. Sustainability credentials have always been high on our list of priorities."

"Several years ago we started life cycle assessments and about four years ago we graduated onto developing EPDs, hopeful this would make our environmental credentials easier for the market to understand."

Dr Mark Tatam, Technical Manager, Kingspan Insulated Panels



"The perception of plastic pipes needed to be clarified and we wanted a system that would allow us to be open and transparent."

"We wanted to be early adopters of EPDs because we recognise the market and the government demand accountability and EPDs will help us provide it."

Mark Heathcote, General Manager, Plastics Industry Pipe Association of Australia (PIPA)



Information provided by EPDs

EPDs are a flexible environmental declaration that provides information on use of resources and energy as well as various types of emissions, based on a life cycle assessment (LCA). These LCA results can be used to tell the whole life cycle story about a product.

An EPD may also contain environmental information additional to the LCA, such as specific information about user and the end-of-life phases. Information about verification activities must be included.

EPDs typically include company information, technical descriptions, use of resources data, environmental impacts discussions. Information about verification activities and any other environmental information relevant to a product and service are often included. Many companies use EPDs to highlight areas they have sustainable policies in place to address.

Why EPDs make sense

Environmental Product Declarations (EPDs) present market relevant and verified environmental information about goods and services from a life cycle perspective. The Australasian EPD[®] Programme is part world's broadest system for environmental declarations. The programme has a global scope covering all types of goods and services.

An EPD improves your environmental work through targeted decision-making and communications based on objective facts.

With an EPD you can:

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

Make business decisions with EPDs

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

These are the most common areas where decision makers use an EPD:

- Environmental management - monitoring and improving performance of products.
- Business-to-business – communicating performance with reliable data
- Business-to-consumer – communicating the difference you are making for the environment
- Rating tools – verifying compliance and gaining credits through presenting your EPD

Environmental Management

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

Supply Chain Co-operation

All businesses operating in a supply chain may benefit from developing EPDs to show the environmental information desired by buyers. EPDs are efficient management of information reducing the workload in a tender process.

Talk directly to customers

For consumer products, an EPD can be presented on the packaging and in marketing materials. EPDs aimed at consumer products are simplified and easy to understand.

Market outlook for EPDs

The Australasian EPD[®] Programme anticipates growing interest in using EPDs driven by a variety of factors including:

- Increased recognition of EPDs in Green Building tools
- Global growth in the green building market
- Sustainable procurement policies in private and public sectors
- Development of overseas markets and sectors that recognize EPDs
- Inclusion of a life cycle perspective within environmental management system (EMS), in-line with the 2015 revision of EMS standard ISO14001.

How to create an EPD

Creating an EPD in the Australasian EPD[®] Programme includes the following steps.

1. Find or create, a relevant Product Category Rule (PCR) for your product category
2. Perform an LCA study based on the PCR
3. Compile the EPD Report
4. Independently verify the EPD and background data
5. Registration and publication with Australasian EPD[®] Programme

Verification and maintenance

All EPDs are verified either by an independent recognized individual verifier, or accredited certification bodies. Only approved verifiers or accreditation bodies may be used. A list of approved verifiers can be found at the Australasian EPD[®] Programme website - www.epd-australasia.com.

EPDs are registered for a period of time, usually 3 or 5 years for construction products, for example. EPD documents and the key background data is assessed annually to ensure validity is maintained. At the end of the EPD validity period an EPD is updated and re-validated.

Standards and compliance

EPDs produced through the Australasian EPD[®] Programme are a verified document in accordance with the international standard ISO 14025 (Type III Environmental Declarations). For construction products we also adopt the European standard EN 15804, and recommend construction products and materials declare their EPDs according to EN 15804.

Importantly for the construction sector, EPD compliance with ISO14025 and EN 15804 is required by leading organisations such as the Infrastructure Sustainability Council of Australia.

Cost of publishing an EPD?

The costs of preparing an EPD will vary according to project size and complexity.

Typically costs include:

1. Performing the underlying Life Cycle Assessment and compiling data into the EPD reporting format
2. Independent verification by an individual verifier or an accredited certification body
3. Creating the EPD documents, by using graphic design

The fee structure for registration of EPDs with the Australasian EPD[®] Programme is published on our website - www.epd-australasia.com.

About the Australasian EPD[®] Programme

The Australasian EPD[®] Programme develops and registers EPDs for any type of goods and services. The Australasian EPD[®] Programme is a joint venture between the Australian Life Cycle Assessment Society (ALCAS) and the Life Cycle Association of New Zealand (LCANZ) and integrated into an international network of EPD providers.

All EPDs produced under the Australasian EPD[®] Programme are third party verified.

EPD[®] is a registered trademark for environmental product declarations registered in the International EPD[®] System, the Australasian EPD[®] Programme's major partner.

Contact

The Australasian EPD[®] Programme would love to talk to you about how an Environmental Product Declaration (EPD), Climate Declaration (CD) or Product Category Rule (PCR) can benefit your business.

If you have any questions, please contact the Australasian EPD[®] Programme secretariat.

Email: info@epd-australasia.com

New Zealand Phone: 0800 366 733

Australia Phone: 1800 733 560

