



ISO 14034 – ENVIRONMENTAL TECHNOLOGY VERIFICATION



ISSUE:

Innovative environmental technologies can provide solutions to environmental challenges while also increasing market competition. New technologies are constantly emerging all over the world and many developers make claims about their environmental performance in multiple ways. Simply showcasing these innovations doesn't necessarily demonstrate a successful track-record. How can you substantiate your claims in the eyes of your stakeholders?

SOLUTION:

The Environmental Technology Verification (ETV) process is designed to provide credible information about the performance claims of innovative technologies. *ISO 14034* features specific sections on verification principles, accepted testing practices, and reporting requirements, to help create a level playing field for technological innovators, less barriers to entry and greater market acceptance.

STANDARD HIGHLIGHTS:

- Independent verification of environmental performance claims is one of the best ways to highlight the environmental benefits of a technology
- *ISO 14034* provides an internationally recognized process to verify environmental performance
- Standardizing the ETV process will help facilitate global market access for verified technologies

IMPACT TO CONSUMERS & END USERS:

- Helps provide a distinct market advantage & helps highlight environmental performance
- Offers guidance to generate credibility & reduce procurement risk
- Expedites uptake of new technologies