



A **SMART** objective is a specific, measurable, achievable/attainable, realistic/relevant and time-bound objective.

These objectives must be clear and easily understandable in order to be as effective as possible.

If we apply this definition to specification standards and certification schemes, we can say that our OK compost and OK biodegradable schemes are SMART.

If the normative goals are clear and understandable for experts, it is up to us, as certifiers, to make them understandable for the consumer in general (see post 21)

SPECIFIC

Both the standards and our certification systems specify the scope: industrial or domestic composting, biodegradability in a specific environment (SOIL/WATER/MARINE)

MEASURABLE

The methods for measuring biodegradation, disintegration or checking ecotoxicity are clearly defined in the test standards. The measurement of CO₂ emissions, for example, allows the biodegradability of the tested material to be quantified.

ACHIEVABLE – ATTAIGNABLE

The criteria for validating manufactured products are very stringent, and many natural products would not meet the biodegradation & disintegration criteria of these standards.

However, a large number of manufactured products do meet these targets and therefore surpass nature in this respect.

REALISTIC - RELEVANT

These standards meet a demand for harmonised environmental claims by industry and help consumers and authorities to make informed decisions.

TIME BOUNDED

Biodegradation criteria are defined for a specific environment within a given timeframe.

For example, 90% biodegradation in 6 months for industrial composting, twice as long for home composting.

Clear, precise and without appeal.

On the other hand, certificates always have a limited life span (between 3 and 6 years, depending on the scheme).