

Vill du få bättre koll?
CSRD akademi 2025

pma
product media association

pma
product media association

**we will start
soon**

Some remarks:

- You are automatically on mute
- If you have a **question** please put it in the **Q&A section**
- If you have a **remark** or just want to **introduce yourself** to the group, please use **the chat**

Webinar
Legislation "A bird's eye view"
Part 4

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Experience: > 18 years in ESG/sustainability

Biggest inspiration: my mom

Most used quote: If you always do what you've always done, you'll always get what you've always got

Best advice received: Good example has twice the value of good advice

Agenda

solo



**Ecodesign
(DDP/ESPR)**

**Reporting
directive
(CSRD)**

**Greenwashing
(directive and
claims)**



solo

Greenwashing

Claiming green with facts, not fiction



Greenwashing legislation: to empower consumers to make truly better choices

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- Consumers are confused by all kinds of “green” marketing
- Many companies exaggerate (greenwashing)
- EU wants fair competition & real sustainability
- Marketing cannot call thing sustainable without proof
- Companies can only make **verified claims (documented)**

Greenwash directive (ECGTD)

Per product
Not allowed

Green claims (GCD)

Per category
Allowed (for now)



Question

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How many “eco-certificates/labels” are there in Europe approximately?

A: around 140

B: around 230

C: around 320

Certificates and labels

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Certificates and labels

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Greenwash directive (ECGTD)

Came into force March 2024

Per product/service

- Eco
- Green (unless color green)
- Environmentally friendly
- Bio
- Good for nature
- Sustainable product
- Natural
- 100% recyclable
- Colors or images



Green claims (GCD)

Per category

- Own labels to score a product
- Naming a group of products
- etc



Do's and don'ts

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**Sustainable
shirt**

This shirt is eco-friendly
and sustainably produced

**OEKO tex
certification**

This shirt is made from OEKO-TEX
certified cotton and produced in an
SA8000-certified factory, ensuring
fair and safe working conditions



Do's and don'ts

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**100%
recycled**

This bag is made out of
recycled cotton (80%) and
recycled polyester (20%)

**>50%
recycled**

This bag is made out of
recycled cotton (80%) and
recycled polyester (20%)



Do's and don'ts

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Claim
(allowed
for now)



Consious promotions as a name is still allowed but it cannot be linked with sustainability

Facts
(allowed)



Fact based will be the future



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Timeline

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Greenwash directive

Since March 2024



Green claims directive

postponed



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Ecodesign (DPP/ESPR)

Ecodesign (ESPR) is an EU regulation that makes products more sustainable by design. It requires companies to make products that are longer-lasting, repairable, recyclable, and energy/material efficient — and to share clear information via a Digital Product Passport.

Reporting directive (CSRD)

CSRD is an EU directive that makes corporate sustainability reporting mandatory. It requires large companies to report on their environmental, social, and governance (ESG) impact — using standardised rules — and to share that information publicly, including climate risks, CO₂ emissions, and social responsibility data.

Greenwashing (directive and claims)

The Greenwashing Directive (ECGTD) bans vague or unverified sustainability claims, while the Green Claims (GCD) requires scientific proof and independent verification for explicit environmental claims.

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