



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





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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

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Ecodesign (DDP/ESPR)

Reporting directive (CSRD)

Greenwashing (directive and claims)







Greenwashing legislation: to empower consumers to make truly better choices

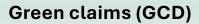




- Consumers are confused by all kinds of "green" marketing
- Many companies exaggerate (greenwashing)
- EU wants fair competition & real sustainability
- Marketing cannot call thing sustainable without proof
- Companies can only make verified claims (documented)

Greenwash directive (ECGTD)

Per product Not allowed



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



solo **Certificates and labels**

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



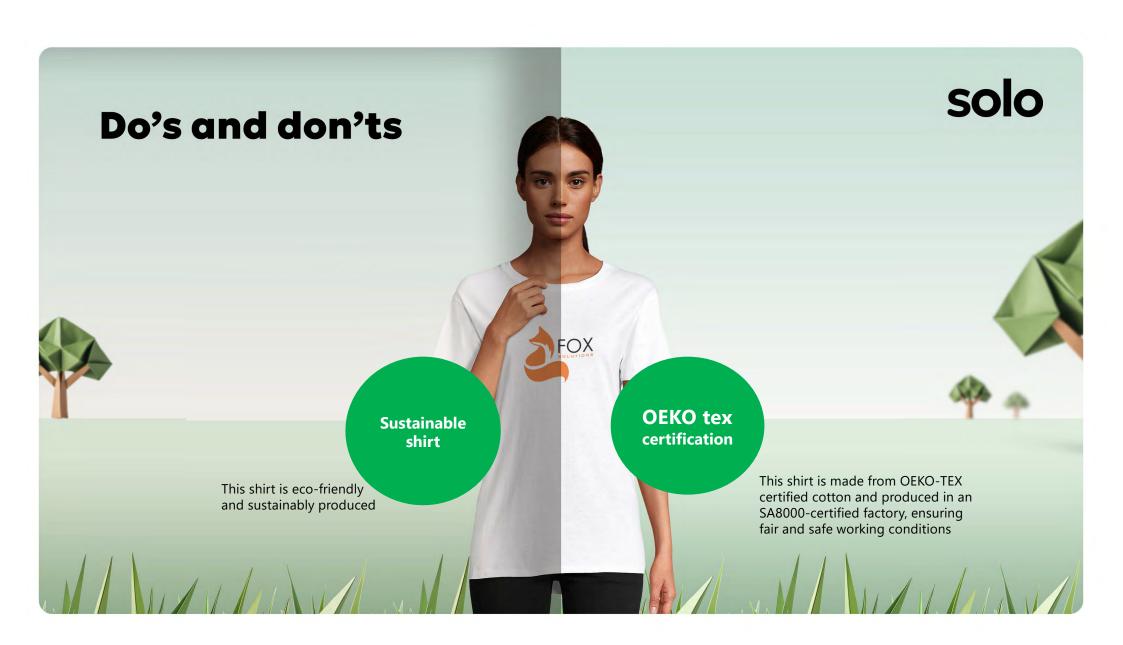
Green claims (GCD)

Per category

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









Do's and don'ts

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

Facts (allowed)







Fact based will be the future









Timeline

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Greenwash directive

Since March 2024



Green claims directive

postponed





Ecodesign (DPP/ESPR)

Ecodesign (ESPR) is an EU regulation that makes products more sustainable by design.

It requires companies to make products that are longerlasting, 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.

