



2nd International Akademie Fresenius Conference

Green Claims and Sustainability Labelling

Are you ready for the fight against greenwashing?

+++ ONLINE CONFERENCE +++

9 November 2023

Highlights

Overview on EU Initiatives concerning sustainability labelling

- Green Claims Directive
- Relation between the Commission's Proposal for a Directive as regards empowering consumers for the green transition and the Green Claims Directive

Impact for existing national regulations and existing sustainability labels

- French national legal framework for Green Claims
- The Dutch Sustainability Advertising Code and some first thoughts about the Green Claims proposal
- The impact of the Green Claims Directive on Eco-Score
- Experience of a certifier for the climate neutrality label in Germany

Sustainability Claims in practice and latest jurisprudence

- How to assess and communicate the full environmental footprint in practice?
- Latest jurisprudence in Germany – risks related to general statements of environmental benefits such as "sustainable", "climate neutral" or "environmentally friendly"
- Latest developments in Italy around "sustainability", "green" and "ethical claims"



The Experts

Shafik Asal, ECO2 Initiative, France

Bärbel Hintermeier, German Cereal Processing, Milling and Starch Industries' Association (VGMS), Germany

Gaëlle Saint-Jalmes, Qolumn, France

Manuel Schuh, Nestlé, Germany

Dennis Uieß, ClimatePartner, Germany

Cesare Varallo, LegisLAB, Italy

Fiona Vening, Stichting Reclame Code, The Netherlands

Levke Voß, law firm meyer.rechtsanwälte, Germany

Thursday, 9 November 2023

Timings are in
Central European Time [CET](#)

Morning Session 09:00 – 11:50 CET

Welcome address by Akademie Fresenius and introduction by the Chairs

Bärbel Hintermeier, German Cereal Processing, Milling and Starch Industries' Association (VGMS), Germany

Levke Voß, law firm meyer.rechtsanwälte, Germany

I. Overview on EU Initiatives concerning sustainability labelling

Green Claims Directive and intertwining EU-Initiatives shaping new criteria in the fight against greenwashing

- New criteria to stop companies from making misleading claims about environmental merits of their products and services
- Relation between the Commission's Proposal for a Directive as regards empowering consumers for the green transition through better protection against unfair practices and better information and the Green Claims Directive

Bärbel Hintermeier

II. Impact for existing national regulations and existing sustainability labels

French national legal framework for green claims

Gaëlle Saint-Jalmes, lawyer and founder of the law firm Qolumn, France

Responsible green claims through self-regulation

- The Dutch Sustainability Advertising Code
- Cases of the Dutch Advertising Code Committee
- Some first thoughts about how self-regulation relates to the Green Claims proposal

Fiona Vening, Compliance Officer, Stichting Reclame Code, The Netherlands

Afternoon Session 12:50 – 16:30 CET

The impact of the Green Claims Directive and the French experimentation on the Eco-Score: Challenges and chances?

Shafik Asal, ECO2 Initiative, France

Experience of a certifier for the climate neutrality label in Germany

- Introduction of ClimatePartner's new labelling system
- Opportunities and weaknesses of the Green Claims Initiative
- Proposals for the improvement of the Draft

Dennis Uieß, ClimatePartner, Germany

III. Sustainability Claims in practice and latest jurisprudence

More than greenhouse gas emissions – how to assess and communicate the full environmental footprint in practice?

- Robust methodology and sound scientific foundations as prerequisite for consumer relevance and trust
- Challenges in communicating the product environmental footprint in compliance with the new requirement
- How communication on environmental impact can help to improve the way we produce food

Manuel Schuh, Nestlé, Germany

Latest jurisprudence in Germany – risks related to general statements of environmental benefits such as “sustainable”, “climate neutral” or “environmentally friendly”

- Brief overview of relevant legal bases
- Current German case law with many examples
- Dos and don'ts for advertising and labelling

Levke Voß, law firm meyer.rechtsanwälte, Germany

Latest developments in Italy around “sustainability”, “green” and “ethical claims” (e.g. natural, plant-based, vegan, zero impact, environmentally friendly, etc.): Trends and case law

Cesare Varallo, LegisLAB, Italy

How will this online conference work?

Our online conference will be live – with interactive participation – and will be held in the English language. Prior to the conference, we will provide you with your login details, which will allow you to participate and ask questions from your preferred location. All you need is a stable internet connection and an audio hardware system – and away you go!

 [Book now](#)



Information available online at:
www.akademie-fresenius.com/3285

Registration

By web www.akademie-fresenius.com/3285
By email registration@akademie-fresenius.com

Hotline +49 231 75896-50
Die Akademie Fresenius GmbH
Alter Hellweg 46, 44379 Dortmund



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FRESENIUS

Participation Fee: € 895.00 plus VAT

Representatives of an authority or a public university are eligible for a reduced fee of € 595.00 plus VAT per person (please provide evidence). The reduced fee cannot be combined with other rebates.

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Do you have any questions?



Sabine Mummenbrauer
Phone: +49 231 75896-82
smummenbrauer@akademie-fresenius.de

The Organisers

For more than 25 years, Akademie Fresenius has been your partner for practice-orientated training on all the latest topics surrounding the safety and quality of food, consumer goods and chemical products along the whole production chain. Our portfolio not only includes international conferences but also offers national trade meetings, intensive practical seminars and training in small work groups. Our events are designed to promote an active exchange amongst our participants and offer the perfect platform for bringing the industry, the scientific sector, the authorities and the consulting field together. Excellent service, all-inclusive. Our wide-ranging advanced training opportunities contribute to giving our customers the competitive edge in all quality assurance, risk assessment, legal, production and technical questions.

Akademie Fresenius is a joint venture between Carl Remigius Fresenius Education Group, one of the largest private and independent education groups in Germany, and SGS Institut Fresenius, one of the leading German providers of chemical laboratory analysis.

You can find details on upcoming and new events at www.akademie-fresenius.com

Who will benefit from this conference?

Regulatory, marketing, scientific, and legal professionals throughout the food supply chain who want to keep up-to-date on the latest developments impacting the food and food-contact industry in Europe.

Sectors that should take part:

- ✓ Food and drink industry
- ✓ Food trade
- ✓ Packaging industry
- ✓ Food inspection offices
- ✓ Laboratories
- ✓ Professional associations

Terms of Participation and Purchase: The registration fee includes the participation in the online event and the event documentation for download. You will receive written confirmation of your registration. Upon receiving our invoice, please transfer the amount due without further deductions before the event begins.

Group Reductions: For joint bookings received from one company we grant a 15% discount from the third participant onwards.

Terms of Cancellation: Cancellations or rebookings to another event are possible in writing without giving reasons and free of charge up to one week before the start of the online event. In the event of later cancellations or non-login to the online event, no participation fees can be refunded. In this case, however, you will receive access to the documentation download after the event. Please note that you can name a substitute participant free of charge at any time.

General Terms and Conditions: By registering, you agree to our General Terms and

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Personal Data: The Akademie Fresenius will keep your data for the purpose of organising this event. We will under no circumstances use your data for commercial trade purposes. By registering for this online event, you consent to our occasionally contacting you by mail, email or phone in order to provide you with further information from our company. You can, of course, withdraw your consent whenever you wish. During this online event, image and sound content is transmitted, which may originate from the speakers and from the participants. By registering, you agree that this content may be transmitted within the virtual event space. All participants are prohibited from recording this content. Further information can be found at: www.akademie-fresenius.com/dataprotection.

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