

7th Nordic PEF conference by the NEF Group

6th - 7th of November 2023
at Eigtveds Pakhus
in Copenhagen

Greening the Future: Uncovering environmental performance and green claims for more sustainable markets

The path to engage the buying power of society and companies goes through the ability to differentiate between the good, the bad and the ugly to select the better performing products.

The Nordic Environmental Footprint Group invites you to an exciting two-day conference which covers topics on the Eco-design for Sustainable Products Regulation, performance classes and green claims.

- How will the Eco-Design for Sustainable Products regulation change the scene – Key note from EU Commission, discussing the new ESPR regulation and its effect on current and future markets.
- Performance levels supporting environmental labelling schemes
- The role of the Product Environmental Footprints classes of performance in the Eco-design for Sustainable Products Regulation – presentation of a Nordic discussion paper
- Do green claims have an effect on the green transition, or is it “noise” in the market?
- Environmental label’s role in international trade.
- How will the proposed Green Claims Directive improve credibility and reduce greenwashing practices?

Background

The lifecycle perspective has become central to many initiatives under EU Green Deal, including the Eco-design for Sustainable Products Regulation that will shortly come into effect. The Eco-design for Sustainable Products will change how products are being marketed in the European Union. Consumers will be empowered to take more sustainable choices and first movers will get a competitive advantage.

But will documentation and classes of performance enable differentiation of products based on their relative sustainability and what role does green claims play?

[Registration at this link](#) and latest on the 27th October 2023.

The conference is in English and is held as a hybrid conference.

[Information on the NEF group and materials from former conferences can be found www.nordic-pef.org](#)

