

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

Background

The path to engage the buying power of society and companies goes through the ability to identify and select the better performing products.

The lifecycle perspective has become central to many initiatives under EU Green Deal, including the Eco-design for Sustainable Products Regulation that will change how products can be marketed in the European Union. The aim is making value chains more sustainable and engaging consumers to take more sustainable choices thereby ensuring first movers get a competitive advantage.

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

Programme - Monday November 6th 2023

Focus of the day: Environmental performance of products

09:00 [Registration & coffee](#)

09:30 [Welcome note](#)

Gert S. Hansen, Chairman NEF Group, Danish Environmental Protection Agency

09:45 [How will the Eco-Design for Sustainable Products Regulation change the scene](#)

Jakob Møller Nielsen, Deputy Permanent Secretary of State

FROM PERFORMANCE CLASSES TO LABELING. MARKET REGULATION BY ENVIRONMENTAL PERFORMANCE

10:15 [Eco-labels – The Nordic Swan and the EU Flower](#)

Karen Dahl Jensen, Nordic Product Development Manager, Miljømærkning Danmark

10:40 [Environmental Product Declarations in building materials](#)

Martin Erlandsson, Assistant Director, IVL, Sweden

11:05 **BREAK**

11:20 [Environmental Technology Verification](#)

Thomas Bruun, CEO, ETA-Danmark A/S

11:45 [Meaningful environmental footprint communication](#)

Hannele Heusala, Research Scientist, Natural Resources Institute Finland (Luke)

12:15 **LUNCH**

FROM PEF TO ESPR

13:00 [Circularity challenges - The Role of Product Environmental Footprint method \(PEF\) in the Eco-Design for Sustainable Products Regulation](#)

Sofie Nygaard Rønnov Olsen and Anja Marie Bundgaard, associate professor, Aalborg University, Denmark

INTERNATIONAL EXPERIENCE ON PERFORMANCE PROGRAMMES AND ENVIRONMENTAL LABELS

- 14:00 ["Made Green in Italy". PEF based labeling for environmental performance](#)
Monia Niero, Associate Professor; Sant'Anna School of Advanced Studies, Italy
-
- 14:25 [The French "Eco-Score" label for food and convenience products](#)
Vincent Colombe/Pascal Dagrás, Affichage environnemental, Ministerie de la Transition Ecologique, France
-
- 14:50 **BREAK**
-
- 15:20 [Performance criteria as a driver for greener public procurement in Finland](#)
Ari Nissinen, Development Manager, Finnish Environment Institute (SYKE)
-
- 15:45 [Recap of the day – takeaways](#)
Tomas Riegels-Jørgensen, Sales Manager & Business Developer Sustainability, Bureau Veritas, Denmark

Programme - Tuesday November 7th 2023

Focus of the day: Green Claims in the green transition?

- 09:00 [Registration & coffee](#)
-
- 09:30 [Welcome note](#)
Gert S. Hansen, Chairman NEF Group, Danish Environmental Protection Agency
-
- 09:40 [Has green claims an effect on the green transition](#)
Carl Dalhammar, Senior lecturer, Int. Institute for Industrial Environmental Economics, Lund University, Sweden
-
- 10:20 [Role of environmental labels and certification schemes in international trade](#)
Joseph Wozniak, Head, Trade for Sustainable Development, UN INTERCEN/International Trade Centre
-
- 11:00 **BREAK**
-
- 11:15 [Improving credibility and reduce greenwashing practices through the proposed Green Claims Directive](#)
Małgorzata GOŁĘBIEWSKA, Team Leader - Environmental Footprint & Green Claims; EU Commission
-
- 12:00 **LUNCH**
-
- 12:45 [Protecting the consumer- The path towards reliable and transparent green marketing and environmental statements](#)
Christian Poll, Senior Advisor, Danish Consumer Ombudsman
-
- 13:30 [Green claim in the making: Considerations related to development of a Danish climate label for food](#)
Satu Reijonen, Academic Officer, Danish Food Agency
-
- 14:15 **BREAK**
-
- 14:45 [From claim to trust: The role of verification in sustainable choices](#)
Jacob Færgemand, Country Chief Executive Nordics, Bureau Veritas, Denmark
-
- 15:15 [Perspectives](#)
Lars Goldschmidt, Goldschmidt Rise and Shine
-
- 15:45 [Goodbye](#)
Gert S. Hansen, Chairman NEF, DEPA

NOTE: We reserve the right to make changes to the programme.