

## Greenwashing training AGENDA



UnitelmaSapienza  
Università degli Studi di Roma



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Online (via Teams)

*the link will be sent to the registered participants*

## **Navigating the new EU legislations to address greenwashing: how standards and research projects can support the bio- based industry**

Organized by [STAR4BBS](#) with the support of [SUSTCERT4BIOBASED](#) Project.

**Duration:** 2 hours (online)

**Date and Time:** March 25th 2025, 09:00 - 11:00 (CET)

**Registration Form:** <https://www.surveymonkey.com/r/greenwashingtraining>

Timings	Title/ Speaker
<b>9.00-9.10</b>	<b>Welcome and Introduction</b> <i>Elena Mocchio - UNI Ente Italiano di Normazione</i>
<b>9.10-9.35</b>	<b>Understanding the EU legislation addressing greenwashing: the Empowering Consumers Directive (EU) 2024/825 and the Green Claims Directive</b> <i>Margaux Le Gallou - ECOS</i>
<b>9.35-9.50</b>	<b>The analysis of bio-based fashion materials towards SCAR spectrometry: a weapon against greenwashing</b> <i>Gustavo Adrián Defeo - Convenor CEN TC289 WG2 and WG3</i>
<b>9.50-10.00</b>	Q&A session
<b>10.00-10.25</b>	<b>BIOBASEDCERT Cluster: Tackling greenwashing through robust and effective sustainability certification for bio-based systems (25 min)</b> <i>Luana Ladu and Nikola Matovic – TU Berlin</i> <i>Laura Vayrynen - ECOS</i>
<b>10.25-10.35</b>	Q&A session
<b>10.35-10.55</b>	<b>Panel Discussion and Q&amp;A</b>
<b>10.55-11.00</b>	<b>Final remarks</b>

“ Sustainable bio-based systems through effective certification & labelling ”

### Consortium:



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