

# Green Claims Training Course

Mastering Green Claims to  
Navigate New Regulations  
with Confidence







## Green Claims Training Course

Environmental and sustainability claims, often referred to as “green claims,” are a common tool used in sales and marketing to highlight the environmental attributes of products or services, or entire organizations. In the ever-evolving landscape of consumer rights and sustainability, understanding and correctly implementing green claims has never been more crucial. If the message is misleading or the claim is not adequately substantiated, it can expose the organization to reputational and legal risks.

Our new training course provides essential insights into navigating the complexities of environmental claims in alignment with emerging regulations like the Green Claims Directive (GCD) and the Empowering Consumers for the Green Transition Directive (EmpCo). This comprehensive e-learning course equips your team with the knowledge needed to understand the directive’s impacts on your business, ensure compliance to avoid greenwashing, and build consumer trust. It offers a practical guidance to help your business prepare for the new requirements on green claims.

## Regulatory Framework

### Green Claims Directive (GCD)

The Green Claims Directive is an EU directive ensuring that environmental claims made by companies are reliable, comparable and verifiable. It aims to prevent greenwashing by standardizing how environmental information is presented, requiring claims to be scientifically substantiated and transparent. This directive enhances consumer trust in sustainable products and supports the EU’s goals for a sustainable economy.

### Empowering Consumers for the Green Transition Directive (EmpCo)

The EmpCo is an EU directive aimed at ensuring that consumers receive accurate, reliable, and standardized information about the environmental and sustainability aspects of products and services. Its goal is to prevent greenwashing and empower consumers to make informed choices that support the green transition. The directive sets clear rules on how businesses should communicate environmental attributes, including the use of eco-labels and green claims.



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### Target **Group**

- ▶ Client and supplier-facing professionals in marketing, communications, sales, or procurement who create or assess environmental claims.
- ▶ Product managers and those responsible for overseeing the development and marketing of products with green claims.
- ▶ Sustainability and environmental professionals who ensure compliance and best practices in green claims within their organizations.

### Learning **Units**

1. The Role of green claims for Businesses
2. Understanding environmental claims, green claims, and ecolabels
3. Fundamentals of Green Claims Directive and Empowering Consumers for Green Transition Directive
4. Guideline: How to Prepare your Business for Changed Requirements
5. Summary

### Learning **Objectives**

- ▶ Explain what environmental claims and green claims are.
- ▶ Identify various forms of environmental and social claims, including labels, statements, environmental declarations and certificates.
- ▶ Differentiate the specific types of environmental and social claims according to GCD and EmpCo.
- ▶ Explain the impact of GCD and EmpCo on the use of green claims in corporate practices.
- ▶ Assess how well green claims meet the requirements of the GCD and EmpCo.
- ▶ Outline initial steps to align your company with the GCD and EmpCo requirements.



## Training Course **Details**

- ▶ **Delivery format:** E-learning
- ▶ **Duration:** Approximately 90 minutes
- ▶ **Entry requirements:** No special requirements
- ▶ **Examination procedure:** Knowledge test at the end of the course
- ▶ **Completion:** DEKRA certificate after successful completion
- ▶ **Technical requirements:** Stable internet connection, up-to-date operating system, and browser, microphone, speakers, webcam

## Why **DEKRA?**

- ▶ We bring decades of experience in sustainability and compliance, offering expert insights that are both practical and relevant to current regulations.
- ▶ We ensure our training materials reflect the latest developments in environmental regulations, including the Green Claims Directive and the Empowering Consumers for the Green Transition Directive.
- ▶ Benefit from DEKRA's expertise in green claims with our structured e-learning course, accessible anytime, anywhere. Gain from practical examples and exercises designed to help apply your knowledge in real-world contexts.





A photograph showing two men in a meeting. One man is in the foreground, partially visible, looking towards the other man. The second man is in the background, wearing a light blue shirt, looking at a laptop screen. The background shows a wall with greenery.

# DEKRA Sustainability Advisory & Training

Supporting your efforts to ensure a safe workplace, a healthy workforce and environmentally sustainable operations, our training and advisory services help you to develop, implement and maintain effective management and reporting strategies. Experts in modern teaching techniques pick the best fitting learning approach to provide the knowledge you need to successfully integrate efficient procedures. Consultants with years of experience are on hand to guide you when targeting your unique corporate sustainability and carbon footprint goals by using appropriate digital tools and databases.

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