



DIE AKADEMIE
FRESENIUS

Where Experts Meet!

4th International Akademie Fresenius Conference

Green Claims and Sustainability Labelling in Europe

From regulation to enforcement: Navigating the new anti-greenwashing landscape

+++ ONLINE CONFERENCE +++

15 April 2027
Online

Highlights

- EmpCo: The new reality for green claims in Europe
- Impact of the withdrawal of the Green Claims Directive
- Enforcement trends and landmark greenwashing cases across Europe
- National implementation and enforcement experience in France, The Netherlands, Germany and Italy
- Sustainability labels and certification requirements under EmpCo
- Climate-neutrality and carbon-offset claims under EmpCo
- Retail and brand-owner perspectives on sustainability communication
- Eco-Score, Green-Score and other sustainability scoring initiatives
- European enforcement outlook beyond key Member States
- Practical compliance strategies for marketing, regulatory and legal teams

Direct exchange with the experts – Dedicated Q&A after every presentation



The Experts

Sarah Arayess, Law firm Say legal, The Netherlands

Bärbel Hintermeier, Law firm Lekker Partners, Germany

Veerle Poppe, Colruyt Group, Belgium

Gaëlle Saint-Jalmes, Law firm Qolumn, France

Fanny Gauttier, Rainforest Alliance, Belgium

Cesare Varallo, Law firm Food Law Latest, Italy, and Food Orbit, Portugal

Franca Werhahn, Law firm Lekker Partners, Germany

INSTITUT
FRESENIUS

SGS

Thursday, 15 April 2027

Timings are in Central European Summer Time CEST.



Morning Session | 09:00 – 12:35 CEST

09:00 Welcome address by Akademie Fresenius and introduction by the Chairs

Bärbel Hintermeier and Franca Werhahn, Law firm Lekker Partners, Germany

Your questions matter: Each presentation will be followed by a dedicated Q&A session, providing plenty of opportunity for questions, discussion and direct exchange with the speakers.

EU regulatory developments

09:10 EmpCo: The new reality for green claims in Europe

- What changed after the withdrawal of the Green Claims Directive?
- EmpCo (Empowering Consumers for the Green Transition Directive 2024/825) requirements applicable since September 2026
- Generic environmental claims: what is still allowed? Does and Don'ts
- Latest Commission guidance and FAQs
- Outlook for future EU initiatives

Bärbel Hintermeier

National enforcement trends: France

10:00 France: National enforcement trends for Green Claims after the EmpCo Directive

- Latest French developments
- Evolution of Eco-Score initiatives
- Enforcement experience
- Practical implications for food manufacturers

Gaëlle Saint-Jalmes, Law firm Qolumn, France

10:45 Short break

Germany and The Netherlands

11:05 Germany: National enforcement trends for Green Claims after the EmpCo Directive

- German implementation
- New UWG (German Unfair Competition Act) provisions
- Impact on food and packaging communication
- Early disputes and warning letters
- Practical compliance strategies

Franca Werhahn

11:50 The Netherlands: National enforcement trends for Green Claims after the EmpCo Directive

- Dutch implementation status
- Interaction with previous Dutch Authority for Consumers and Markets ACM (Autoriteit Consument & Markt) guidance
- Current enforcement priorities
- Compliance lessons for international companies

Sarah Arayess, Law firm Say legal, The Netherlands

12:35 Lunch break

15th International FCM Conference

Residues of Food Contact Materials in Food

28 and 29 October 2026 in Dusseldorf/Germany and via Live Stream

www.akademie-fresenius.com/fcm

[→ Book now](#)



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

Italy

13:35 Italy: National enforcement trends for Green Claims after the EmpCo Directive

- Italian implementation experience
- Enforcement by Italian Competition Authority AGCM (Autorità Garante della Concorrenza e del Mercato)
- Latest greenwashing cases
- Trends regarding plant-based, natural and ethical claims

Cesare Varallo, Food Law Latest, Italy, and Food Orbit, Portugal

Sustainability labels in practice

14:05 Sustainability labels owner perspective: How did EmpCo change sustainability label practice?

- Adapting sustainability certification schemes to EmpCo
- Meeting new requirements for verification, transparency and accountability
- What brands and retailers need to know when using sustainability labels

Fanny Gauttier, Rainforest Alliance, Belgium

14:50 Short break

Sustainability communications in practice

15:05 Retail perspective: Sustainability communication and consumer labelling

- Sustainability communication strategy and consumer engagement
- Experience with Green-Score implementation and environmental labelling initiatives
- Supplier expectations and collaboration across the value chain
- Lessons learned from sustainability communication in practice
- International retailer perspective

Veerle Poppe, Colruyt Group, Belgium

16:00 Summary by the chairs and end of the online conference

5th International Online Conference

Residues of Mineral Oil and Synthetic Hydrocarbons in Food

18 and 19 January 2027, lunch-to-lunch format

www.akademie-fresenius.com/3902

 **Book now**



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

Registration

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

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.

www.akademie-fresenius.com/greenclaims

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Do you have any questions?



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The Organisers

For more than 30 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

How will this online conference work?

Our online conference will be live – with interactive participation – and will be held in the English language. The conference will be conducted using the meeting tool Zoom. 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. Simply log in on the day of the conference – and away you go!

Terms of Participation and Purchase: The registration fee includes the participation in the event, event documentation, and, in the case of on-site events, lunch, coffee breaks, beverages as well as the evening event. You will receive written confirmation of your registration. Upon receiving our invoice, please transfer the amount due without further deductions before the event begins. The price of the event documentation includes the login details for the secure download section of our webpage where you will find the presentations in a pdf format. The login details will be sent to you via email after the event and as soon as advance payment has been received.

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

Terms of Cancellation: For our on-site events, written cancellations or transfers will be accepted free of charge up to four weeks prior to the start of the event. After this date and up to a week prior to the start of the event we will reimburse 50% of the registration fee. We cannot, unfortunately, provide refunds for later cancellations. For our online events, cancellations or rebookings to another event will be accepted free of charge up to one week before the start of the 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 Conditions as well as to our Privacy Policy. You can find our GTC on the internet (www.akademie-fresenius.com/general-terms) or receive them on request.

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 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. At our on-site events, occasionally, we go around taking photos and videos which are then published anonymously on our website. During our online events, 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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