

EFLA Workshop 2024

New legal framework for advertising with Green Claims and Deforestation

14th May 2024, 14:00-17:00 (CEST)
Aloft Hotel, Brussels¹

Welcome lunch and registration (13:00-14:00)

1. Welcome address by the EFLA President (14:00-14:05)
Ms Irene Verheijen, EFLA President
2. Introduction to the topic (14:05-14:15)
Mr Peter Loosen, German Food Industry Federation
3. Introduction to the EU Deforestation-Free Regulation (EUDR) (14:15–14:45)
Ms Manon Ombredane, Fieldfisher
4. Unfair commercial practices related to environmental and sustainability claims in the EU Directive 2024/825 (14:45–15:15)
Ms Paola Corte, Studio Legal Corte

Coffee break (15:15–15:45)

5. Proposal for a Directive on substantiation and communication of explicit environmental claims (Green Claims Directive) (15:45–16:15)
Ms Leonie Evans, Meisterernst Rechtsanwälte
6. Discussion session moderated by Mr Peter Loosen (16:15-16:55)
All Participants
7. Closing remarks (16:55-17:00)
Ms Irene Verheijen

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