



University
of Ferrara

KU LEUVEN **CCM**
CONSUMER COMPETITION MARKET

University of Ferrara and KU Leuven (CCM) are pleased to announce

Greenwashing opportunities and challenges of the new EU rules

14 JUNE 2024 | LEUVEN & LIVESTREAM

Organizers:

Alberto De Franceschi
Bert Keirsbilck
Evelyne Terryn



With the support of ELI Sustainability and Environmental Law Special Interest Group

PRACTICAL INFORMATION

DATES

14 June 2024 | 9AM-5PM

LOCATION (ON CAMPUS) OR LIVESTREAM

KU Leuven, Faculty of law and Criminology,
Collegium Falconis, DV1 91.56 Zeger Van Hee
Tiensestraat 41, 3000 Leuven

ACCREDITATION

OVB- Orde van Vlaamse Balies
IGO- Instituut voor Gerechtelijke Opleiding
IBJ- Instituut voor bedrijfsjuristen

PRICE

200 EUR including coffee and lunch breaks and conference book published by Larcier-Intersentia in the CCM series.

Free participation for KU Leuven Faculty Law and Criminology members (conference book excluded).

More info about the series: <https://www.larcier-inter-sentia.com/en/series/consumer-competition-market-ccm.html>

MORE INFORMATION

Email: law.congressservice@kuleuven.be

Registration via <https://www.law.kuleuven.be/apps/activiteiten/activities/green-washing-opportunities-and-challenges-of-the-new-eu-rules-6439#6439>



PROGRAMME

9:00 Welcome address: Green by Default and Green by Design

Alberto De Franceschi – Bert Keirsbilck – Evelyne Terryn

I. State of play of the new EU rules: scope, main elements and interaction

Chair: Alberto De Franceschi (University of Ferrara)

09:10 The Proposal for a Green Claims Directive

Evelyne Terryn (KU Leuven)

09:25 Directive (EU) 2024/825 as regards Empowering Consumers for the Green Transition

Bert Keirsbilck (KU Leuven)

II. Greenwashing or greenhushing – how to communicate sustainability efforts?

Chair: Alberto De Franceschi, University of Ferrara

09:40 Generic Claims – can they still be made?

Paul Verbruggen (University of Tilburg)

10:00 Can 'eco' brands (trademarks) and company names survive?

Pieter Callens (Eubelius)

10:20 Coffee break

10:45 Carbon neutral claims & claims related to future environmental performance – can they still be made?

Elias Van Gool (KU Leuven)

11:05 The challenge to regulate voluntary carbon credits

Denis Voinot (Université de Lille)

11:25 Are labels the solution? Ecolabel / Private Label / Public Schemes / Ecoscore

Elisa Paredis (KU Leuven)

11:45 Questions and Debate

12:15 Sandwich lunch

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More information: bert.keirsbilck@kuleuven.be / evelyne.terryn@kuleuven.be

PROGRAMME

III. Enforcement ex ante versus ex post

Chair: Evelyne Terryn (KU Leuven)

- 13:30 Substantiation / ex ante verification: point of view of the enforcers in selected EU member states
Italy: Autorità Garante della Concorrenza e del Mercato (TBC)
Germany: Deutsche Kartellbehörde, Düsseldorf (TBC)
The Netherlands: Autoriteit Consument & Markt
Belgium: FPS Economy (TBC)

IV. Voluntary versus mandatory sustainability communication & competition law challenges

- 14:30 How can mandatory reporting / due diligence obligations help in sustainability marketing?
Estelle Irambona (KU Leuven)
- 14:50 Coffee break
- 15:30 Link between ecodesign and voluntary claims
Alberto De Franceschi (University of Ferrara)
- 15:40 Greenwashing in competition law
Liesbet Van Acker (KU Leuven)

V. Debate

Chair: Bert Keirsbilck (KU Leuven)

- 16:00 Stakeholder Panel

Concluding remarks

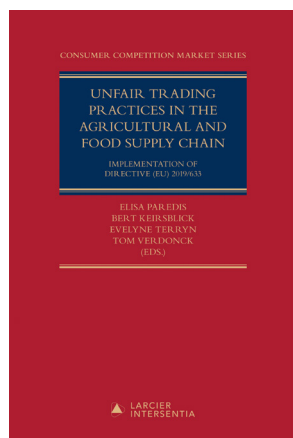
- 17:00 Alberto De Franceschi – Bert Keirsbilck – Evelyne Terryn

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DISCOVER THE CONSUMER COMPETITION MARKET (CCM) SERIES

The *CONSUMER COMPETITION MARKET SERIES* bundles the results of research activities of the CCM institute of the KU Leuven, co-directed by Wouter Devroe, Bert Keirsbilck and Evelyne Terryn. The series focuses on the legal infrastructure of the internal market of the European Union in the broadest sense. Like CCM itself, the series deals in an integrated way with consumer law, B2B and B2C commercial practices law, sectoral market regulation, the four freedoms (free movement of persons, goods, services and capital) and competition (including EU and national antitrust law, EU merger control and EU state aid law).



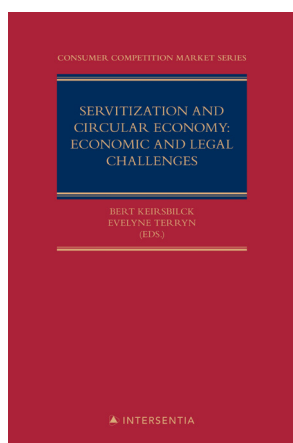
UNFAIR TRADING PRACTICES IN THE AGRICULTURAL AND FOOD SUPPLY CHAIN

Implementation of Directive (EU) 2019/663

Elisa Paredis, Bert Keirsbilck, Evelyne Terryn and Tom Verdonck (eds.)

On 13 January 2023, Consumer Competition Market organised its Third UTP Roundtable in Leuven. Based on a questionnaire drafted by Elisa Paredis and Tom Verdonck (PhD researchers at CCM), eminent national experts from the EU-27 critically assessed the implementation of the UTP Directive in their Member State. This book contains a preface, the questionnaire sent to the 27 national experts, the 27 country reports based on it, and concluding remarks.

ISBN 978-94-000-1803-7 | hardback | May 2024 | 125 euros

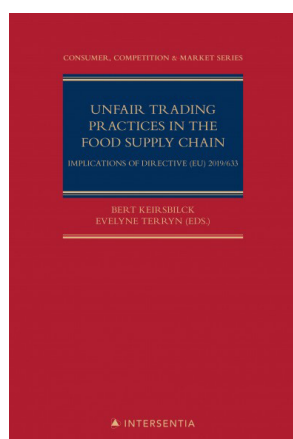


SERVITIZATION AND CIRCULAR ECONOMY: ECONOMIC AND LEGAL CHALLENGES

Bert Keirsbilck, Evelyne Terryn, Johan Eyckmans, Sandra Rousseau and Denis Voinot (eds.)

This book compiles the academic papers presented at a two-day international and interdisciplinary conference held in Leuven on 21 and 22 April 2022. This book identifies economic and behavioral drivers and barriers of servitization as well as the main legal challenges in the servitization process.

ISBN 978-1-83970-263-1 | hardback | 2023 | xvi + 220 p. | 99 euros



UNFAIR TRADING PRACTICES IN THE FOOD SUPPLY CHAIN

Implications of directive (EU) 2019/633

Bert Keirsbilck and Evelyne Terryn (eds.)

This book compiles the various papers presented at the "2nd UTP Roundtable" organized by the Consumer Market Competition (CCM) institute of the KU Leuven on 28 June 2018. It entails a critical analysis of the final text of the EU Directive, the current state of play and the different regulatory options at national level by 2021.

ISBN 978-1-78068-980-7 | hardback | 2020 | x + 182 p. | 68 euros

Discover the series via www.larcier-intersentia.com

