

Lara Dammer, nova-Institute (DE): EU Green Claims Directive – What Does it Mean for the Industry?

Ideally, sustainability benefits also result in economic benefits, so you need to communicate about your sustainability efforts. In recent months, the EU has sought to create a new framework for the marketing of environmental claims on products and services. This is particularly evident with the recently published Proposal for a Green Claims Directive. This presentation will discuss what is to be expected from the forthcoming legislation for the cellulose fibres industry.