



3rd International Akademie Fresenius Conference

Green Claims and Sustainability Labelling in Europe

Are you ready for the fight
against greenwashing?

+++ ONLINE CONFERENCE +++

10 February 2026

Highlights

EU sustainability labelling initiatives

- Empowering Consumers (EmpCo) and Green Claims Directive
- Coordinated EU actions shaping new anti-greenwashing standards

Impact on national laws and labels

- France: Green claims law and Eco-Score experimentation
- The Netherlands: National green claims regulation
- Germany: EmpCo implementation and climate neutrality label experience
- Italy: EmpCo integration into national law

Practical application and latest jurisprudence

- Key case law influencing green claim criteria
- Communicating full environmental impact: Colruyt Group's Eco-Score insights



The Experts

Sarah Arayess Law firm Say Legal, The Netherlands

Shafik Asal ECO2 Initiative, France

Bärbel Hintermeier Law firm Lekker Partners, Germany

Veerle Poppe Colruyt Group, Belgium

Gaëlle Saint-Jalme Law firm Qolumn, France

Dennis Uieß ClimatePartner, Germany

Cesare Varallo Food Law Latest and Food Orbit, Italy

Franca Werhahn Law firm Lekker Partners, Germany

Tuesday, 10 February 2026

Morning Session | 09:00 – 12:40 CET

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

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

The presentation slots include sufficient time for questions and answers.

EU sustainability labelling initiatives

09:10 Empowering Consumers (EmpCo) and Green Claims Directive and intertwining EU-Initiatives shaping new criteria in the fight against green washing

Bärbel Hintermeier

Impact on laws and labels in France

10:20 French national legal framework for green claims

Gaëlle Saint-Jalme, Law firm Qolumn, France

11:10 Short break

11:20 The impact of the Green Claims Directive and the French experimentation on the Eco-Score: Challenges and chances?

Shafik Asal, ECO2 Initiative, France

Situation in the Netherlands

12:00 Dutch national legal framework for green claims

Sarah Arayess, Law firm Say Legal, The Netherlands

12:40 Lunch break

Timings are in
Central European Time CET.

Afternoon Session | 13:40 – 16:00 CET

Impact in Germany and latest jurisprudence

13:40 National implementation of EmpCo Directive in Germany and case law shaping new criteria

Franca Werhahn

14:10 Experience as a certifier for the climate neutrality label in Germany

Dennis Uieß, ClimatePartner, Germany

14:40 Short break

Impact on laws and labels in Italy

14:50 Italian legal framework implementing EmpCo and criteria for green claims

Cesare Varallo, Food Law Latest and Food Orbit, Italy

Sustainability claims in practice

15:20 More than greenhouse gas emissions – how to assess and communicate the full environmental footprint in practice?

Veerle Poppe, Colruyt Group, Belgium (invited)

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

14th International FCM Conference

Residues of Food Contact Materials in Food

6 and 7 October 2025 in Dusseldorf/Germany and via Live Stream

www.akademie-fresenius.com/fcm

17th International Conference

Contaminants and Residues in Food

13 and 14 November 2025 in Dusseldorf/Germany and via Live Stream

www.akademie-fresenius.com/conta



Information available online at: www.akademie-fresenius.com/3851

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Registration

By web www.akademie-fresenius.com/3851
By email registration@akademie-fresenius.com



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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.

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Do you have any questions?



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The Organisers

For 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

How will this online conference work?

Our online conference will be live – with interactive participation – and will be held in the English language. 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. All you need is a stable internet connection and an audio hardware system – and away you go!

Terms of Participation and Purchase: The registration fee includes the participation in the online event and the event documentation for download. You will receive written confirmation of your registration. Upon receiving our invoice, please transfer the amount due without further deductions before the event begins.

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

Terms of Cancellation: Cancellations or rebookings to another event are possible in writing without giving reasons and free of charge up to one week before the start of the online 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 online 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. During this online event, 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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