ESG and sustainability reporting

Environmental Claims: ISO 14021:2026 and Directive (EU) 2024/825

One day to review your environmental claims before a customer, a retailer or a European authority does. Statements prohibited by Directive (EU) 2024/825, future climate promises, labels, carbon offsetting, then the method of substantiating a self-declared claim under ISO 14021:2026: the work covers your packaging, product sheets, web pages and replies to buyers.

Duration : 1 day

Objectives

1. Explain what Directive (EU) 2024/825 prohibits or regulates in communication to consumers in the Union
2. Identify the claims in your materials that expose your company or your European customer
3. Apply the principles of ISO 14021:2026 to word a self-declared claim that is precise, verifiable and not misleading
4. Build the evidence file for a claim: data, method, scope, owner
5. Distinguish self-declared claim, ecolabel and EPD to choose the right tool for each message

Programme

Day 1 — morning

• Why environmental claims are monitored: greenwashing, complaints, withdrawal of statements

• Directive (EU) 2024/825: generic claims, sustainability labels, whole-product claims, neutrality based on offsetting, legal requirements presented as a distinguishing feature

• Promises of future performance: detailed plan, dated targets, verification by an independent expert third party

• Who is concerned: direct sales to consumers, manufacturing under a customer's brand, selling components to an industrial buyer

Day 1 — afternoon (workshop)

• ISO 14021:2026: principles, materials covered, documentation and verifiability of a self-declared claim

• Frequent claims among exporters: recycled content, recyclability, renewable energy, emission reduction

• Ecolabel under ISO 14024, EPD under ISO 14025, environmental communication under ISO 14063: when to switch tools

• Workshop: review of your packaging and materials, sorting claims (keep, clarify, withdraw) and evidence file for one claim

• Knowledge test

Teaching methods

• Review of your own packaging, labels, catalogues and web pages

• Rewording exercise: from a vague statement to a precise, substantiated claim

• Case of a packaging manufacturer printing for a European retail brand and of an agri-food exporter

• Role play: replying to a buyer who asks for proof of a statement

• Final test

Assessment and documents

Knowledge test at the end of the day and follow-up evaluation at D+1. Each participant receives a numbered training certificate, verifiable online; the company receives the training report and the claims review grid produced in the workshop.

Bilingual materials for every participant; each classroom course comes with its digital twin on OmniLearn.

Good to know

For company communication beyond products (CSR report, social media, recruitment), see "Responsible Communication and Greenwashing Prevention". A quantified carbon claim about a product requires a calculated footprint: see "Product Carbon Footprint: ISO 14067:2018".

Practical information

Duration	1 day
Audience	Marketing, communication, export, CSR, quality, packaging and labelling managers
Prerequisites	No prerequisites
Group size	Groups of 6 to 12 participants, in-company
Format	In-company, face to face on your site
Language	French, Darija or English; bilingual materials
Funding	OFPPT special training contracts (TFP), GIAC, Maroc PME: we prepare the applications with you, at no extra cost.
Programme customisation	Programme adapted to your procedures, your equipment and your audience

Frequently asked questions

We sell to industrial buyers, not consumers: are we concerned?
Indirectly, yes. Your technical sheets and attestations feed the statements your customer will display to consumers; if it cannot prove them, it will ask you to justify or withdraw them. European buyers are already adding these points to their questionnaires.

Is a claim that complies with ISO 14021:2026 automatically permitted in the Union?
No. The standard helps word a precise and verifiable claim, but it authorises nothing that the law prohibits. A generic statement such as "eco-friendly" remains prohibited without recognised environmental excellence, even if well documented.

Can we still announce a net zero target?
Yes, if it rests on a detailed and realistic implementation plan, with measurable and dated targets, and regular verification by an independent expert third party. A target without a plan is considered misleading.

What is the difference from "Responsible Communication and Greenwashing Prevention"?
This day focuses on product claims, their European legal framework and their substantiation under ISO 14021:2026. The other course covers the company's communication as a whole and the consistency of its messages.