ESG and sustainability reporting

Responsible Communication and Greenwashing Prevention

One day to communicate about your environmental and social actions without exposing the company to greenwashing. Vague claims, offsetting, labels, comparisons, future targets: you learn to link each message to evidence, to choose accurate wording and to set up internal validation, working from your actual materials: website, product sheets, report, replies to customers.

Duration : 1 day

Objectives

1. Recognise forms of greenwashing: vague claims, omissions, unrecognised labels, offsetting presented as neutrality
2. Explain the rules governing claims: ISO 14021:2026, Directive (EU) 2024/825 for the European market, buyer requirements
3. Apply a method to verify a message: scope, evidence, basis of comparison, period of validity
4. Write accurate messages about a product, a site or the company
5. Set up a validation process for CSR communications

Programme

Day 1 — morning

• What makes CSR communication a risk: customers, consumers, investors, competitors, authorities

• Environmental claims: ISO 14021:2026, Directive (EU) 2024/825 for the Union market, retailers' specifications

• Carbon neutrality, offsetting, recycled content, recyclability, "natural": wording to avoid and alternatives

• Social and ethical communication: commitments, figures, labels and certifications cited

Day 1 — afternoon (workshop)

• Evidence: data, calculations, certificates, period of validity and updating

• Future targets and climate commitments: what must be published at the same time

• Workshop: review of your materials and rewriting of risky messages

• Knowledge test and internal procedure for validating messages

Teaching methods

• Critical review of your own materials: website, catalogues, packaging, report, sales presentations

• Rewriting exercises, from vague to verifiable

• Analysis of examples of claims withdrawn or challenged, without naming any company

• Pair work between communication and CSR

• Final test on claim rules and evidence

Assessment and documents

Knowledge test at the end of the day, follow-up evaluation at D+1. Numbered training certificate, verifiable online, for each participant; training report and list of rewritten messages handed to the company.

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

Good to know

To go deeper into product claims and their technical evidence, see "Environmental Claims: ISO 14021:2026 and Directive (EU) 2024/825". Net zero commitments are covered in "Net Zero: IWA 42, ISO/DIS 14060 and the SBTi Standard".

Practical information

Duration	1 day
Audience	Communication, marketing, CSR, sales, legal
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

What is the difference from the course "Environmental Claims: ISO 14021:2026 and Directive (EU) 2024/825"?
That course goes deeper into claims made about products and their technical evidence. This day covers all of the company's CSR communication, including social, ethical and climate messages, and the internal validation procedure.

Can we still say a product is carbon neutral?
In communications to consumers in the Union, Directive (EU) 2024/825 prohibits claiming that a product has a neutral or reduced environmental impact on the basis of emissions offsetting. Elsewhere, such a statement should at least rest on a recognised framework, a reduction plan and published evidence.

Who should attend?
The people who write or approve messages: communication, marketing, sales, CSR and, if possible, legal. The validation procedure built in the workshop specifies who reviews what.