



Navigating the new EU legislations to address greenwashing

How standards and research projects can support the bio-based industry

Elena Mocchio – UNI Italian Standards Body



Online, March 25th, 2025





AGENDA

Timings	Title/ Speaker
9.00-9.10	Welcome and Introduction <i>Elena Mocchio - UNI Ente Italiano di Normazione</i>
9.10-9.35	Understanding the EU legislation addressing greenwashing: the Empowering Consumers Directive (EU) 2024/825 and the Green Claims Directive <i>Margaux Le Gallou - ECOS</i>
9.35-9.50	The analysis of bio-based fashion materials towards SCAR spectrometry: a weapon against greenwashing <i>Gustavo Adrián Defeo - Convenor CEN TC289 WG2 and WG3</i>
9.50-10.00	Q&A session
10.00-10.25	BIOBASEDCERT Cluster: Tackling greenwashing through robust and effective sustainability certification for bio-based systems (25 min) <i>Luana Ladu and Nikola Matovic – TU Berlin</i> <i>Laura Vayrynen - ECOS</i>
10.25-10.35	Q&A session
10.35-10.55	Panel Discussion and Q&A
10.55-11.00	Final remarks



STAR4BBS: Sustainability Transition Assessment Rules for Bio-Based Systems

HORIZON-CL6-2021-ZEROPOLLUTION-01-07: International and EU sustainability certification schemes for bio-based systems

1st of September 2022 – 31st of August 2025

Aim: maximize the potential of Sustainability Certification Schemes (SCS) and labels to support a successful transition to a sustainable bio-based economy, assessing their effectiveness, robustness, and credibility.

Issue: Lack of **transparency** and **harmonization** (making comparability across products increasingly difficult for consumers)





Project main objectives



ANALYSIS OF EXISTING CSLs



EVALUATION OF GLOBAL TRADE FLOWS



DEVELOPMENT OF INDICATORS AND A MONITORING SYSTEM



DETERMINATION OF THE IMPACT OF CSLs



POLICY RECOMMENDATIONS REGARDING THE ADOPTION OF ROBUST CSLs

SUSTCERT4BIOBASED: Sustainability Certification for Biobased Systems

HORIZON-CL6-2021-ZEROPOLLUTION-01-07: International and EU sustainability certification schemes for bio-based systems

1st of June 2022 – 31st of May 2025

Aim: develop a monitoring system to assess the effectiveness and robustness of existing certification schemes and labels.

Background: The European Commission is EU is supporting standardisation of certification schemes for bio-based systems to accelerate the transition to a sustainable economy.



Fundacion Circe Centro de Investigacion de Recursos y Consumos Energeticos (CIRCE) – ES



Environmental Coalition On Standards (ECOS)- BE



White Research SRL (WHITE) – BE



Control Union Certifications Germany GmbH (CU)- DE



Stichting Wageningen Research (WR) – NL



Project main objectives

- The project aims to develop a monitoring system to assess the effectiveness and robustness of existing certification schemes and labels.
- Will identify the cost and benefits of the adoption of certification schemes and labels.
- Will provide best practices and recommendations to the project's key stakeholders.
- Through its actions the project will support the harmonization of system requirements.
- Improvement and adoption of sustainability certification schemes and labels.
- Contribute towards a circular, climate-neutral and sustainable biobased industry.

Elena Mocchio

Head of Innovation and Standardization department

UNI – Italian Standards Body

Elena.mocchio@uni.com

Thank you for your attention!



 www.star4bbs.eu

 info@star4bbs.eu

#STAR4BBS

