

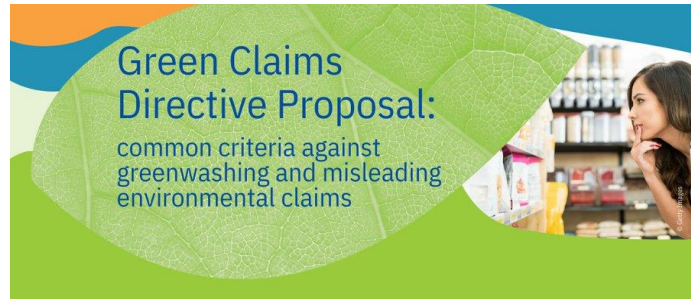


# BIOBASEDCERT

Tackling greenwashing through robust and effective sustainability certification for bio-based systems

25<sup>th</sup> March 2025

# The Green Claims Directive (GCD) Proposal



- ✓ The GCD proposal aims to prevent misleading environmental claims (greenwashing).
- ✓ Requires companies to provide scientific evidence, transparency, and third-party verification for claims.
- ✓ Applies to all voluntary sustainability claims made to consumers in the EU.



of green claims on products and services make **vague, misleading or unfounded** information



of claims have **no supporting evidence**



Consumer trust in green claims is **extremely low**



# BIOBASEDCERT

Let's advance the  
bio-based economy  
together

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



[sustcert4biobased.eu](https://sustcert4biobased.eu)



[star4bbs.eu](https://star4bbs.eu)



HARMONITOR

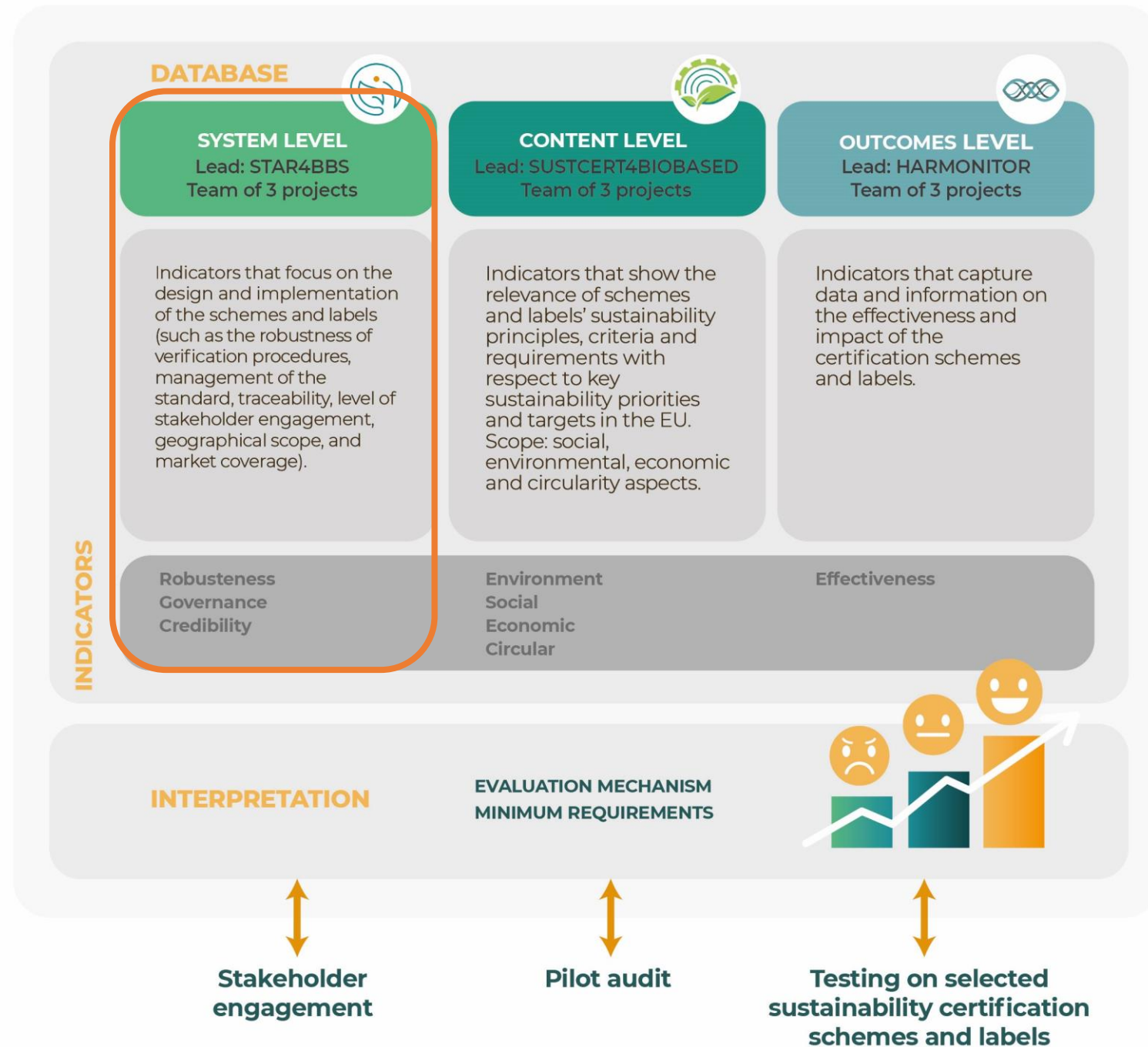


[harmonitor.eu](https://harmonitor.eu)



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the European Union

# BIOBASEDCERT Monitoring Tool (BMT)



System level

# System level – ensuring certification robustness

Category	Principle
<b>Governance and Scheme management</b>	Scheme scope and objectives
	Governance structure
	Stakeholder participation
	Complaints and dispute resolution mechanism
<b>Standard setting</b>	Standards content and structure
	Standard-setting process
	Standards consultation
<b>Assurance</b>	Assurance system
	Conformity assessment
	Conformity assessment bodies
	Auditing
	Oversight mechanism
<b>Traceability and claims</b>	CoC traceability system
	Claims and products labelling policy
	Consequences of misuse of claims
	Minimum percentage claims

# Benchmarking GCD and REDII against SL principles

Category	Principle	
Governance and Scheme management	Scheme scope and objectives	●
	Governance structure	●
	Stakeholder participation	●
	Complaints and dispute resolution mechanism	●
Standard setting	Standards content and structure	
	Standard-setting process	
	Standards consultation	●
Assurance	Assurance system	●
	Conformity assessment	●
	Conformity assessment bodies	●
	Auditing	●
	Oversight mechanism	●
Traceability and claims	CoC traceability system	●
	Claims and products labelling policy	●
	Consequences of misuse of claims	●
	Minimum percentage claims	●

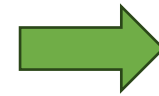


# System Level Indicators & Green Claims Directive Compliance

Robust system-level indicators align with key GCD requirements.

## Both emphasize:

- Independent verification of claims
- Clear information on governance structures
- Inclusion of relevant stakeholders
- Claims substantiation



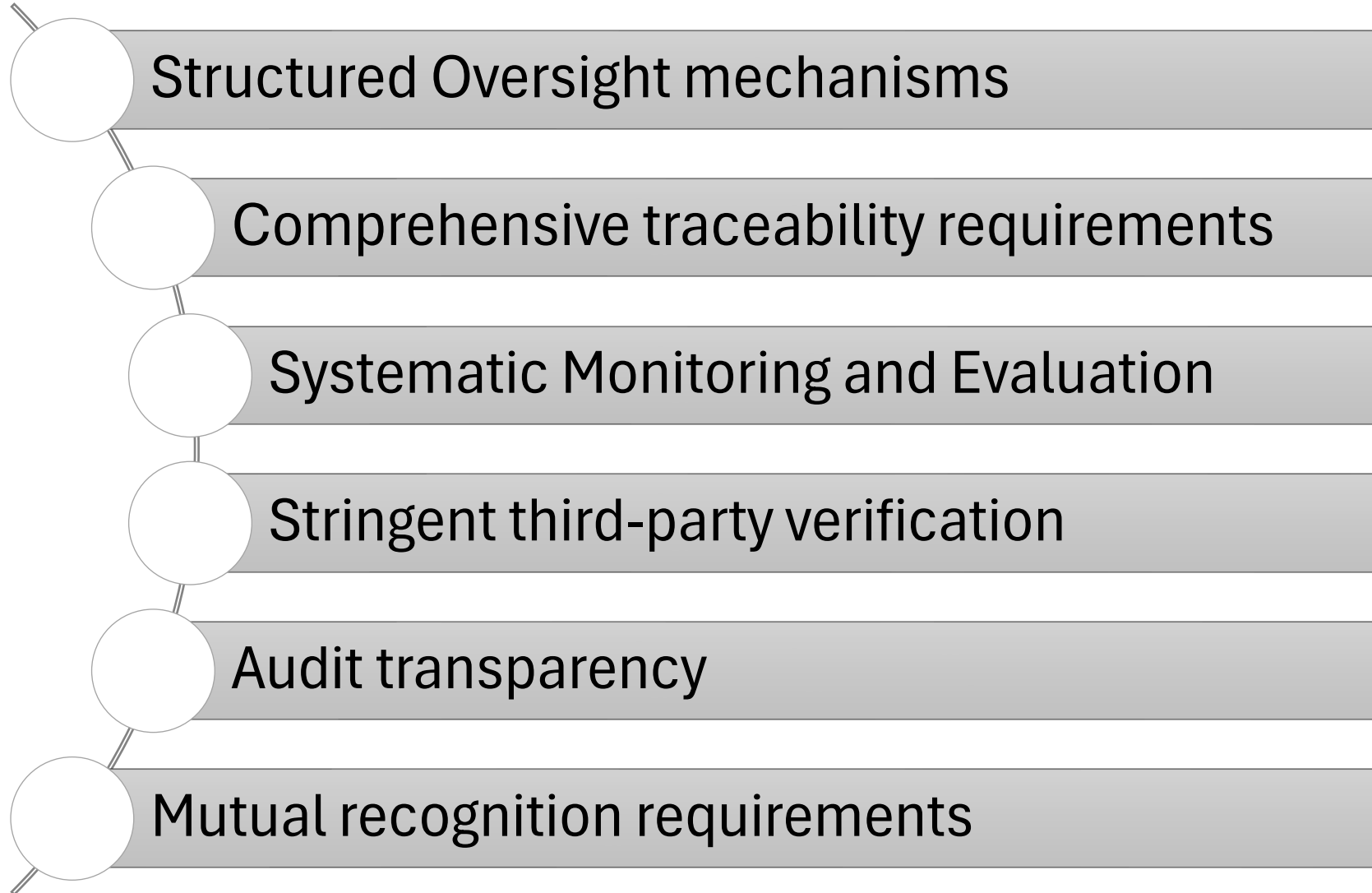
By strengthening system-level indicators, CSLs can serve as reliable tools for companies needing to comply with the GCD.



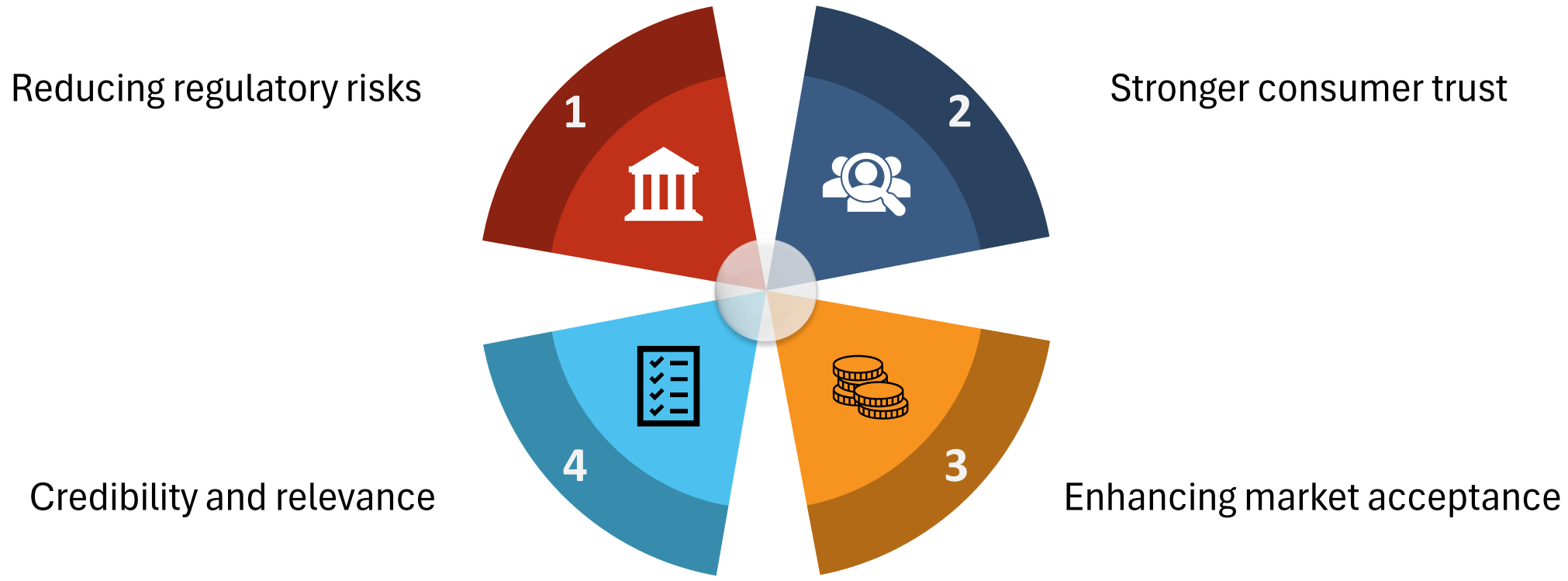
# Synergies Between BMT Robustness Principles & GCD

- Both promote transparency about the objectives, procedures and requirements:
  - Decision-making, financial reporting, ownership information
- Impartiality and competence of CABs, third-party verification
- Alignment on impartial complaint and dispute resolution mechanism
- Transparency of claims and procedures for non-compliance
- Inclusive and balanced stakeholder participation in different processes

# Gaps in the GCD Compared to the BMT System-Level



# Why does this matter for industry stakeholders?



# THANK YOU FOR YOUR ATTENTION!

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Content level

# Overview of content level

Minimum backstop - Compliance to laws and regulations

Environment 
Climate change management
Sustainable land use management
Protection of biodiversity
Chemical use management
Soil management
Air quality
Water quality and conservation
Energy use & efficiency

Social 
Labour and human rights
Healthy and safeworking conditions
Wellbeing of the local community
Wellbeing of consumers

Circularity 
Circular resource use
Circular design & material cycling
Responsible waste management

Economic 
Economic and financial viability
Fair business practice
Risk management

# Synergies Between the Content Level and the GCD

*“The key objectives of the proposal on environmental claims are thus to [...] Protect consumers and companies from greenwashing and enable consumers to contribute to accelerating the green transition by making informed purchasing decisions based on credible environmental claims and labels”*

- This is what the BMT wants to make sure of as well, through all levels.

*Requirements on substantiation of environmental claim: The underpinning assessment [...] demonstrates the significance of impacts, aspects and performance from a life-cycle perspective ; takes into account all significant aspects and impacts to assess the performance*

- The content level requires justification on principle non-applicability and pre-determines relevant sustainability aspects for different value chain actors and feedstocks.

# Synergies Between the Content Level and the GCD

*Goal: ensure that consumers are provided with reliable, comparable and verifiable information.*

- Goal of BMT as well, especially in terms of “comparable”

*Member States should therefore ensure that the trader making the claim reviews and updates the substantiation and communication of the claims at least every 5 years to ensure compliance with the requirements of the Directive.*

- BMT content level requires, in several cases, the monitoring of the impact and feasibility of various sustainability management plans



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