

# Too net-zero to be true?

## The do's and don'ts of green claims

14 June 2023

13:30 - 16:30 CEST, Brussels & online

ECOS Annual Conference #TooGoodToBeTrue

### Programme

Moderated by **Dave Keating**

12:30 **Lunch**

13:30 **Welcome**

with **Justin Wilkes**, Executive Director, ECOS

13:45 **Panel discussion**

#### Too good to be true? From climate neutral to nature positive, green claims need urgent action

**Johan Maree**

Coordinator, Biodiversity Credit Alliance

**Samuel Sinclair**

Director, Biodiversify

**Margaux Le Gallou**

Programme Manager Environmental Assessment & Communication, ECOS

14:35 **Coffee break**

15:00 **Panel discussion**

#### How green are you? Communicating environmental information in a credible way

**Małgorzata Gołębiewska**

Lead Green Claims Initiative, Directorate General for the Environment, European Commission

**Kieren Mayers**

Senior Director of Environment, Social, and Governance, Sony Interactive Entertainment

**Laetitia Montero**

Associate Programme Management Officer, Consumption and Production Unit, Industry and Economy Division, United Nations Environment Programme

**Fleur Severijns**

Senior Enforcement Officer, Dutch Consumer Agency

15:45 **Q&A with audience**

16:15 **Key takeaways**

16:30 **End of conference**

PLASTIC  
NEUTRAL



100%  
GREENWASHING



NATURE  
POSITIVE



100%  
OFFSET

