2025 IEC / Enterprise Singapore International Conference

Global regulatory requirements and reliance on environmental performance claims

Mr. Jérôme Reysson

LCIE Bureau Veritas

2025-04-08

Building Trust in Environmental Services
– Supporting a Circular Economy

INTRO

- **Context:** Increasing global focus on environmental claims and sustainability
- **Objective:** Explore how international regulatory frameworks are influencing sustainability claims and their verification
- **Key focus:** IECQ's role in this evolving landscape

Key International Regulatory Frameworks

- EU Green Claims Directive (not yet published in its final version)
- EU Ecodesign for Sustainable Products Regulation (ESPR) 2024/1781
- EU Battery Regulation 2023/1542
- EU Construction Products Regulation 2024/3110
- Other relevant regulations (e.g., FTC Green Guides in the US)
- Etc

The EU is leading within the international regulatory framework

EU Green Claims Directive

- **Main objectives:**
  - Protecting consumers from greenwashing
  - Fighting greenwashing
  - Ensuring reliable environmental claims

- **Key requirements:**
  - Substantiation of environmental claims with scientific evidence
  - Use of verified life-cycle assessment methods
  - Independent third-party verification

EU Green Claims Directive

- **Scope:**

Covers all environmental claims made in B2C commercial practices in the EU, except those covered by standardized environmental declaration schemes or other regulations

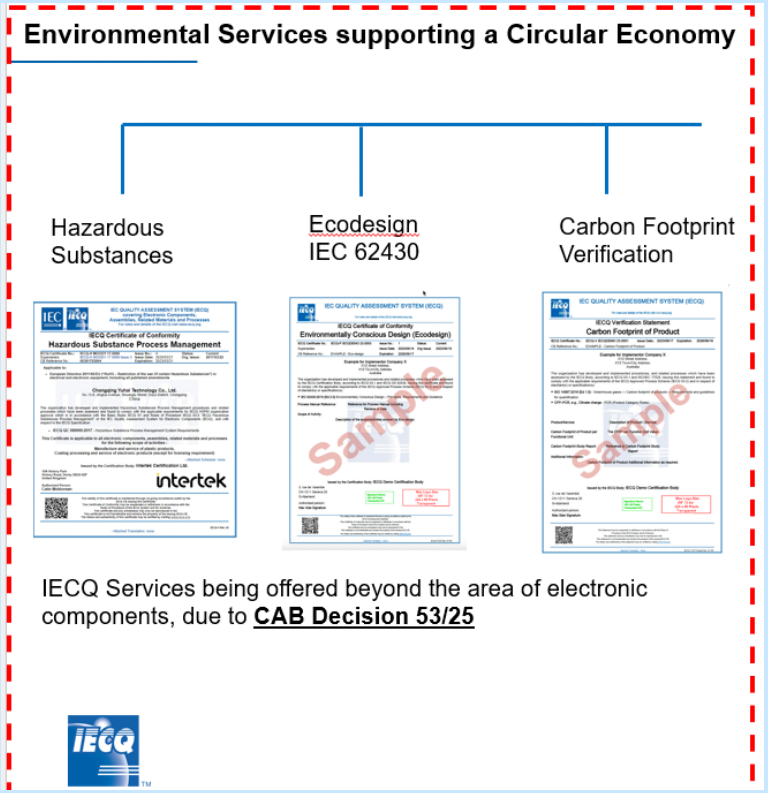
- **Timeline:**

Adopted in 2024, with implementation expected by 2026

Impact of EU Green Claims Directive

- 53% of environmental claims in the EU are vague, misleading, or unfounded
- Only 3% of claims currently provide sufficient evidence
- Potential fines of up to 4% of annual turnover for non-compliance
- Increased consumer trust and fair competition in the market

IECQ's Role in Verifying Environmental Claims



- Hazardous Substances Process Management (HSPM) certification (which covers directive or regulation such as RoHS, Regulation (EU) 2023/1542 of the European Parliament and of the Council of 12 July 2023 concerning batteries and waste batteries, etc.)
- Ecodesign certification according to IEC 62430
- Carbon Footprint Verification according to ISO 14067
  - Note: The standard ISO 14067 should be replaced by IEC 63372 once its final version will be ready: Quantification and communication of CFP (GHG emissions) and emission reductions/avoided emissions from electric and electronic products, services and systems – Principles, methodologies and guidance

Alignment with EU Green Claims Directive requirements

Challenges for Businesses in Making Environmental Claims

- Adapting to new and evolving regulations
- Ensuring claims are substantiated and verifiable
- Costs associated with compliance and verification
- Risks of greenwashing allegations
- Need for standardized methodologies across different sectors

Standardization is the key !

Opportunities in the New Regulatory Landscape

- Enhanced consumer trust through verified claims
- Competitive advantage for compliant companies
- Innovation in sustainable practices and communication
- Access to new markets through credible environmental performance claims
- Potential for harmonized global standards for environmental claims

Future Trends in Environmental Claims and Verification

- Expected evolution of regulations on environmental claims
- Growing importance of life-cycle thinking in sustainability claims
- Potential role of technology (blockchain, AI, data reliability, etc.) in claim verification
- Extension of IECQ services to meet emerging market needs
- Increased focus on circular economy principles in environmental claims
- Potential for global harmonization of environmental claim standards

Conclusion

- Regulatory frameworks are shaping sustainability claims
- IECQ has a crucial role in providing credible verification for environmental performance claims
- Importance of a proactive approach to environmental claim verification
- The integrated approach is a must for sustainability (regulatory compliance, third-party verification, and continuous improvement)

Thank you for your attention!