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# Greenwashing and climate change: legal perspectives

Hybrid workshop in cooperation with FWO Scientific Research Network  
'Climate Change Law in Europe'

12 May 2023 / 9:30 am – 1:00 pm CET

Academy of Sciences (Akademie věd ČR) Národní 1009/3, 110 00 Prague 1, Czechia / room 108

## Workshop registration (in person or online):

<https://cesnet.zoom.us/meeting/register/tJ0tcuiorDotEtZO4YTb14rIVr5EFwHEX30z>

For more information, please contact Dr. Monika Feigerlová at [monika.feigerlova@ilaw.cas.cz](mailto:monika.feigerlova@ilaw.cas.cz) and Dr. Rita Simon at [rita.simon@ilaw.cas.cz](mailto:rita.simon@ilaw.cas.cz)

Governmental and non-governmental actors are increasingly making statements relating to climate change or announcing climate neutrality pledges. The European Green Deal of 2019 emphasized that '*companies making 'green claims' should substantiate these against a standard methodology to assess their impact on the environment*' and that consumers need to be '*empowered to make informed choices and play an active role in the ecological transition*'.

There is no universal definition of greenwashing. The concept originally considered misleading environmental claims of businesses, however now it extends to sustainability issues in general. The emerging phenomenon of climate-washing undermines efforts to solve the climate crisis. This workshop aims to address what constitutes greenwashing practices in the context of climate change, how it is considered under European legislative instruments, and what are emerging legal trends in greenwashing climate change lawsuits. In particular, the workshop will address the following key topics:

- Climate neutrality/net zero goals and pledges
- Protection against misleading practices (product labelling)
- Corporate climate accountability and development financing
- Emerging definitions of greenwashing under the EU Taxonomy Regulation
- Greenwashing climate change litigation

## Programme:

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**9.15–9.30**      **Participant registration**

**Welcome address and presentation of the workshop**

Hana Müllerová (Institute of State and Law, Czech Academy of Sciences)

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**9.30–10.00**      **Keynote speech: Understanding climate-related greenwashing as a legal issue**  
Elias Van Gool (KU Leuven and Université de Lille)

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**10.00–11.05**      **Sustainable consumption and greenwashing (reflecting on the Unfair Commercial Practices Directive)**

Rita Simon (Institute of State and Law, Czech Academy of Sciences)

**Greenwashing and development financing**

Gamze Erdem Türkelli (Law and Development Research Group, University of Antwerp)

**The awareness of greenwashing among Czech consumers**

Petra Koudelková (Faculty of Social Sciences, Charles University)

**Discussion**

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**11.05–11:35**      **Coffee Break**

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**11.35–13:00**      **Greenwashing climate change litigation**

Ekaterina Aristova (Bonavero Institute of Human Rights, University of Oxford)

**The new approach to greenwashing under the EU Taxonomy Regulation**

Emilie Jane Coutin (Highbridge Law Firm, Copenhagen)

**Climate responsibility under a draft Corporate Sustainability Due Diligence Directive**

Monika Feigerlová (Institute of State and Law, Czech Academy of Sciences)

**The EU regulation on carbon removals: Charting muddy waters?**

Matteo Fermeiglia (Hasselt University)

**Discussion**

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**13.00**      **End of the workshop**

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