



## Lunchtime Webinar: Thursday 20 April 2023, 1 pm to 2.00 pm (CET)

The LIDC will be holding a joint lunchtime webinar with Nex Gen on **Thursday 20 from 1pm to 2.00 pm (CET)** on:

### **“Green Claims as an Unfair Commercial Practice”**

*The commercial use of environmental claims is increasingly viewed as a form of communication necessitating additional legal scrutiny largely due to such claims' importance for the process of the green transition. Consumers cannot be expected to sufficiently scrutinise environmental claims. This warrants a particular responsibility for companies choosing to communicate environmental claims in order to not mislead consumers.*

*The webinar will cover the topic of green claims under unfair competition laws, covering the actions taken at EU level, as well as practical experiences from Germany and Sweden.*

- *Concept of green claims as an unfair commercial practice*
- *Importance of self-regulation in relation to greenwashing*
- *Experiences and case-law in Germany and Sweden*
- *Planned actions by the EU*

Our speakers will consist of:

- **Martin Zeitlin**, Senior Associate, Advokatfirman MarLaw. Martin specialises in litigation and frequently advises clients in both non-contentious and litigious matters under unfair competition law and greenwashing in particular. His experience includes supervisory authority actions and litigating unfair competition cases before the lower and higher Swedish Patent and Market Courts.
- **Dr. Tudor Vlah, LL.M.** Tudor has worked for several years as a lawyer in two commercial law firms and has conducted numerous proceedings, e.g. in competition law and food law. Since 2020 he has acted as legal counsel for food law and environment-related advertising at the Wettbewerbszentrale (German Centre for Protection against Unfair Competition) and has been in charge of several court proceedings to clarify the competition law requirements for advertising with "climate neutral".

**Nathalie Lobel-Lastmann**  
General Secretary, LIDC  
Committee Member, CLA

**Pranvera Këllezi**  
Bureau Member, LIDC  
Attorney at law, Geneva

**Nina Methens**  
Head Officer – LIDC Nex Gen  
Attorney at law, Brussels

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There will be no charge for attending this event.

**To register for this event:** please do so via the LIDC secretariat ([info@ligue.org](mailto:info@ligue.org)).

An online link to join the webinar will be circulated via email to all those who have registered. The webinar will be conducted in English.

**Registration will close at midday on Wednesday 19 April.**