

# Green and Tempting?

Kick-off workshop of an international network on combatting greenwashing in consumer marketing

12.4.24, at 0900–1400, P545, Porthania Building, University of Helsinki, Faculty of Law

Online participation (zoom) possible

- 0900      Opening Remarks and Introduction / Katri Havu and Stephanie Nitsch
- Law and Sustainability Transition: A Collective Quest / Tiina Paloniitty (University of Helsinki)
- The Economics Perspective on Green Claims / Daniela Rroshi (Vienna University of Economics and Business)
- Commission Proposal for a Directive on Green Claims: Overview and Enforcement / Katri Havu (University of Helsinki)
- Discussion
- 1110      Lunch Break (No Catering)
- 1210      Greenwashing: The Contract Law Perspective / Stephanie Nitsch (University of Vienna)
- Greenwashing and Corporate Sustainability Reporting / Gregor Dugar (University of Ljubljana)
- Discussion
- Closing Remarks / Stephanie Nitsch and Katri Havu
- 1400      End of the Workshop
- (Closed Network Meeting starts in the same venue when the workshop ends)

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