

Corporate Transparency for Social Impact: Safeguarding Consumers & Combatting Greenwashing

ONLINE, 06.06.2024 FROM 10:30 TO 12:00 CET

CONTEXT

Following the adoption of the **Corporate Sustainability Reporting Directive (CSRD)** and the **European Sustainability Reporting Standards (ESRS)**, companies are now required to report about their sustainability performance and impacts in a more holistic way, including information on their business model, policies, actions, metrics and targets, as well as how stakeholders are engaged.

With the first reports due starting in 2025, companies will need to get ready to implement the requirements of the ESRS. Among the three focus areas of E-S-G, reporting on Social issues is considered to be the less mature area when it comes to measuring and reporting tools and frameworks.

Starting from the four identified stakeholders of the ESRS section on Social Matters (Own Workforce, Workers in the Value Chain, Communities, and Consumers), **the CSR Europe 2024 Markets Atelier series “Reporting on Social Performance”** will bring together companies, expert organisations, and policymakers, to discuss current challenges, approaches, and practices for more impactful policies, actions and meaningful engagement with affected stakeholder groups.

ABOUT THE EVENT

This is the second Atelier, following the previous one in April on **Measuring & Reporting Social Impact**. This session will move further the discussion on reporting and disclosing information from businesses towards consumers and the impact it might have.

In recent years, **corporate transparency** has emerged as a critical component of responsible business conduct, particularly in the context of **safeguarding consumers** and **combatting greenwashing**. As consumers increasingly demand transparency and accountability from businesses, there is a growing need for companies to demonstrate authenticity and integrity in their sustainability claims. This online Atelier aims to explore the role of corporate transparency in safeguarding consumers and addressing the challenge of greenwashing, ultimately driving positive social impact.

This session will examine the importance of corporate transparency in building consumer trust, as well as the impact of greenwashing on consumer perceptions and the environment. Speakers will share their views on the topic and how better communication practices and reporting mechanisms can aid the combat of greenwashing. The session will discuss the upcoming **EU Green Claims Directive**, as well as look at greenwashing from the **assurance perspective** and share some insights on the upcoming auditing requirements according to the **CSRD**. Therefore, participants will gain a deeper understanding of the role of corporate transparency in safeguarding consumers and combatting greenwashing, as well as actionable insights for enhancing transparency efforts within their organisations and beyond.

Key learning points:

- Get insights on the regulatory landscape regarding greenwashing in Europe
- Receive insights on the development of the assurance element in sustainability reporting
- Learn from other business peers on how they are dealing with safeguarding consumers and greenwashing
- Listen to invited experts, stakeholders and policymakers about expectations and good practices



AGENDA

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WHO SHOULD ATTEND

- Sustainability Managers
- Reporting Officers
- Public Affairs Managers
- Communication Specialists
- Finance & Audit Officers

AGENDA

TIME (CET)	SESSION	SPEAKERS
10:30 – 10:40	Welcome & Introductory remarks	CSR Europe
10:40 – 10:55	Overview of the EU Green Claims Directive	European Commission*
10:55 – 11:10	Assurance of sustainability reporting	Accountancy Europe*
11:10 – 11:50	Panel discussion with stakeholders Including Q&A	Civil society representatives* CSR Europe Members representatives*
11:50 – 12:00	Closing remarks	CSR Europe

*Speakers to be confirmed.

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