ECO-LOGO & ENVIRONMENTAL MESSAGING TRAINING (TYPE II)

Course Title: Eco-Logo & Environmental Messaging Training (Type II)

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training provides participants with the essential knowledge and practical techniques for developing accurate, credible and compliant environmental messaging in accordance with ISO 14021 (Self-Declared Environmental Claims). The programme explains how to design and apply eco-logos correctly, how to communicate verified environmental claims, and how to avoid misleading statements or greenwashing. Participants will learn key terminology, claim categories, evidence requirements, logo usage rules and communication strategies that strengthen brand integrity and consumer trust. Workshops guide participants in writing valid claims, designing compliant eco-logos and developing internal review processes.

OBJECTIVE(S):

- Understand the structure and purpose of ISO 14021 Type II self-declared environmental claims
- Learn correct usage of eco-logos and environmental messaging rules
- Identify documentation, evidence and validation requirements for environmental claims
- Understand environmental terminology such as recyclable, recycled content, biodegradable and reusable
- Learn how to avoid misleading statements, greenwashing and incorrect visual claims
- Strengthen organisational capability to design, review and approve compliant eco-logos and messaging

TARGET GROUP(S):

- Marketing, branding and communication teams

- Manufacturers and producers

- Sustainability and environmental teams

- QA/QC executives

- Procurement and supply chain personnel

- Compliance, regulatory and ESG specialists

ENTRY REQUIREMENT(S):

- Able to read, write, and communicate in Malay/English

TOPIC(S):

1. Introduction to Type II Environmental Claims (ISO 14021)

2. Eco-Logo Design Principles and Correct Usage

3. Types of Environmental Messaging and Claim Categories

4. Terminology and Definitions: Recyclable, Reusable, Biodegradable, Compostable, etc.

5. Documentation, Evidence and Verification Requirements

6. Identifying Misleading Logos, Unverifiable Messages and Greenwashing

7. Visual Communication Rules, Icons, Symbols and Labelling Requirements

8. Consumer Perception and Environmental Marketing Compliance

9. Internal Review, Approval Protocols and Claim Validation

10. Case Studies and Best Practices in Environmental Messaging

LIST OF REFERENCE BOOK(S):

- ISO 14021 Environmental Labels and Declarations – Type II

- Environmental marketing guidelines and communication standards

- Relevant product performance and environmental documentation

LIST OF TEACHING AID(S):

- LCD projector

- Computer

- Whiteboard with accessories

METHODOLOGY(S):

- Lecture

- Group discussions

- Case studies

- Implementation workshop

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TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 9:45 am	Topic 1: Overview of ISO 14021 and Environmental Messaging
9:45 am – 10:30 am	Topic 2: Eco-Logo Design Principles and Visual Requirements
10:30 am – 10:45 am	**Morning Tea Break**
10:45 am – 11:30 am	Topic 3: Claim Categories and Environmental Terminology
11:30 am – 12:30 pm	Topic 4: Documentation and Evidence for Supporting Claims
12:30 pm – 1:30 pm	**Lunch Break**
1:30 pm – 2:30 pm	Topic 5: Identifying Greenwashing and Misleading Messaging
2:30 pm – 3:30 pm	Topic 6: Visual Communication Rules and Icon Usage
3:30 pm – 3:45 pm	**Afternoon Tea Break**
3:45 pm – 5:00 pm	Workshop: Evaluating Eco-Logos and Environmental Messages

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TRAINING SCHEDULE

Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 9:45 am	Topic 7: Claim Wording, Messaging Consistency and Transparency
9:45 am – 10:30 am	Topic 8: Internal Review, Verification and Approval Processes
10:30 am – 10:45 am	**Morning Tea Break**
10:45 am – 11:30 am	Topic 9: Case Studies on Correct and Incorrect Eco-Logos
11:30 am – 12:30 pm	Topic 10: Regulatory and Consumer Protection Expectations
12:30 pm – 1:30 pm	**Lunch Break**
1:30 pm – 2:30 pm	Workshop: Designing a Compliant Eco-Logo and Message Set
2:30 pm – 3:30 pm	Workshop: Preparing Internal Environmental Messaging Guidelines
3:30 pm – 3:45 pm	**Afternoon Tea Break**
3:45 pm – 5:00 pm	Final Workshop: Environmental Messaging Verification & Q&A