



## **TYPE II ENVIRONMENTAL CLAIMS AWARENESS TRAINING**



MTBM Group Sdn. Bhd. (1600656-M)

Level 8, MCT Tower, Sky Park, One City, Jalan USJ 25/1, 47650 Subang Jaya, Selangor

**Course Title:** Type II Environmental Claims Awareness Training

**Course Validity:** 1 Day

**Validity:** Not Applicable

**HRD Corp Scheme:** Claimable

## **INTRODUCTION**

This training provides participants with a thorough understanding of ISO 14021: Type II Environmental Claims, focusing on self-declared environmental statements made directly by manufacturers, suppliers or service providers. The programme covers the principles, terminology, claim requirements and verification expectations under ISO 14021. Participants will learn how to make credible and substantiated environmental claims, avoid misleading marketing, comply with regulatory expectations and enhance customer trust through accurate and transparent communication. Examples of commonly used claims such as recyclable, biodegradable, reduced energy, reusable and others will be clarified to strengthen understanding and compliance.

## **OBJECTIVE(S):**

- Understand the principles and requirements of ISO 14021 Type II Environmental Claims
- Learn how to develop accurate, verifiable and non-misleading self-declared environmental claims
- Identify documentation, supporting data and verification requirements
- Understand the correct usage of environmental terms such as recyclable, compostable, biodegradable and recycled content
- Strengthen organisational credibility through transparent environmental communication
- Enhance market confidence and compliance with environmental marketing practices

**TARGET GROUP(S):**

- Manufacturers and producers
- Service providers
- Marketing and branding teams
- Quality, sustainability and compliance teams
- R&D and product development personnel
- Procurement and supply chain personnel

**ENTRY REQUIREMENT(S):**

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

**TOPIC(S):**

1. Introduction to ISO 14021 Type II Environmental Claims
2. Key Principles and Definitions Under ISO 14021
3. Requirements for Accurate and Substantiated Claims
4. Common Claim Categories (Recycled Content, Recyclable, Biodegradable, Compostable, Reusable, Energy Reduction)
5. Documentation, Evidence and Verification Requirements
6. Avoiding Greenwashing and Misleading Marketing
7. Regulatory and Market Expectations for Environmental Claims
8. Communication and Labelling Best Practices
9. Case Studies on Correct and Incorrect Claims
10. Implementation Planning for Self-Declared Claims

**LIST OF REFERENCE BOOK(S):**

- ISO 14021 Environmental Labels and Declarations — Self-Declared Environmental Claims
- Environmental Marketing Guidelines (Local and International)
- Relevant environmental product performance standards

**LIST OF TEACHING AID(S):**

- LCD projector
- Computer
- Whiteboard with accessories

**METHODOLOGY(S):**

- Lecture
- Group discussions
- Case studies
- Implementation workshop

## 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 Claim Principles
9:45 am – 10:30 am	Topic 2: Key Definitions and Claim Categories
10:30 am – 10:45 am	<b>Morning Tea Break</b>
10:45 am – 11:30 am	Topic 3: Documentation and Verification Requirements
11:30 am – 12:30 pm	Topic 4: Avoiding Greenwashing and Misleading Claims
12:30 pm – 1:30 pm	<b>Lunch Break</b>
1:30 pm – 2:30 pm	Topic 5: Claim Writing, Communication and Labelling Rules
2:30 pm – 3:30 pm	Topic 6: Case Studies and Market Compliance Expectations
3:30 pm – 3:45 pm	<b>Afternoon Tea Break</b>
3:45 pm – 5:00 pm	Workshop: Developing Accurate Type II Environmental Claims and Q&A