



## **GREEN CLAIMS & ENVIRONMENTAL MARKETING COMPLIANCE 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:** Green Claims & Environmental Marketing Compliance Training

**Course Validity:** 2 Days

**Validity:** Not Applicable

**HRD Corp Scheme:** Claimable

## **INTRODUCTION**

This training provides participants with a complete understanding of how to develop, evaluate and communicate green claims in compliance with environmental marketing regulations and global standards such as ISO 14021, ISO 14024, ISO 14025 and international anti-greenwashing guidelines. The programme covers environmental claim categories, substantiation requirements, risk of misleading statements, consumer protection expectations, green marketing techniques, and best practices for transparent environmental communication. Participants will also learn how to structure internal compliance checks and prepare credible environmental claims that build consumer trust and brand integrity.

## **OBJECTIVE(S):**

- Understand the principles of green claims and environmental marketing requirements
- Learn how to ensure green claims are truthful, accurate and supported by evidence
- Identify high-risk misleading claims and common greenwashing practices
- Understand regulatory expectations, consumer protection guidelines and compliance frameworks
- Learn correct terminology, communication rules and claim substantiation methods
- Strengthen organisational capability to produce credible and compliant environmental communication

**TARGET GROUP(S):**

- Marketing, branding and communication teams
- Manufacturers and producers
- Environmental and sustainability teams
- QA/QC executives
- Procurement and supply chain personnel
- Compliance and regulatory specialists

**ENTRY REQUIREMENT(S):**

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

**TOPIC(S):**

1. Introduction to Green Claims and Environmental Marketing
2. Understanding ISO 14021, ISO 14024 and ISO 14025 Claim Frameworks
3. Categories of Environmental Claims and Common Misinterpretations
4. Documentation, Scientific Evidence and Claim Substantiation
5. Recognising Greenwashing: High-Risk Statements and Misleading Practices
6. Regulatory and Consumer Protection Guidelines (Malaysia & Key International Markets)
7. Environmental Labelling Claims vs Marketing Claims
8. Communication Rules, Claim Wording and Transparency Requirements
9. Internal Review, Verification and Approval Processes
10. Case Studies, Market Expectations and Best Practices

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

- ISO 14021 Environmental Claims
- ISO 14024 Type I Eco-Label Requirements
- ISO 14025 Type III EPD
- Consumer protection and environmental marketing guidelines
- Market-specific green claims regulations

**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 Green Claims and Marketing Compliance
9:45 am – 10:30 am	Topic 2: Claim Frameworks under ISO 14021, 14024 and 14025
10:30 am – 10:45 am	<b>Morning Tea Break</b>
10:45 am – 11:30 am	Topic 3: Types of Environmental Claims and Common Issues
11:30 am – 12:30 pm	Topic 4: Documentation, Evidence and Substantiation Requirements
12:30 pm – 1:30 pm	<b>Lunch Break</b>
1:30 pm – 2:30 pm	Topic 5: Identifying Greenwashing and Misleading Statements
2:30 pm – 3:30 pm	Topic 6: Regulatory Expectations and Consumer Protection Standards
3:30 pm – 3:45 pm	<b>Afternoon Tea Break</b>
3:45 pm – 5:00 pm	Workshop: Reviewing Real-World Green Claims

## 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: Green Label vs Marketing Claim – What's Allowed
9:45 am – 10:30 am	Topic 8: Communication Rules, Wording and Transparency
10:30 am – 10:45 am	<b>Morning Tea Break</b>
10:45 am – 11:30 am	Topic 9: Internal Review, Verification and Compliance Processes
11:30 am – 12:30 pm	Topic 10: Case Studies of Correct and Incorrect Environmental Claims
12:30 pm – 1:30 pm	<b>Lunch Break</b>
1:30 pm – 2:30 pm	Workshop: Writing Compliant Green Claims for Your Products
2:30 pm – 3:30 pm	Workshop: Developing Internal Green Claims Approval Checklist
3:30 pm – 3:45 pm	<b>Afternoon Tea Break</b>
3:45 pm – 5:00 pm	Final Workshop: Full Environmental Marketing Compliance Review and Q&A