



## **ENVIRONMENTAL CLAIMS VERIFICATION & VALIDATION 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:** Environmental Claims Verification & Validation Training

**Course Validity:** 2 Days

**Validity:** Not Applicable

**HRD Corp Scheme:** Claimable

## **INTRODUCTION**

This training provides participants with comprehensive, practical knowledge on the verification and validation of environmental claims based on ISO 14021, ISO 14024, ISO 14025 and environmental marketing compliance guidelines. The programme explains how to assess accuracy, truthfulness, data reliability, scientific evidence and documentation supporting environmental claims. Participants will learn verification techniques, internal review processes, risk identification, communication rules and how to detect misleading or unverifiable statements to prevent greenwashing. Real-world examples and hands-on verification workshops are included to build strong organisational competency.

## **OBJECTIVE(S):**

- Understand principles and requirements for verifying environmental claims
- Learn how to evaluate accuracy, truthfulness and evidence supporting environmental claims
- Identify misleading, unverifiable or high-risk claims and assess compliance risks
- Understand verification frameworks under ISO 14021, 14024 and 14025
- Develop skills to assess technical data, supplier information and test reports
- Strengthen organisational capability to validate claims before public communication

**TARGET GROUP(S):**

- Manufacturers and producers
- Marketing and communication teams
- Sustainability and environmental teams
- QA/QC executives
- Procurement and supply chain personnel
- Compliance, regulatory and ESG specialist

**ENTRY REQUIREMENT(S):**

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

**TOPIC(S):**

1. Introduction to Environmental Claims and Verification Requirements
2. Verification under ISO 14021, ISO 14024 and ISO 14025
3. Types of Environmental Claims and Key Verification Considerations
4. Documentation, Data Validation and Supporting Evidence
5. Identifying Misleading, Inaccurate and Unverifiable Claims
6. Verification Processes, Internal Review and Approval Protocols
7. Environmental Marketing Compliance and Consumer Protection Expectations
8. Communication Rules, Claim Wording and Transparency Requirements
9. Technical Validation Techniques for Claims Assessment
10. Case Studies and Best Practices for Reliable Claim Verification

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

- ISO 14021 Environmental Claims Standard
- ISO 14024 Type I Eco-Label Requirements
- ISO 14025 Type III Environmental Declarations
- Environmental marketing and consumer protection guidelines
- Verification and validation methodology documents

**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 Environmental Claims and Verification Concepts
9:45 am – 10:30 am	Topic 2: Verification Frameworks under ISO 14021/14024/14025
10:30 am – 10:45 am	<b>Morning Tea Break</b>
10:45 am – 11:30 am	Topic 3: Documentation Requirements and Evidence Validation
11:30 am – 12:30 pm	Topic 4: Identifying Misleading or Unverifiable Claims
12:30 pm – 1:30 pm	<b>Lunch Break</b>
1:30 pm – 2:30 pm	Topic 5: Supplier Data, Test Reports and Technical Information Review
2:30 pm – 3:30 pm	Topic 6: Environmental Marketing Compliance and Consumer Protection
3:30 pm – 3:45 pm	<b>Afternoon Tea Break</b>
3:45 pm – 5:00 pm	Workshop: Evaluating Real Environmental Claims for Compliance

## 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: Verification & Validation Workflow and Internal Approval Processes
9:45 am – 10:30 am	Topic 8: Communication Rules, Claim Transparency and Wording Requirements
10:30 am – 10:45 am	<b>Morning Tea Break</b>
10:45 am – 11:30 am	Topic 9: Technical Validation Techniques and Data Assessment
11:30 am – 12:30 pm	Topic 10: Case Studies on Effective and Incorrect Claim Validation
12:30 pm – 1:30 pm	<b>Lunch Break</b>
1:30 pm – 2:30 pm	Workshop: Building an Environmental Claims Verification Checklist
2:30 pm – 3:30 pm	Workshop: Conducting a Full Claim Validation Review
3:30 pm – 3:45 pm	<b>Afternoon Tea Break</b>
3:45 pm – 5:00 pm	Final Workshop: Preparing Approval Documentation and Q&A