

**Workshop
sulla comunicazione
della sostenibilità**
con uno sguardo
di approfondimento sulle
certificazioni di sostenibilità

**Workshop
on Sustainability
Communication**
with an in-depth look
at Sustainability
Certifications

3-4/06/2024
Online Event



Progetto di ricerca / Research project SUSTCOTEHCERT: "Contracts, Technical Standards, Certification Systems for the Effective Development of Sustainable Economic Relationships".

Lingua / Language: IT / EN

Website: certificationsforsustainability.projects.unibz.it

**Registrazione
Registration**



Organized by

unibz Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

Supported by

unibz Kompetenzzentrum für ökonomische, ökologische und soziale Nachhaltigkeit
Centro di Competenza per la Sostenibilità economica, ambientale e sociale
Competence Centre for Economic, Ecological and Social Sustainability

Euregio Mobility Funds:
Consumer Law and Goals of
Sustainable Economic Activities



The Communication of Sustainability initiatives by companies and economic actors has been many times the first point of interest attached to sustainability issues for them.

Communicating Sustainability initiatives has been used as something that could possibly differentiate their position on the market and/or something that could effectively become the reason for consumers' purchase choices.

With the progressing of the normative process at the European Union level in the framework of the EU Green Deal, we can identify a series of points of interest for Sustainability Communication: not only Green Claims but also enterprises' Codes of Conduct, Digital Passport, Sustainability Trade Marks, Sustainability Reporting, ESG Rating, CO2 Offset.

Coherently with the research activities of the SUSTCOTEHCERT Research Project, we will explore how standards and certifications can be useful in the communication of sustainability goals.

Organizzazione scientifica:

Scientific Organisation:

Prof. Laura Valle

Segreteria organizzativa:

Organisational Secretariat:

Alberto Frigo

Progetto di ricerca SUSTCOTEHCERT:

Research project SUSTCOTEHCERT:

Contracts, Technical Standards, Certification Systems for the Effective Development of Sustainable Economic Relationships

Progetto ID finanziato da:

Project ID funded by:

Libera Università di Bolzano

Free University of Bozen-Bolzano

Partner esterni del progetto:

External project partners:

Camera di Commercio di Bolzano

Cassa Centrale Raiffeisen, Bolzano

Euregio Mobility Funds: Consumer Law and Goals of Sustainable economic Activities

Prof. Laura Valle PI

Prof. Susanne Augenhofer, Innsbruck University, Co-I

Centro di competenza per la Sostenibilità economica, ambientale e sociale

Competence Centre for Economic, Ecological and Social Sustainability, unibz

Prof. Elisabeth Gsottbauer, Direttrice/Director

3 June 2024

10:00–10:15

Introduction to the Workshop

Laura Valle, Professoressa associata di Diritto privato, Libera Università di Bolzano

10:15–10:45

Communication of the Green Content and the Directive 2024/825

Rita Simon, Scientific Researcher, Institute of State and Law, Czech Academy of Sciences

10:45–11:15

Key Aspects of the Green Claims Directive Proposal

Stefanie Jung, Professor of Corporate Law, Technical University of Munich, TUM

11:15–11:45

Pratiche commerciali scorrette, Green Claims e standard UNI ISO/TS 17033:2020

Rita Santaniello, Avvocato e Partner, Rödl & Partner, Milano

11:45–12:15

Q&A

12:15–12:45

La comunicazione di sostenibilità nei codici etici e di condotta

Serena Corongiu, Avvocato, Phd in International Law, Studio legale Corongiu, Thiene, Vicenza

12:45–13:15

I registri delle imprese sostenibili e gli obblighi di comunicazione al pubblico delle policy di sostenibilità

Maria Chiara Marullo, Profesora Contratada in International Law, Universitat Jaume I, Spain

13:15–13.30

Q&A

13:15–14:30

Lunch break

14:30–15:00

Sustainability and Trademarks in the EU

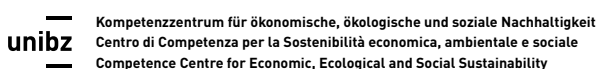
Raquel Castro Cunha, Researcher at NOVA IPSI, NOVA School of Law, Lisbon

Pedro Soares, Researcher at NOVA IPSI, NOVA School of Law, Lisbon

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15:00–15:30

The Products' Passport

Anne-Christin Mittwoch, Full Professor of Civil Law, European Law and International Business Law, Universität Halle-Wittenberg

15:30–16:00

Profili applicativi del Digital Product Passport

Giuseppe Francesco Bonacci, Avvocato, Associate Partner, Rödl & Partner, Milano

16:00–16:30

Sustainability Certifications and the Empowering Consumers Directive

Florian Möslein, Full Professor for Civil law, German and European Business Law Institute for Law and Regulation of Digitalization Philipps-Universität Marburg

Lisa Beer, PhD Candidate on Sustainable Finance Institute for Law and Regulation of Digitalization Philipps-Universität Marburg

16:30–16:45

Q&A

16:45

The Sustainability Communication in the Fashion Industry: The Experience of an Insider

Vanessa Cinquemani, Sustainable Fashion Design Consultant

17:15–17:45

Q&A and roundtable

4 June 2024

10:00–10:15

Introduzione

Laura Valle, Professoressa associata di Diritto privato, Libera Università di Bolzano

10:15–10:45

Il rating di sostenibilità e la sua comunicazione

Giulia Schneider, Ricercatore di Diritto dell'economia, Università Cattolica del Sacro Cuore, Milano

10:45–11:15

Comunicazione di sostenibilità: clausole generali e meccanismi di salvaguardia

Silvia Marci, PhD in Diritto commerciale, Research Assistant all'Università di Cagliari, Dottore commercialista

11:15–11:45

"ESG policy": comunicazione e coinvolgimento degli stakeholders. L'influenza della rendicontazione di sostenibilità

Luca Tronci, Ricercatore di Diritto commerciale, Università di Cagliari, Dottore commercialista

11:45–12:15

Q&A

12:15–13:30

Lunch break

13:30–14:00

The Communication of CO2 Emissions

Elisabeth Gsottbauer, Endowed Professor of Economics, Director of the Competence Centre for Economic, Ecological and Social Sustainability, unibz

14:00–14:30

CO2 Offsetting: Changes With the Recent Adoption of the Unfair Commercial Practices Directive and Future Prospects

Valerio Giovannini, Associate Lawyer at the International Law Firm Squire Patton Boggs, Brussels Office

14:30–15:00

Communicating the Hidden CO2 Impact of Digital Lifestyles – Can Regulation Speak So That Someone Will Listen?

Candida Leone, Associate Professor of Private Law, University of Amsterdam

15:00–15:15

Q&A

15:15–15:45

La comunicazione della sostenibilità come strumento dell'attività d'impresa

Giuseppe Mobilio, Confindustria, Vicenza


15:45–16:15

Q&A and Roundtable

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