



The European Green Deal

Impacts on green claims in the seafood sector

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What can you expect from today?



Introduction: European Green Deal

Relevance to MSC and partners

Deep dive: How is the EU aiming to tackle greenwashing

MSC alignment with EU directives

Next steps

Q&A

What's the European Green Deal



EU's vision for climate neutrality by 2050

- Promotes circular economy
- Transition to a greener economy and sustainable food systems
- Restore and protect ecosystems
- Investment in sustainable activities

Sub- strategies to reach 2050 goals

- Circular Economy Action Plan (2019)
- Farm to Fork Strategy (2020)
- Biodiversity strategy 2030 (2020)

The four key focus areas for MSC



EGD importance for MSC & partners



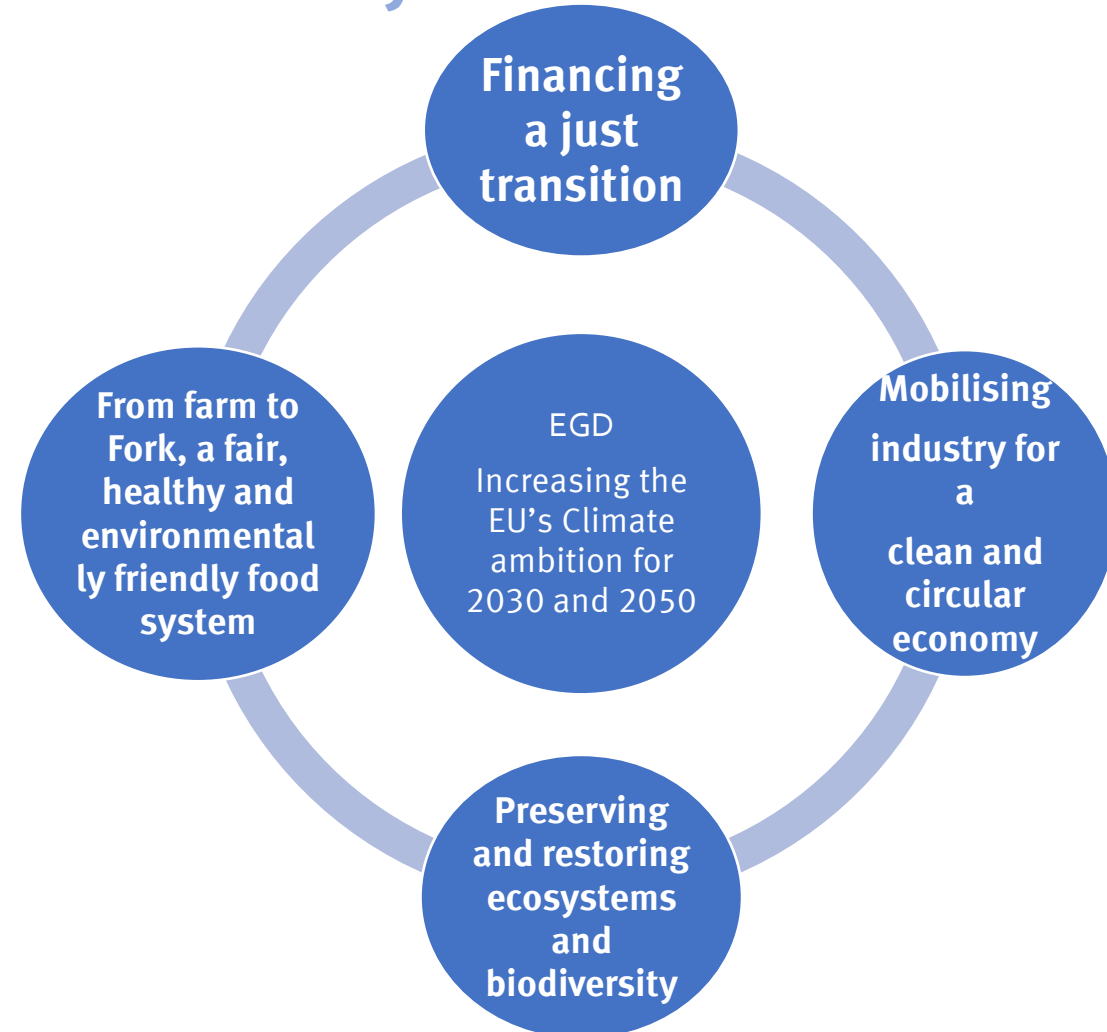
- EU single largest seafood market in the world
- EGD will impact all MSC/partner operations in EU and international supply chains

Why are we investing in this?

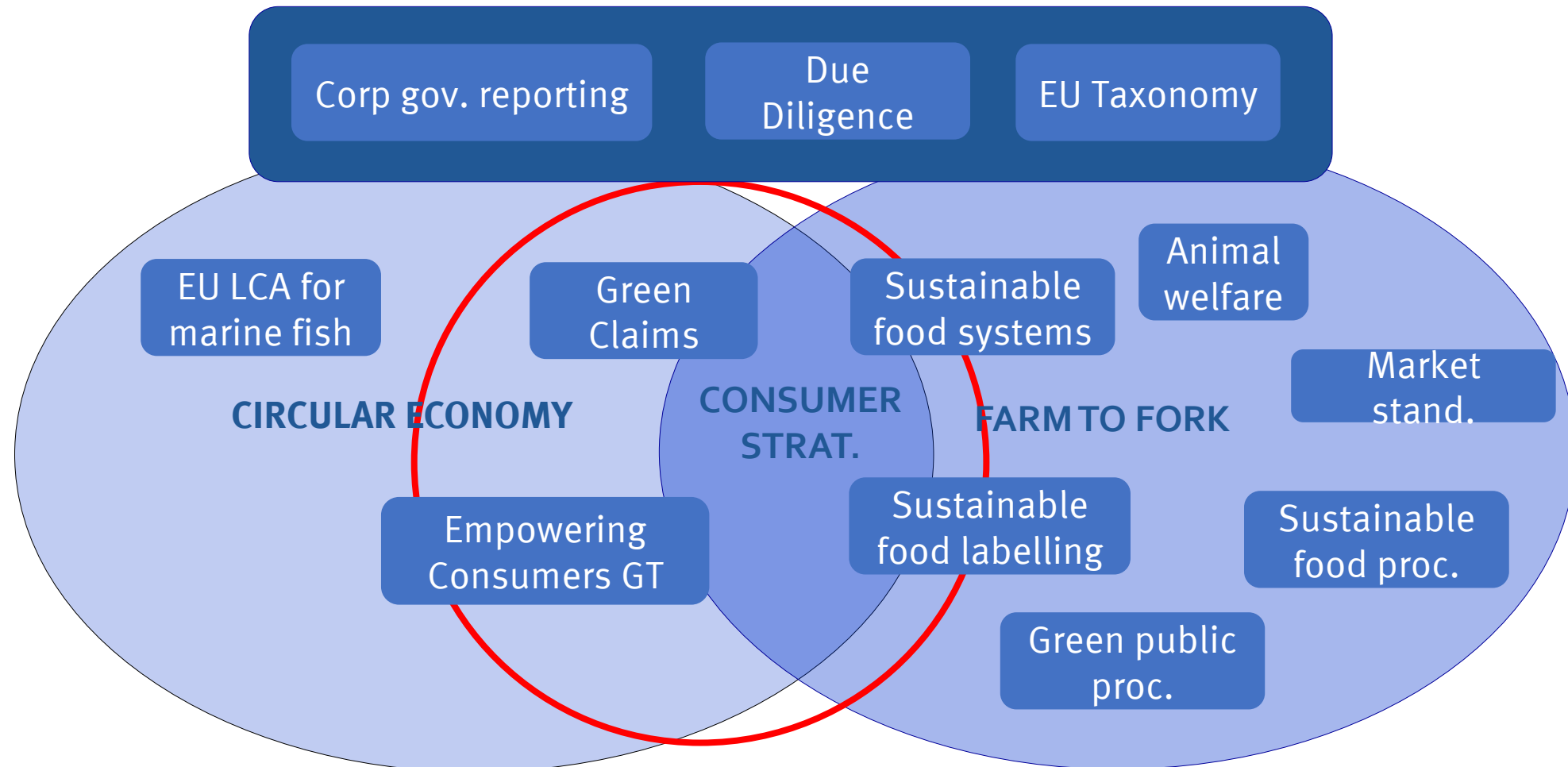
Remain at forefront of policy development to:

1. **Safeguard/strengthen MSC's value proposition**
2. **MSC programme/ecolabel recognised as a tool to deliver sustainable food systems**
3. **Ensure ecolabel aligns with emerging policies and remains relevant**

The four key focus areas for MSC



EGD: Complex policy landscape



MSC's opportunity to engage, influence, shape EU policy to safeguard VP in the EU

What are we aiming EGD?

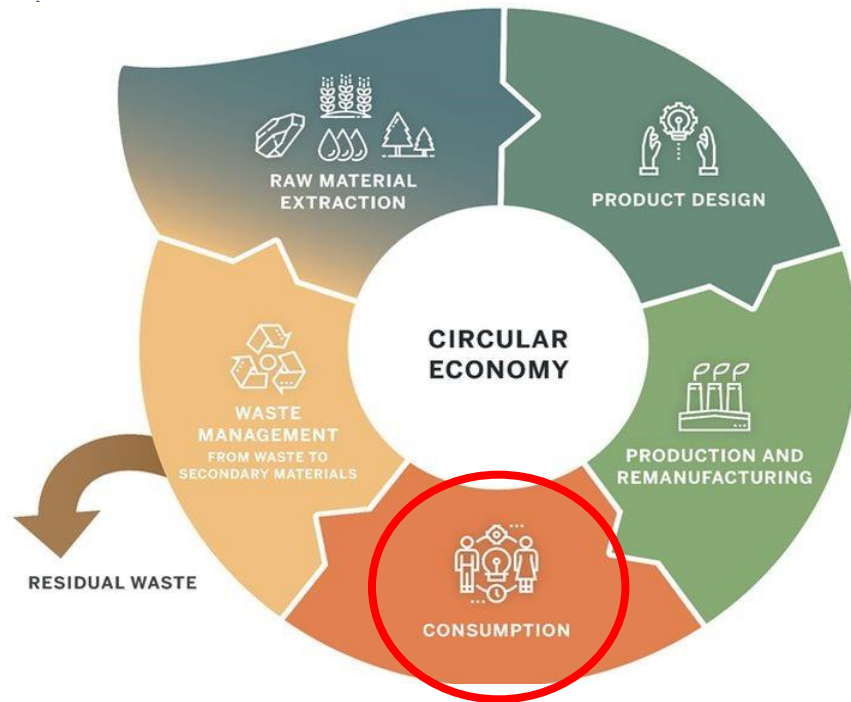


- Ensure **coherence and consistency** across all EU initiatives
- **Sustainability criteria in public policy raise the bar for sustainability** and don't undermine/compete with MSC' fisheries standard
- Leverage the opportunity to **strengthen and empower credible assurance systems** which deliver on credible claims and drive change
- Ensure **private sustainability labelling schemes** are recognised and used as essential **tools in the transition towards more sustainable food systems**

Let's take a closer look..



The Circular Economy Action Plan (CEAP)



The CEAP includes a consumer strategy that will tackle greenwashing and empower consumers to make more sustainable food choices

The Farm to Fork Strategy (F2F)



F2F is the food system pillar of EGD, holistic approach to food systems (production, processing, trade, retailing, food servicing) and aims to deliver sustainable food systems by 2024

Sustainable fish supply chain



.... A legitimate priority of EU consumer and F2F strategy

- For 25 years MSC programme addresses sustainability throughout supply chain; connecting fish companies, processors, retailers, traders and consumers
- MSC promotes sustainability “From Ocean to Plate”



MSC's is a tool for delivering sustainable fish supply chains



EU's regulatory framework for tackling green washing

Greenwashing is a problem for EU Consumers

- Impact assessment and consumer surveys (2021)
- 230 labels on EU market (proliferation)

53% 


of green claims on products and services make **vague, misleading, or unfounded information**



 40%

of claims have **no supporting evidence**



 40%

Consumer trust in green claims is **extremely low (1.6/4)**

Many consumers do not distinguish **between labels governed by third party certification schemes and those based on “self-certifications”**

How will the EU tackle greenwashing?



What you can't do

Unfair
Commercial
Practices

Empower
Consumer
In Green
Transition

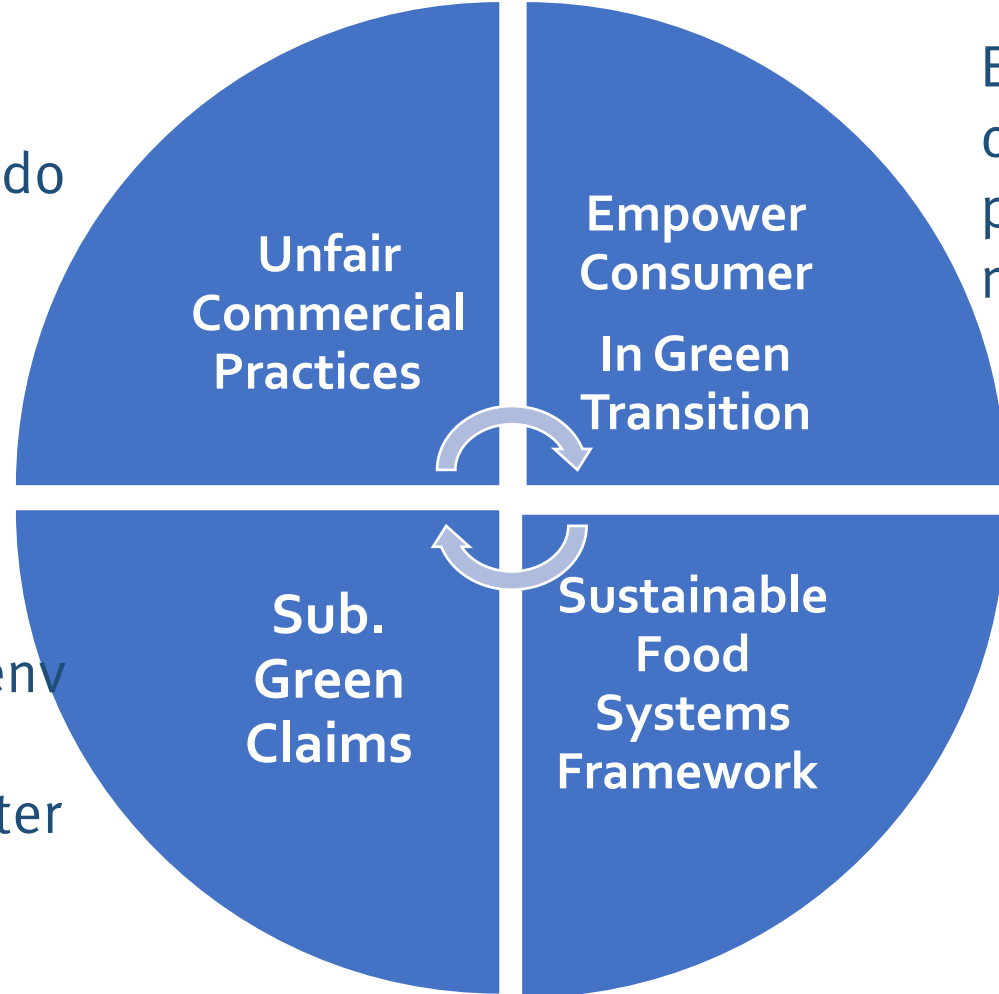
Expanding list of unfair commercial practices and providing clarity on who can make claims

If you want to make a env claim, how do you substantiate and register it?

Sub.
Green
Claims

Sustainable
Food
Systems
Framework

Framework regulation, principles and definitions of sustainability



Expected benefits of EU regulations



For consumers

- ✓ Prevention of greenwashing
- ✓ Reliable, comparable and verifiable environmental information on products accessible to everyone
- ✓ Environmental labels and claims are credible and trustworthy
- ✓ Consumers to make better informed purchasing decisions and contribute to green transition
- ✓ Stop the proliferation of environmental labels



For businesses

- ✓ Common approach for green claims across the EU companies to compete on a level playing field
- ✓ Boosting competitiveness of economic operators who increase the environmental sustainability of their products and activities
- ✓ Increasing credibility for EU businesses trading across the EU
- ✓ More demand for greener products and solutions

Empowering consumers (part 1)



Adopted (entry into force Q1 2024, 24 months for transposition)

General framework for making claims (*lex generalis*), amends UCPD



Aim

Provide consumers with reliable and useful information for sustainable consumption choices

Ensure level playing field for reliable and robust standards

Tackle early obsolescence of products, greenwashing (misleading claims), social washing and use of unreliable and non-transparent sustainability labels and information tools

Scope

All B2C claims and sustainability logos (env and social)

Empowering consumers (part 2)

- ✓ Ban generic claims (eco, natural, carbon offsetting etc.)
- ✓ Ban environmental claims about the entire product when it concerns only a certain aspect
- ✓ A ban of generic environmental claims where the excellent environmental performance cannot be demonstrated
- ✓ Ban sustainability labels **not based on certification schemes** or public scheme
- ✓ Certification schemes **must include third party verification**
- ✓ Strict criteria for monitoring of compliance (process is independent from owner and trader)



This will weed out all unreliable, unsubstantiated claims, tackles unfair competition and remove unreliable logos/schemes from the market

Empowering consumers (part 3)



Takeaways

ECGT will remove unreliable schemes and those based on self claims (6 months to comply)

✓ MSC meets requirements for schemes

Next steps for MSC

? Claims such as “sustainable”, “responsible”, “conscious” that are based only on env. performance could be considered misleading

Ongoing internal review to ensure MSC claims are clear and specific in line with new requirements



Substantiating Green Claim



In negotiation between Council and European Parliament

Aim

- Shared objectives with ECGT, *Lex Specialis* (complement and override ECGT)
 - Tackle proliferation, unsubstantiated claims (greenwashing) and self-claims
 - promoting minimum requirements for schemes and creating level playing field for companies
 - Improve legal certainty regarding env claims

Scope: It will apply to

*Voluntary environmental claims and labels and **explicit claims** made by traders operating in EU market about the environmental impacts, aspects or performance of product, service or the trader itself in B2C commercial practices*

4 pillars of GC



1. Substantiation

- Impact must be significant, use “widely recognised scientific methodologies”, part or whole Life Cycle

2. Communication

- Communication on schemes, webform or QR code



3. Proliferation

New public schemes at EU level only, private must demonstrate added value

4. Pre- approval includes a verification and registration of schemes and claims

- requirements on transparency, continuous improvement, stakeholder participation etc. for schemes (ISEAL)
- Verification by third party and National Accreditation bodies
- Approval and registration EU level recognition



GC timeline and next steps



Timeline

- Tril-ogue next year, Adoption (Q3 2024). 24 months transposition

MSC will

- Continue engagement with European Parliament and Council
- Ensure MSC' scheme and claims are registered
- **Secure registration for all MSC license holders**



Recap from today



- ✓ EGD will impact MSC/partner operations
- ✓ MSC's horizon scanning of the everchanging complex EGD policy landscape
- ✓ MSC influencing to ensure
 - ✓ integrity of third-party verification systems
 - ✓ Public policy sustainability criteria raise bar and align with MSC standard
 - ✓ policy makers recognise the value of credible assurance systems in driving change
- ✓ MSC is prepared for upcoming regulatory changes

Next steps



- Benchmark MSC programme/ecolabel against relevant EGD initiatives
 - Corporate reporting environmental, social, governance and Due Diligence
- Review of MSC trademark/claims ensure compliance
- Webinar to update partners in April 2024 (ahead of EU elections)



Q&A

Thank you

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