

June 25, 2023 | Interviews

What You Need to Know About the EU Green Claims Directive, with PHD's Jo Stephenson

by [David Ridley](#)

In this episode, HBW Insight looks at yet another piece of EU sustainability legislation, this time the Green Claims Code. Sustainability expert Jo Stephenson, managing director of PHD Marketing, explains the background to the legislation, which proposes detailed rules for companies that wish to make environmental claims. Although companies are not required to make green claims, and may choose not to given these stricter rules, Stephenson points out that companies will soon be required to record and report extensive environmental data, so may as well use this information to create robust and credible green claims. Being used to strict rules on making health claims, consumer healthcare firms are in a good position to embrace and even benefit from this new framework, Stephenson also points out.

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