FICPI SWEDEN

FÉDÉRATION INTERNATIONALE DES CONSEILS EN PROPRIÉTÉ INTELLECTUELLE
INTERNATIONAL FEDERATION OF INTELLECTUAL PROPERTY ATTORNEYS
INTERNATIONALE FÖDERATION VON PATENTANWÄLTEN

INVITATION TO A WEBINAR

organized by FICPI Sweden

on 21 October 2026

13:30 to 15:30 CEST (Stockholm)

Not able to attend? Don't worry, the webinar will be recorded

Greenwashing vs. genuine green claims – new trade mark and marketing rules under EmpCo

Environmental claims are increasingly important in branding and marketing, while the legal framework governing such claims is changing. The EmpCo Directive introduces new rules aimed at empowering consumers for the green transition and addressing misleading environmental claims.

This webinar brings together trade mark, marketing law and technical perspectives. It will consider green trade marks from an EUIPO perspective, the impact of EmpCo on the use of green trade marks and environmental marketing claims, the challenges created by delayed national implementation, and the technical evidence behind environmental claims.

The webinar concludes with a panel discussion focusing on practical questions for IP practitioners and businesses, including existing green trade marks and how legal, trade mark, sustainability and technical expertise should work together.

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WEBINAR PROGRAM 21 October 2026

Greenwashing vs. genuine green claims – new trade mark and marketing rules under EmpCo

(the times below are Central European Summer Time, CEST)

13:30 – 13:35 WELCOME AND INTRODUCTION

Anita Gillior, Board member, FICPI Sweden

13:35 – 14:00 Green trade marks – the EUIPO perspective

Marisa Aranda, Legal Affairs Department, EUIPO



An EUIPO perspective on green trade marks, including distinctiveness, descriptiveness and potentially deceptive trade marks, with examples from EUIPO practice. The session will also consider these issues in the light of the new rules on environmental claims introduced by the EmpCo Directive.

Marisa Aranda is an intellectual property lawyer with a Ph.D. in IP law. She has extensive experience in EU intellectual property law, including trade marks and geographical indications. She supports the green initiatives at EUIPO through her participation in different working groups. Her academic research has also addressed the relationship between IP law and environmental sustainability.

14:00 – 14:30 Green trade marks as environmental claims – the impact of EmpCo

Dr Daniel Kendziur, Partner, SKW Schwarz



The new EmpCo rules introduce specific requirements and prohibitions for environmental marketing claims. This session will explore how the new rules affect the use of green trade marks in marketing, including when a trade mark may itself constitute an environmental claim, what substantiation may be required and the consequences of non-compliance.

Daniel Kendziur is a partner at SKW Schwarz in Munich, specialising in trade mark and unfair competition law, with more than 15 years of experience. A particular focus of his practice is sustainability communication, including Green Claims and greenwashing. He regularly advises and speaks on the EmpCo Directive and its practical implications for environmental and sustainability claims.

14:30 – 14:45 Implementing EmpCo – the Swedish example

Anita Gillior, Founder and lawyer, Gillior Advokatbyrå



The EmpCo Directive builds on the existing EU framework for unfair commercial practices, introducing new rules on environmental marketing claims that were due to apply from 27 September 2026. However, several Member States have been delayed in implementing the Directive. Using Sweden as an example, this session will look at what EmpCo adds to the existing rules and the legal position pending full national implementation.

Anita Gillior is the founder of the law firm Gillior Advokatbyrå and is a Swedish lawyer (Sw. advokat) specialising in intellectual property law and commercial dispute resolution. She has extensive experience advising clients on IP strategies, agreements and enforcement of IP rights. Anita is a Board member of FICPI Sweden.

14:45 – 14:55 BREAK

14:55 – 15:05 From environmental claims to evidence – the technical perspective

Matilda Lidfeldt, LCA Expert, IVL Swedish Environmental Research Institute



What does it take, from a technical perspective, to substantiate an environmental claim? This session will look at the methods and data used to assess environmental performance and provide evidence for environmental marketing claims.

Matilda Lidfeldt is a life cycle assessment (LCA) expert at IVL Swedish Environmental Research Institute. Her work focuses on assessing the environmental impacts of textiles, products and services, including the environmental effects of recycling. She has co-authored scientific publications on life cycle assessments of textiles and participates in international research projects on sustainable consumption.

15:05 – 15:30 Panel discussion and closing remarks

Speakers, moderated by Anita Gillior

The speakers will discuss practical questions arising from the new rules, including the position of existing green trade marks; when legal, trade mark, sustainability and technical expertise should come together; and whether the new rules should affect how businesses develop and protect green brands and marketing messages.

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General Information

Registration

Webinar attendance: register at [this link] no later than October 20. Please indicate your name and whether you are a FICPI member.

Attendance in person: We are happy to welcome you to join the webinar in person at AWA Sweden in Stockholm. Register by email to info@ficpisweden.se no later than [October 20]. Address: Jakobsbergsgatan 36, 7th floor.

Price

Attendance is free of charge for FICPI members. The registration fee for non-members is SEK 500, whether attending online or in person.

Non-members: please provide your invoice address when registering. The registration fee will be invoiced and is payable within 10 days.

FICPI Sweden

FICPI Sweden is the Swedish national association of FICPI, an international organization with more than 6 000 members from more than 80 countries. FICPI represents patent and trade mark attorneys in private practice and works on issues relating to their daily practice as well as IP law issues at a global level. Membership in FICPI Sweden, which is a prerequisite for membership in FICPI International, provides access to a global network of IP professionals and opportunities to follow and participate in the development of IP law worldwide.

FICPI Sweden runs regular webinars focusing on current issues and trends in IP that are of interest to IP practitioners. The webinars are open to all, and FICPI members attend free of charge. If you are interested in membership, send an email to info@ficpisweden.se for more information.

Membership in FICPI Sweden

Anyone who applies for membership in FICPI Sweden (contact info@ficpisweden.se) will benefit from a reduced membership fee for two years and may attend this webinar free of charge. The reduced membership fee is SEK 500, payable to FICPI Sweden upon being accepted as a member. Please note that only IP professionals in private practice are eligible for FICPI membership.

CLE Credits

FICPI Sweden submits all its webinars to Swedish Patentombudsnämnden for your convenience when you report the webinar as part of your Continuing Legal Education (CLE, Sw. *Professionell Vidareutbildning, PVU*) in Sweden.