**OBJECTIVES:**
· Learning the different formats of environmental communication
· Choosing the communication format you need
· Knowing how to value the environmental performance and ecodesign of your products through communication

AUDIENCE:
Product managers, business managers, project managers, designers, quality and environment managers, marketing and communication managers of all sectors

LEVEL: Beginner

PRE-REQUISITE: None

Beginner Level
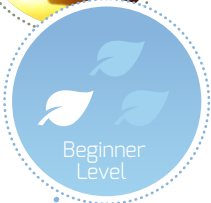
PROGRAM

Understanding the different environmental communication formats

Normative and regulatory overview of environmental declarations

Strengths and weaknesses of Ecolabels (ISO 14024)

Strengths and weaknesses of Self-declarations (ISO 14021)

Strengths and weaknesses of Ecoprofiles (ISO 14025)

Strengths and weaknesses of other formats: declaration programs, environmental labelling, European PEF (Product Environmental Footprint) project

Communicating in an appropriate way

Means of communication to implement internally and externally

Environmental allegation and green washing: when communication can jeopardize the company's interests

Eco-communication: adapting both the style and content

Each item of the training will be illustrated with practical exercises as well as role-playing allowing the trainees to improve their knowledge: Q&A, workshop, examples for your specific activity, synthetic exercises on strengths and weaknesses of each mode of communication, etc.

USEFUL INFORMATION

DURATION: 1 day (7 hours)

LOCATION: Bureau Veritas CODDE's office or your office (Intra-training)

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