

**Organised by:** *International Code Council*

**Session Type:** *Panel Discussions*

## Session Title

Leveraging Global Conformity Assessment Services to Verify Product Claims, Promote Resilience and Quality, and Avoid Greenwashing

## Session Description

As countries seek ways to reach greenhouse gas emission reduction targets and manufacturers continually innovate to produce lower carbon products at scale to address the climate crisis, it is important to avoid unintended consequences such as the threat of additional regulatory barriers that hamper trade or limitations on emerging economy access to the newest innovations. Harmonization or mutual recognition of product standards, verified through conformity assessment tools, can help ensure that innovative technologies designed to improve sustainability and resilience are widely available in both developed and emerging economies, as well as prevent 'greenwashing' through false or exaggerated claims. This session will explore the benefits of utilizing existing WTO TBT-compliant standards and frameworks related to resilience, decarbonization and sustainability in the buildings and construction sector to promote quality, open markets and harmonization, while helping to prevent 'greenwashing,' through verification of product claims. It will offer examples of existing and emerging tools that are ready for countries to adopt and implement to aid in improved resilience and sustainability efforts in the built environment. It will provide pathways to build a regulatory ecosystem that accounts for innovations that will enhance mitigation and resilience priorities aligned with national and global targets.

## Proposed Speakers and Moderator

- Ryan Colker, VP Innovation, International Code Council (Moderator)
- Hugo Guevara, Deputy Chief of Mission for the U.S. Embassy in Baku (delivering opening remarks)
- Helen Walter-Terrinoni, Director-Global Policy & Advocacy, Center for Energy Efficiency and Sustainability, Trane Technologies
- Judy Zakreski, SVP, Global Operations & Solutions, International Code Council
- Richard Collin, External Affairs Director, United Kingdom Accreditation Service