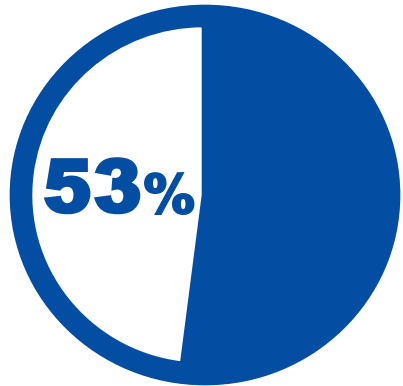


# Green Claims Directive

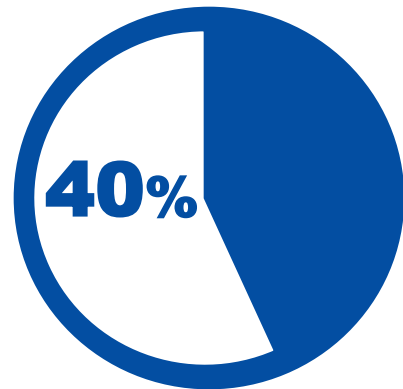
***Małgorzata Gołębiewska, DG Environment***  
*ENV.B1 Circular Economy, sustainable production & consumption*



# Credibility of environmental claims today

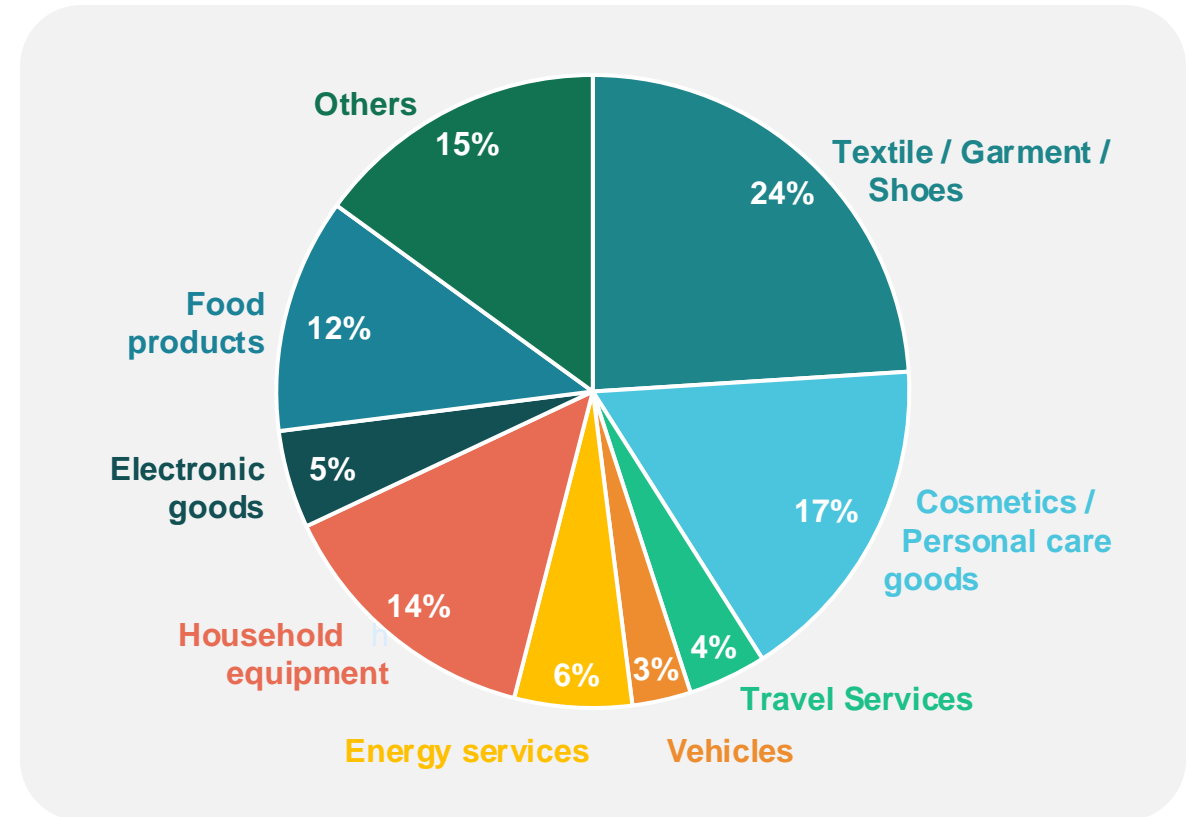


*claims provide **vague, misleading or unfounded** environmental information on the product*



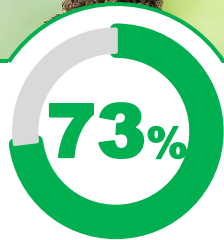
*of claims are **unsubstantiated***

*2020 inventory on sustainability claims*

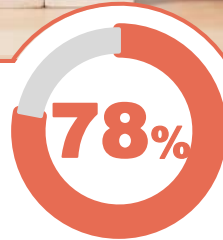


*2020 sweep on misleading sustainability claims*

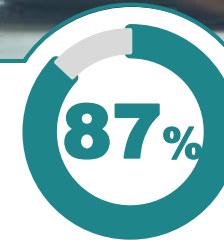
# What do EU citizens say about green claims?



“The impact of the product on the **environment is important** when making a purchasing decision.”



“Companies often make **misleading environmental claims**, leading customers to believe that their product or service is environmentally friendly.”



“To be credible, an environmental label needs to be **verified by an independent organization.**”

# Unfair Commercial Practices Directive

► Amended in 2024- transposition into national law by 03/2026, application as of 09/2026:



**Bans  
generic environmental  
claims**

e.g. 'sustainable'  
'ecological'  
'climate neutral'



**Bans  
environmental labels  
not based on  
certification schemes**



**Requires future  
performance claims  
to be based on  
implementation plan  
with targets, allocation of  
resources & regularly  
verified by independent 3<sup>rd</sup>  
party**



**Bans claiming that  
products have neutral,  
reduced or positive  
impacts if based on  
GHG emissions  
offsetting**

# Green Claims Directive





# Objectives of the Directive

For business-to-consumer *environmental* claims and labels:

- ▶ **Science-based substantiation** backing up the claims- LCA, trade-offs
- ▶ **Ex-ante verification** of substantiation before claim is communicated
- ▶ **Transparent communication**
- ▶ **Avoid proliferation** of schemes & **reinforce trust** in existing ones

# Rules for environmental labelling schemes

- ▶ **Avoid the proliferation of schemes & reinforce the trust in existing ones**
  - ▶ All labels to be based on certification schemes with **independent & transparent governance**
  - ▶ **New schemes** will have to demonstrate **added value**
- ▶ **Scheme owners responsible for ex-ante verification of their scheme:**
  - ▶ Traders may display awarded label from a verified labelling scheme without further verification
  - ▶ Claims based on verified labelling schemes shall be exempt from the ex-ante verification / shall benefit from a simplified procedure (TBD)



# Green Claims Directive

**Next step: trilogues!**

Key points of the upcoming discussions:

- ▶ **Inclusion of micro-enterprises** in the scope of the Directive
- ▶ Establishing a **simplified procedure** for certain types of claims
- ▶ Substantiation rules for **climate related claims**
- ▶ Treatment of **labelling schemes**

# Green Claims Directive

***Proposal in co-decision with European Parliament & Council***

▶ European Parliament position adopted in March 2024 & Council's in June 2024

***Adoption by the European Parliament & Council – expected 2025***

***Transposition in national law***

***Application***

# Thank You



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