

Green Claims Directive

Proposal for a Directive of the European Parliament and of the Council on substantiation & communication of explicit environmental claims

DG Environment
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Why set requirements on environmental claims?

Protect consumers and companies from **greenwashing**

Enable consumers to make informed purchasing decisions based on **credible environmental claims & labels**

Boost the **competitiveness** of economic operators that make efforts to increase their **environmental sustainability**

Improve legal certainty & level the playing field on the **Single Market**



Accelerate the green transition towards a circular, clean & climate neutral economy

Scope of the proposal

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- ▶ **Lex specialis to Unfair Commercial Practices Directive**
(& Empowering Consumers for the Green Transition)
 - ▶ also covers *business-to-consumer* commercial communication
 - ▶ applies only to **voluntary explicit environmental claims**

“Product made of



recycled plastic”



“Company's environmental
footprint reduced by 20%
since 2015”

“The production of this product will
produce half as many carbon
emissions compared to
other similar products”



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► **Does not apply to environmental claims regulated by other Union rules (existing or future)**

Ecodesign for Sustainable Products Regulation

March 2022

Setting of performance and information requirements for product categories

Regulation on labelling of organic products

May 2018

Energy Labelling Regulation

May 2017

EU Ecolabel Regulation

Since 1992

Product label of environmental excellence



Substantiation of environmental claims





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 - ▶ identifying **trade-offs between impacts**
 - ▶ no need for full life-cycle assessment for all types of claims → *“bird’s eye view”*



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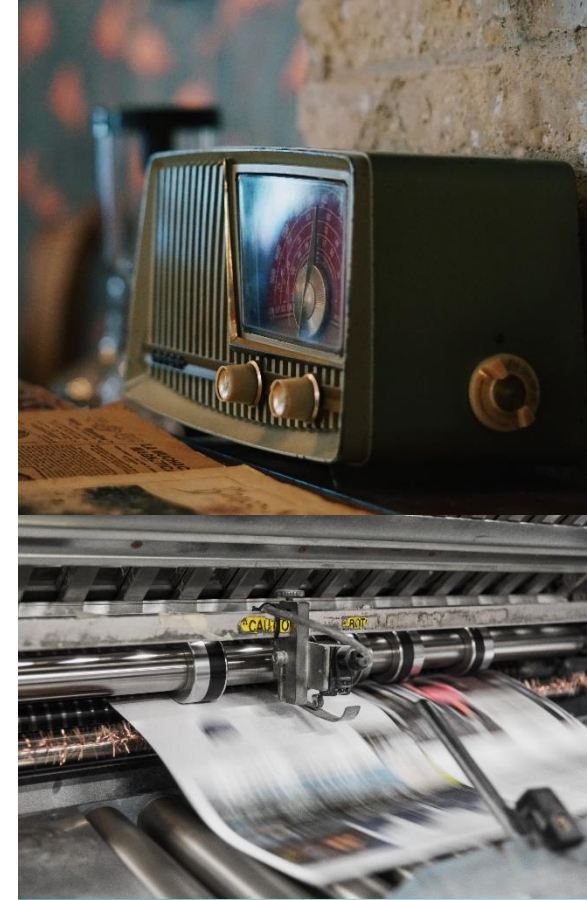


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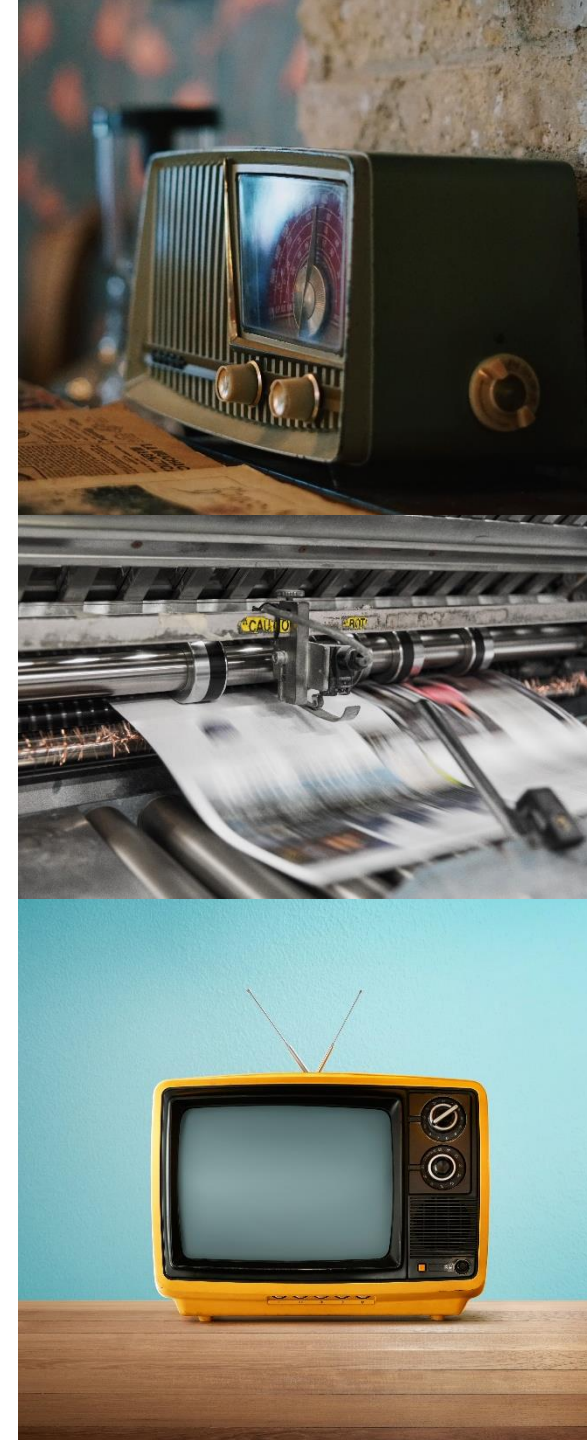
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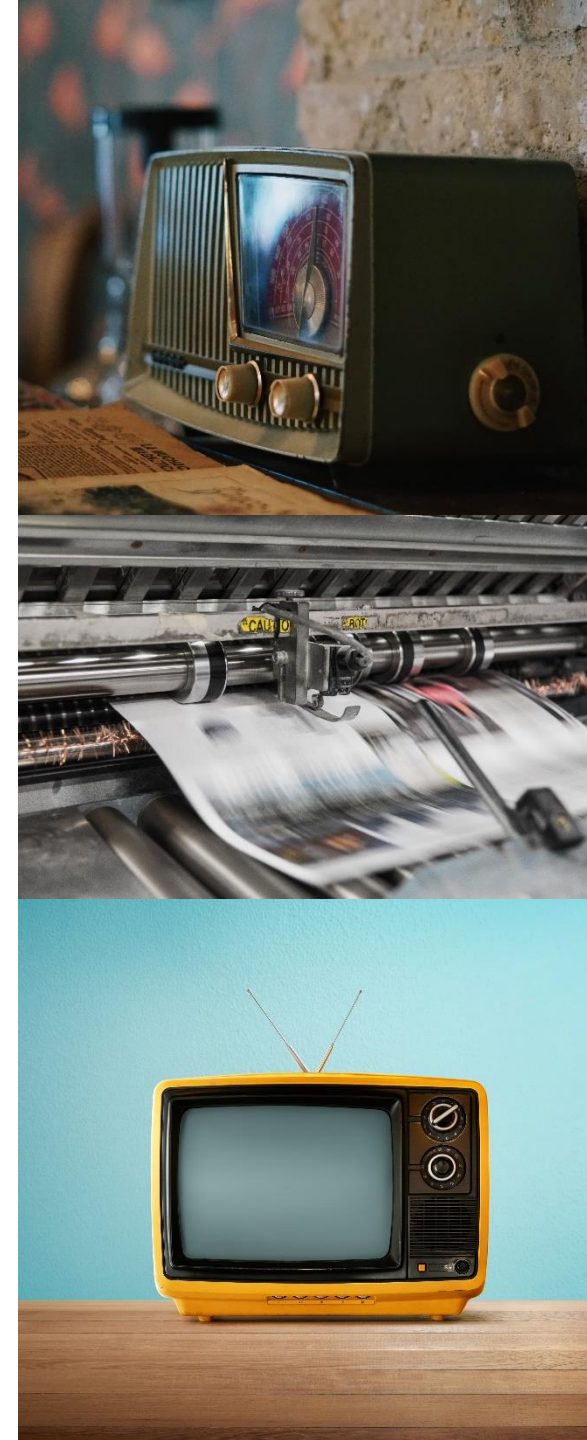


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Regime for environmental labelling


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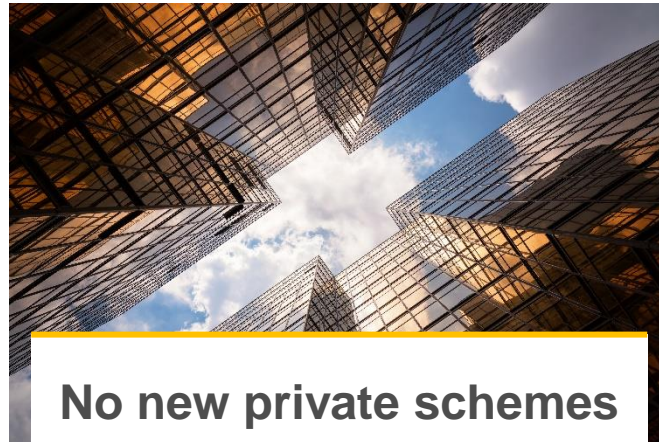
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**No new public schemes
allowed**

*at regional or national level
only under Union law*



**No new private schemes
allowed**

*only if added value can be
demonstrated
to national authorities*



**No new 3rd country
schemes**

*only if added value can be
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Verification of environmental claims & labels



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- ▶ ***Ex-ante verification*** by independent & accredited verifiers competent to certify that substantiation & labelling schemes meet the requirements
 - ▶ Certificate of conformity recognised across the EU
 - ▶ Microenterprises can opt-in for verification of claims



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Support to SMEs

- ▷ **EU to finance** flanking measures & acquisition of high quality data sets (useful to assess value chains)
- ▷ **Member States:**
 - raising awareness of ways to comply
 - financial support
 - access to finance
 - technical assistance



Thank you

