

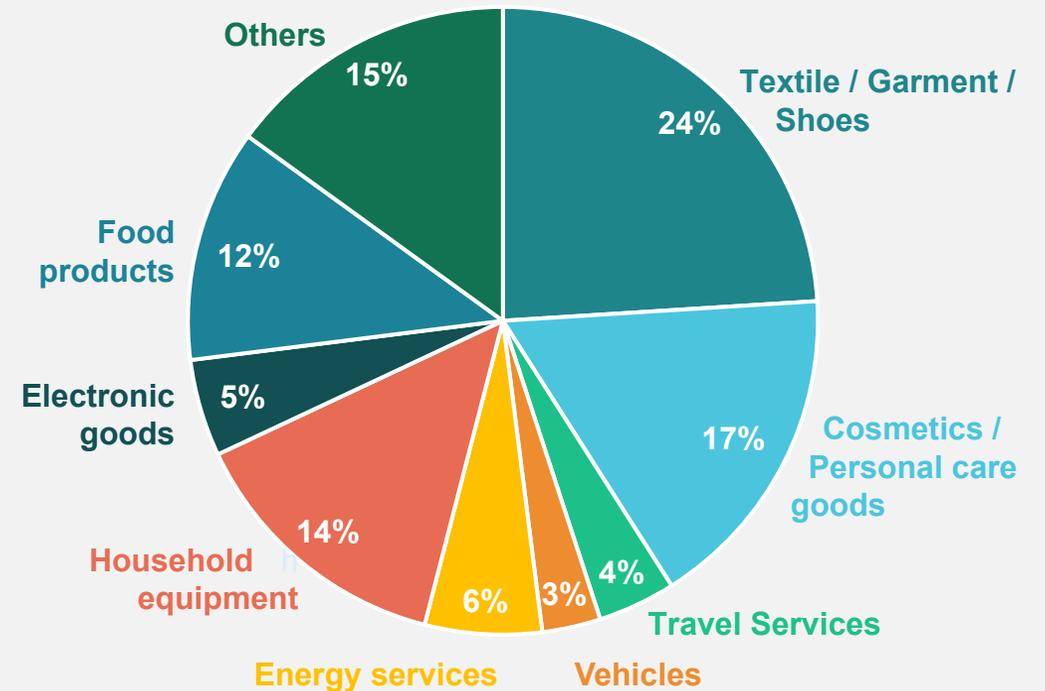
Green Claims Directive

Credibility of environmental claims today



2020 inventory on sustainability claims

2020 sweep on misleading sustainability claims



Why set requirements on environmental claims?

Protect consumers and companies from **greenwashing**

Enable consumers to make informed purchasing decisions

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

Co-decision process

Adoption by the Commission – March 2023

Proposal in co-decision with European Parliament & Council

- ▶ Both co-legislators prepare their opinion on the proposal
- ▶ Negotiations between co-legislators to agree on final text

Adoption of the Directive by the European Parliament & Council

Transposition of the Directive By Member States– 18 months after adoption*

Application of the Directive – 24 months after adoption*

**subject to outcome of co-decision*

Scope of the proposal

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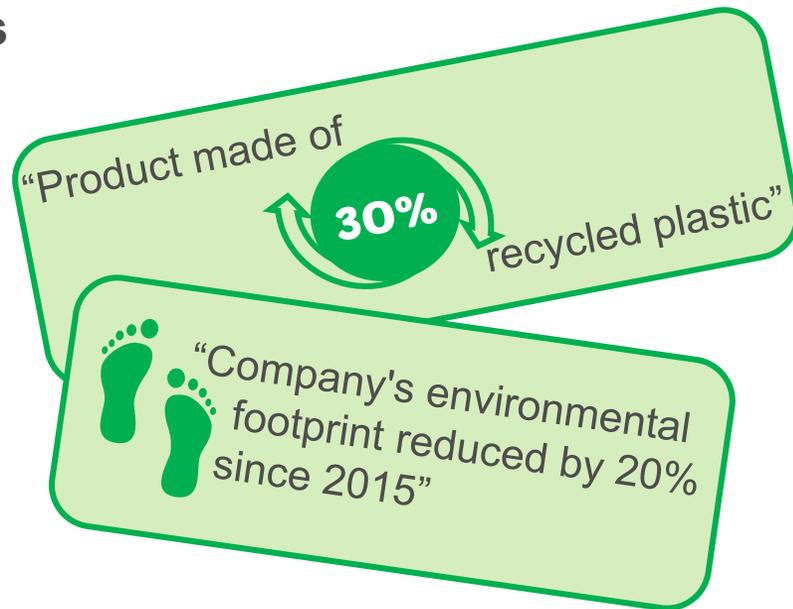
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 - ▶ Prescribes how companies should make **environmental claims**



Environmental claim:

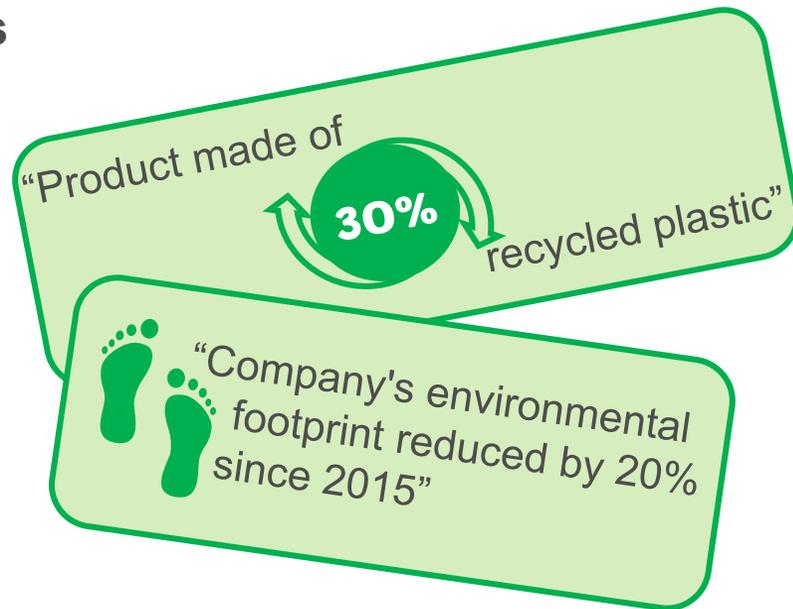
Any message or representation, which is not mandatory under Union law or national law, including text, pictorial, graphic or symbolic representation, in any form, including labels, brand names, company names or product names, in the context of a commercial communication,

which states or implies that a product or trader **has a positive or no impact on the environment or is less damaging to the environment or is their impact over time.**

— Proposal Empowering consumers for the green transition

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 - ▶ Covers **business-to-consumer** commercial communication, cross-cutting horizontal instrument
 - ▶ Prescribes how companies should make **environmental claims**



- ▶ Does not apply to environmental claims regulated by **other EU rules** (e.g. CSRD, Organic logo)

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NB. Climate neutrality claims on products based on offsetting banned under Unfair Commercial Practices Directive



Substantiation of environmental claims

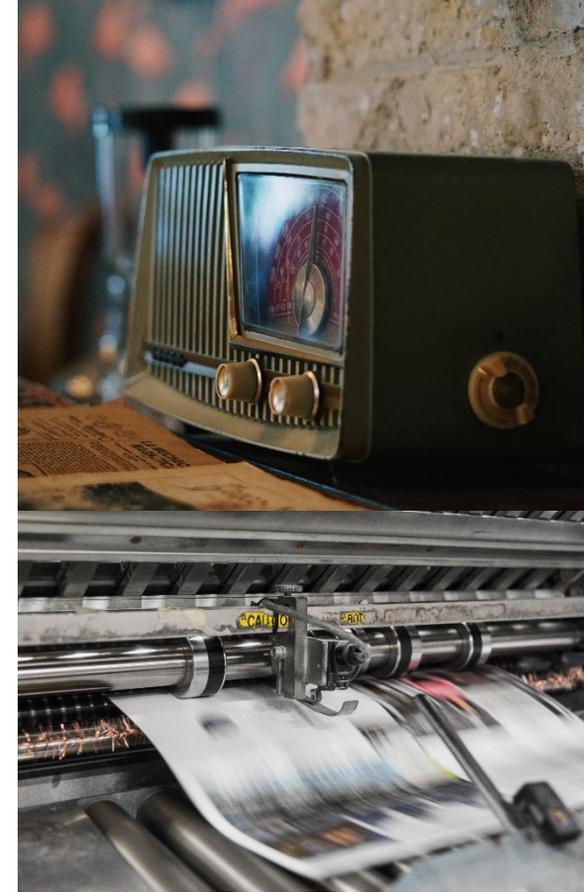
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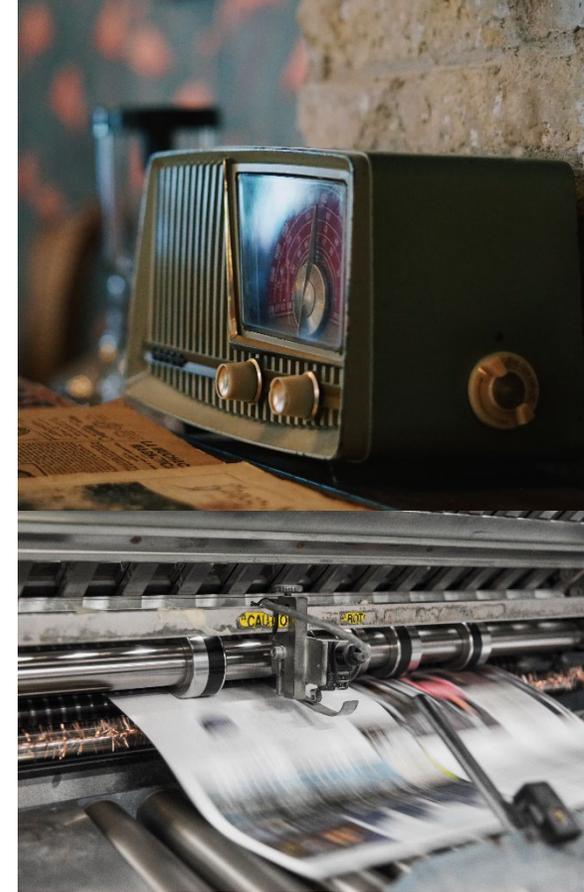
Exemption for microenterprises from substantiation requirements on claims unless they chose to opt in

Communication of environmental claims



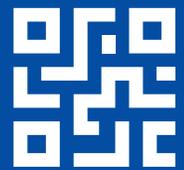
Communication of environmental claims

- ▶ Rules are complementary to consumer protection framework
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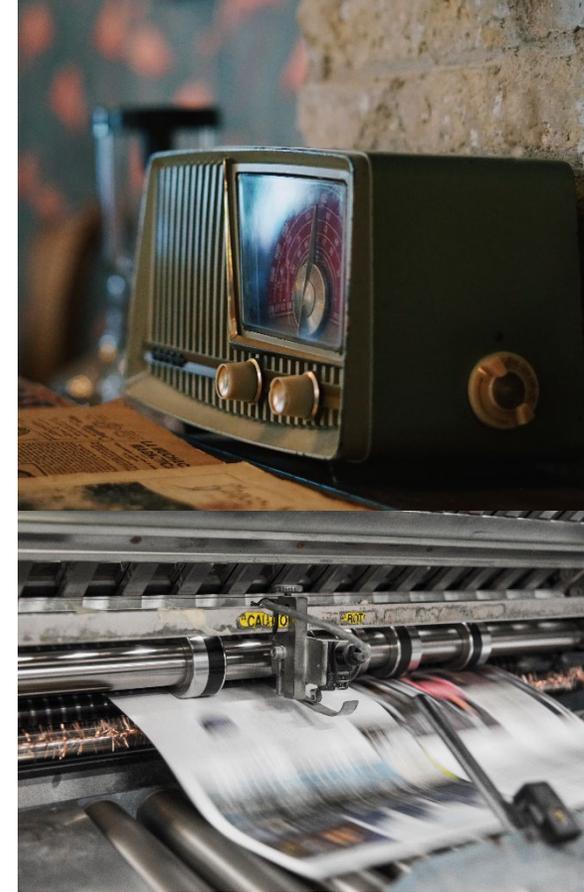


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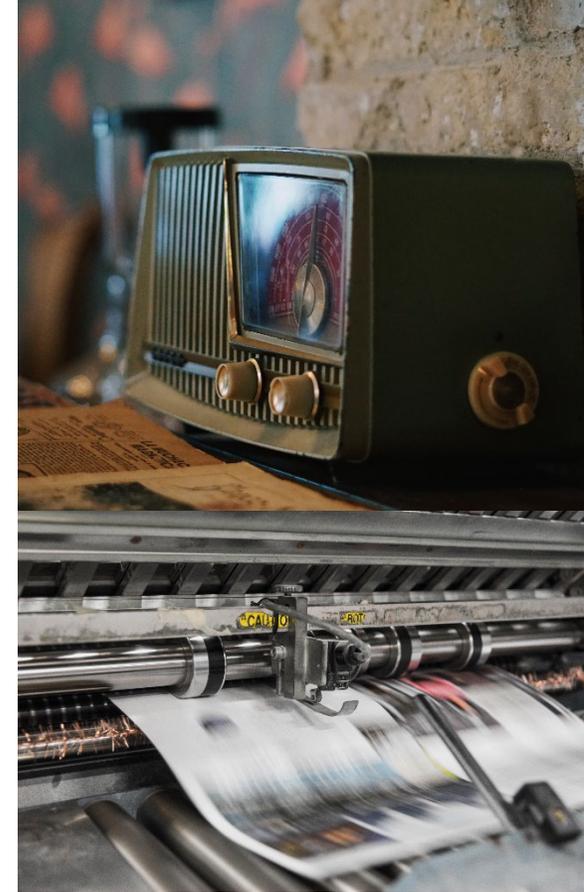
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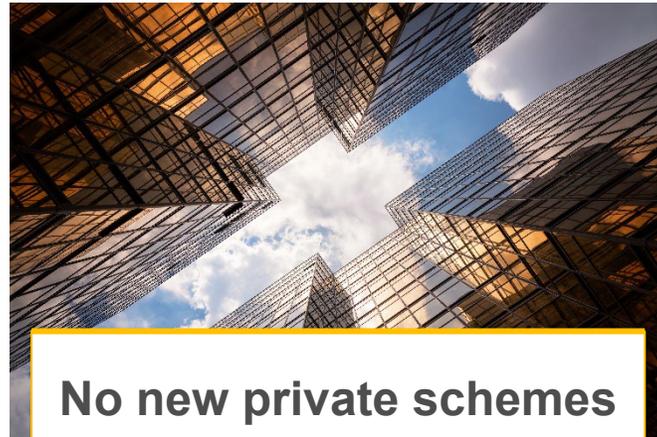


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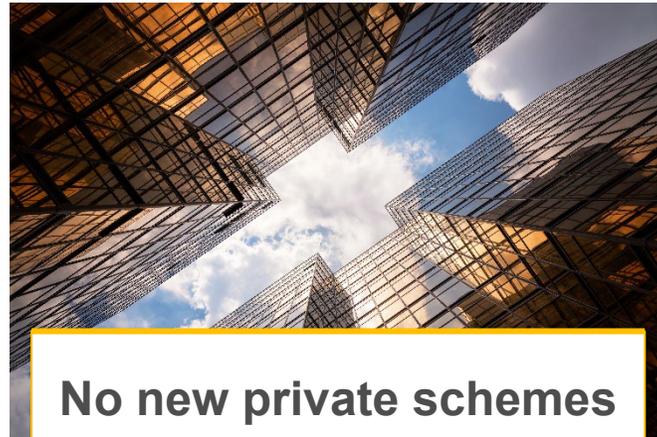
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**No new 3rd country
schemes**

*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



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