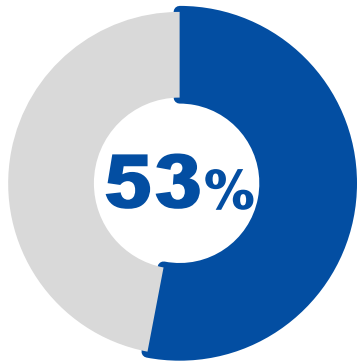
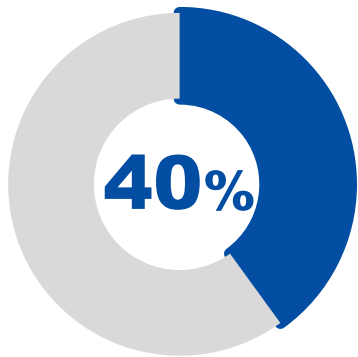


Green Claims Directive

Credibility of environmental claims today



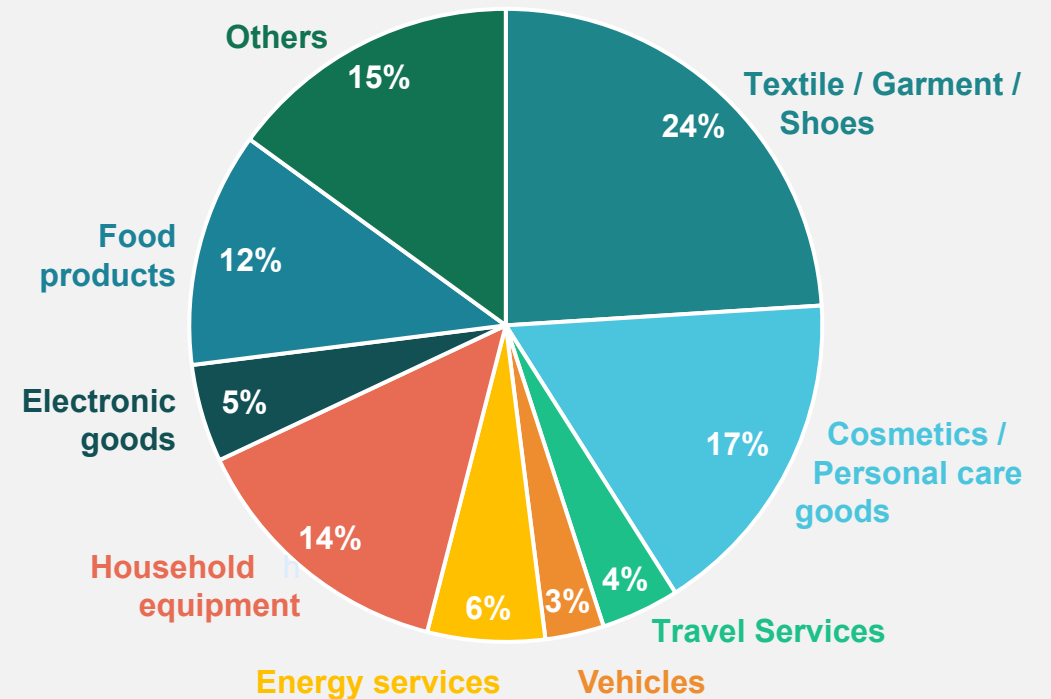
*claims provide **vague, misleading or unfounded** environmental information on the product*



*of claims are **unsubstantiated***

2020 inventory on sustainability claims

2020 sweep on misleading sustainability claims



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



Scope of the proposal

Scope of the proposal

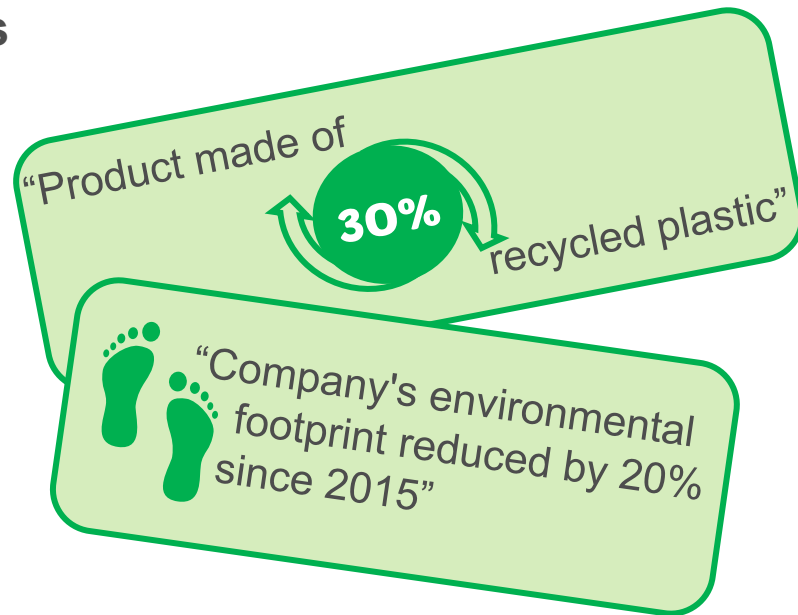
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Scope of the proposal

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 - ▶ Covers **business-to-consumer** commercial communication, cross-cutting horizontal instrument

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



Environmental claim:

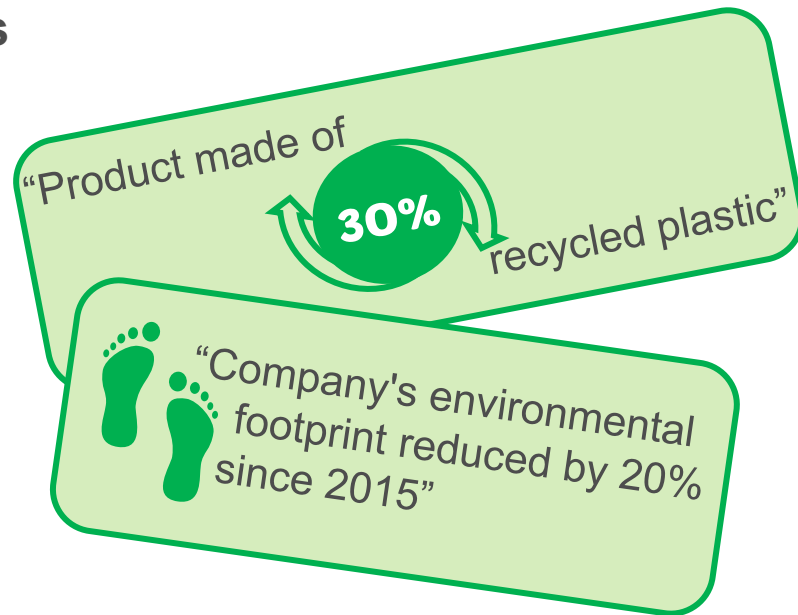
Any message or representation, which is not mandatory under Union law or national law, including text, pictorial, graphic or symbolic representation, in any form, including labels, brand names, company names or product names, in the context of a commercial communication,

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 than other products or traders, respectively, or has improved their impact over time.**

— Proposal Empowering consumers for the green transition

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— Proposal Empowering consumers for the green transition

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



Substantiation of environmental claims





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► Rules on substantiation of claims:

- backed by **widely recognised scientific evidence** & takes into account relevant **international standards**





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



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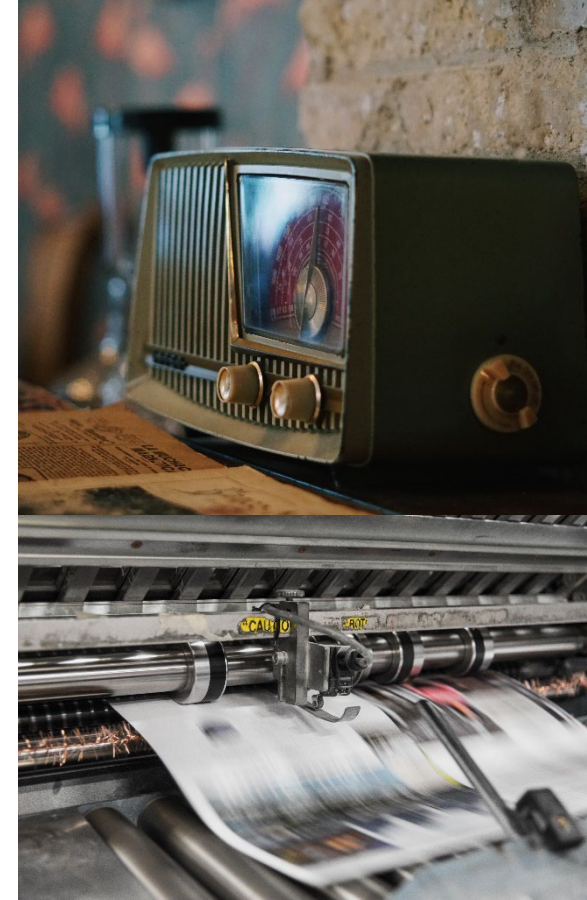
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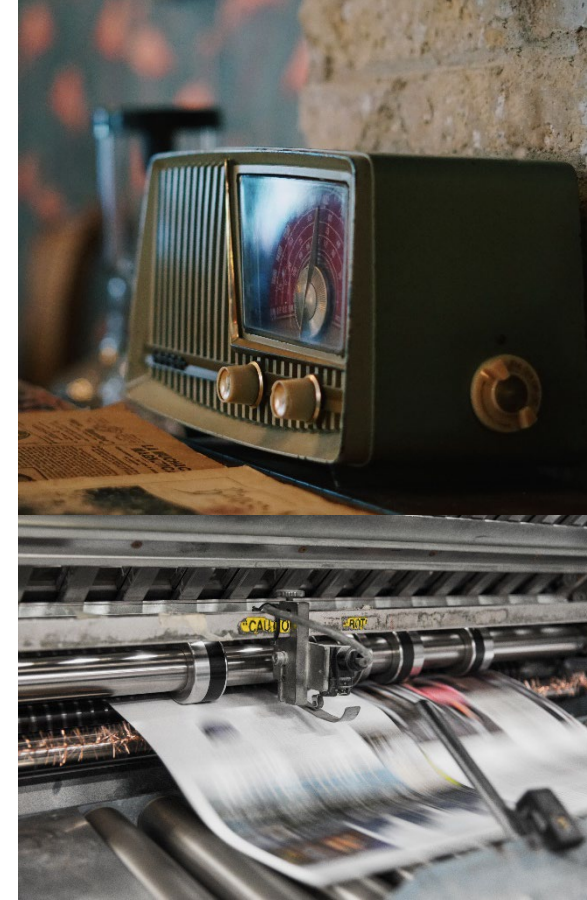
Exemption for microenterprises from substantiation requirements on claims unless they chose to opt in

Communication of environmental claims



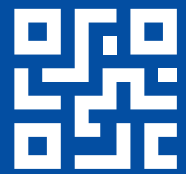
Communication of environmental claims

- ▶ Rules are complementary to consumer protection framework
- ▶ Communicate only on what has been substantiated

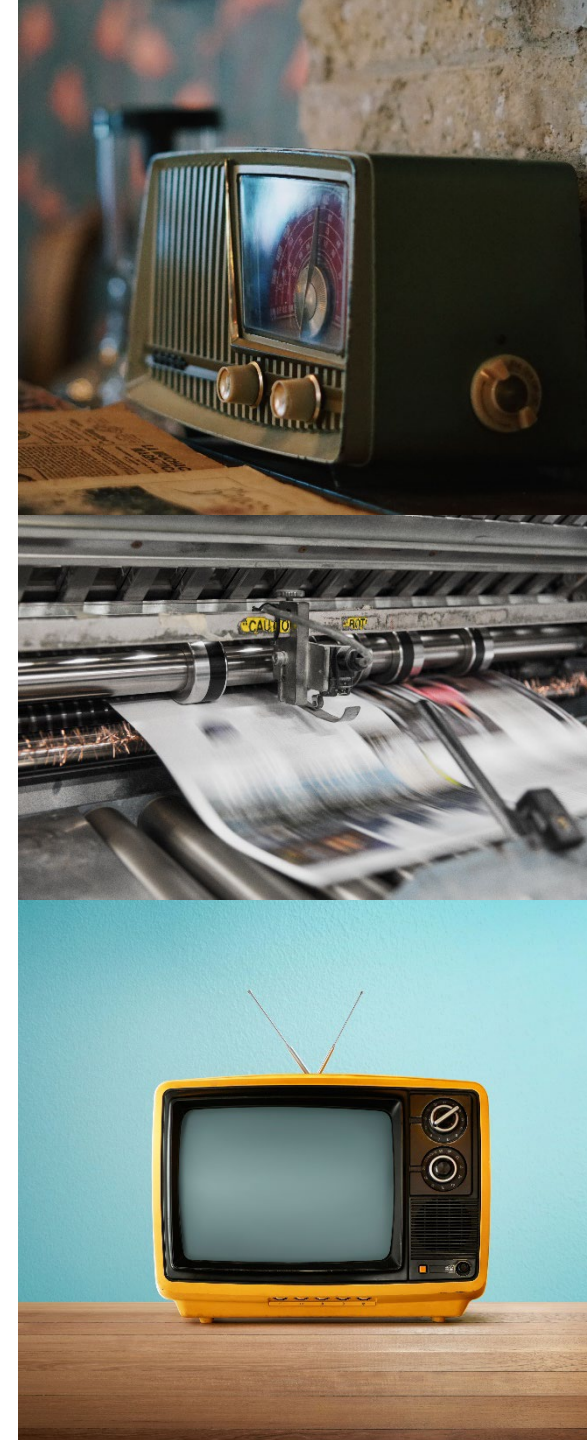


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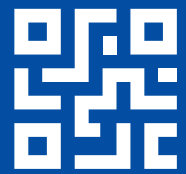


Information on substantiation to be
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Regime for environmental labelling

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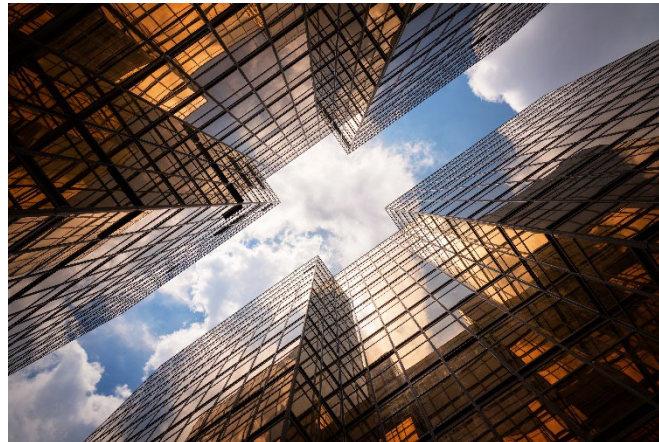
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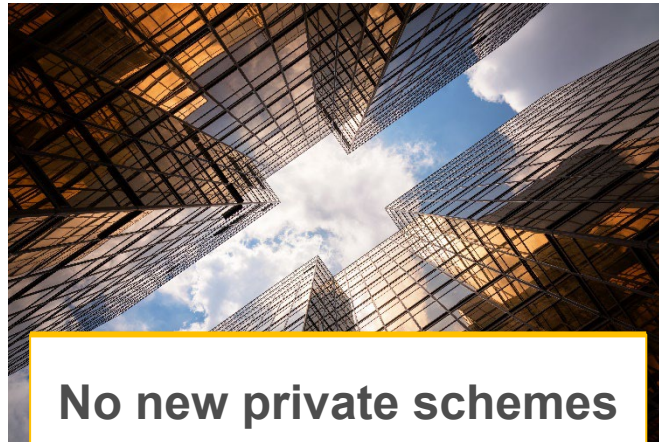


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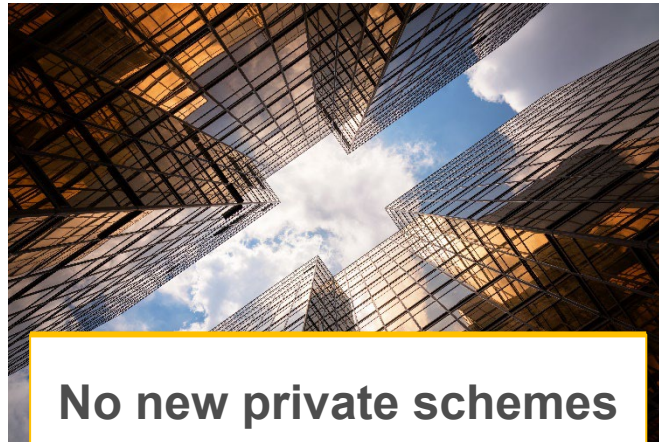


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**No new 3rd country
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*only if added value can be
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Verification of environmental claims & labels



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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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