

Reliable green claims and consumer information: keys to sustainable consumption

Parallel session
14:00 – 15:00

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Why do we talk about green claims?

No of ecolabels worldwide

430 → 458
2013 2020
~232 in the EU

54%

Consumers wanted to make more sustainable choices at the beginning of the COVID pandemic

56%

of consultation respondents encountered misleading claims

4% filed a complaint

80

Leading initiatives on GHG reporting

40-60%

Percentage of consumers who would pay more for products with better environmental performance

61%

Consumers find it difficult to understand which products are environmentally friendly

74%

Businesses use more than two methods to measure environmental performance

€5,000 - €2million
Cost of methods/initiatives used

68%

Growth of assets under green funds in last three years (ref. yr 2018)

44%

Consumers do not trust environmental information

Policy response

**European
Green Deal**

**Circular Economy
action plan**

GREEN CLAIMS (DG ENV)

Proliferation of inconsistent
methods and initiatives

Too many misleading
environmental claims

CONSUMER LAW (DG JUST)

Consumers lack information
to contribute to the green
transition

Consumers face
untrustworthy information
or practices preventing
them from contributing to
the green transition

Substantiation on impacts
covered by the EF methods
More methodological coherence

Strong safety net for sustainability claims
Specific measures
(early obsolescence,
repair)

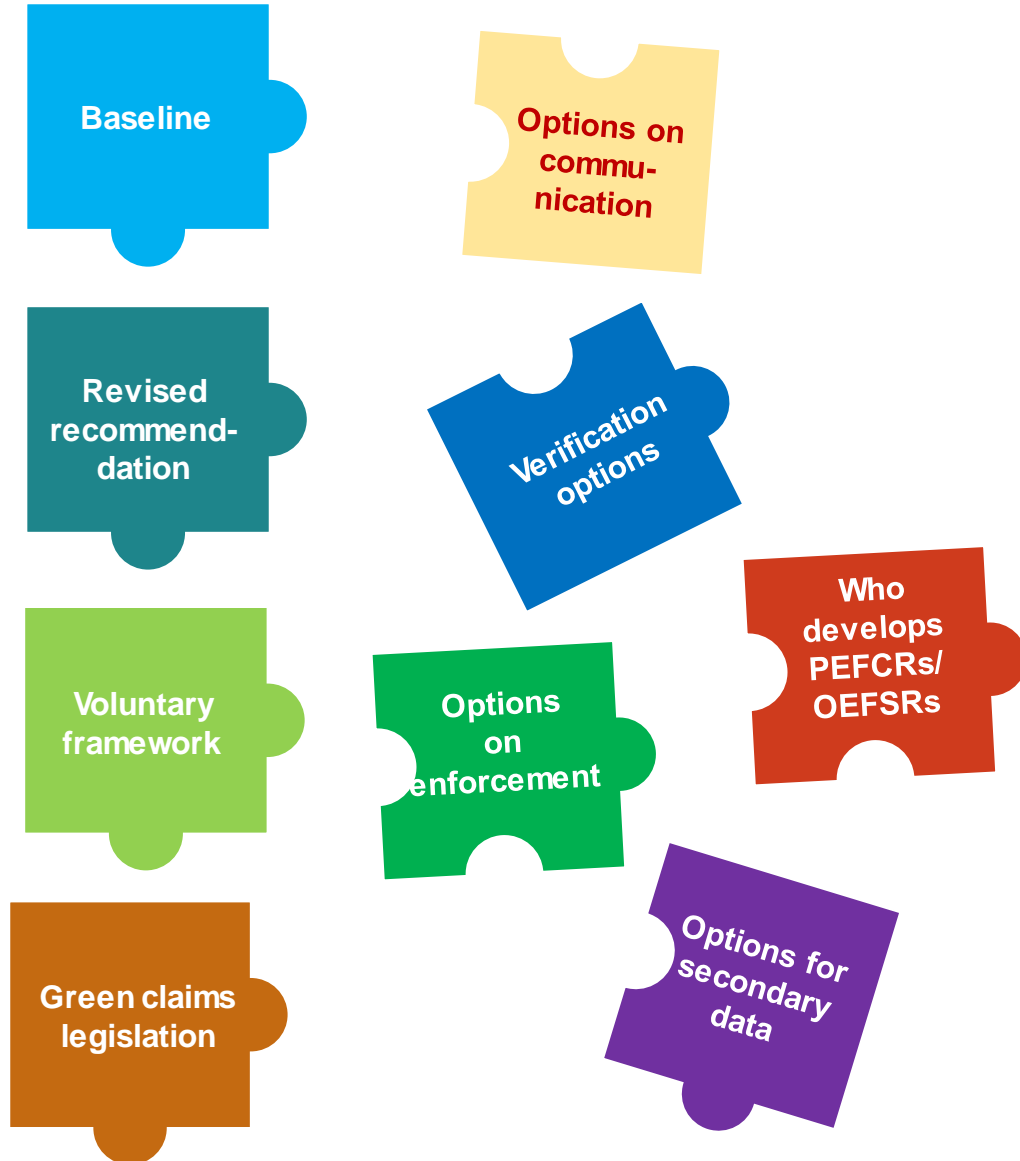


European
Commission

Main policy options – consumer empowerment

- **Baseline:** use of existing legislation, COM guidance, case-by-case assessment
- **Targeted amendments of existing legislation:**
 - Unfair Commercial Practices Directive and possibly Consumer Rights Directive
 - Clarify definitions, blacklisting of documented greenwashing and obsolescence practices
- **New stand-alone legislative instrument:**
 - Scope exceeding the current EU consumer protection instruments and going beyond the current principles-based approach to prescriptive provisions
 - Detailed specification of required information on products' sustainability
 - Definitions/prohibitions not suitable for UCPD's character, blacklist
 - New instrument takes precedence over general consumer law (e.g. UCPD and CRD), BUT other specific community law (e.g. Ecodesign) could take precedence over the new instrument

Options landscape – green claims



- **Baseline:** No modification to the Recommendation and no further action.
- **Updating** the EC Recommendation with results from 2013-18 pilot phase; include recommendations on how to communicate results, how to develop PEFCRs/ OEFSRs...
- **Voluntary Environmental Footprint scheme:** legislation establishing a voluntary framework based on the PEF and OEF methods – existing methods/ initiatives are not affected

Options landscape – green claims

- **Legislation on green claims:**

requiring companies making green claims to substantiate them based on the Product and Organisation Environmental Footprint methods (PEF/ OEF). Substantiation via PEF category rules/ OEF sector rules (if existing) or the PEF/ OEF method (if no product- or sector-specific rules)

- Only claims covered by the method or product-/ sector-specific rules (e.g. claims on climate change covered, repairability not covered)

Consultation activities



Green claims initiative (DG ENV)

- Public and targeted consultations in 2018-19 following up on pilot phase
- Feedback on the roadmap (20 July – 31 August, 193 responses)
- [Open public consultation](#) – ends 3 December
 - Questions for the general public
 - Questions for experts
 - [Stakeholder workshop](#): 16-17 and 24 November

Empowering the consumers for the green transition (DG JUST)

- Feedback on the roadmap (June-September 2020)
- Open public consultation – ended 6 October
 - Targeted consultations and interviews
 - Stakeholder workshop: 6 October

Go to
<https://www.sli.do/>

Event code
#greenclaims