Proposal for a Green Claims Directive

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Proposal for a Directive on substantiation and communication of explicit environmental claims (Green Claims Directive)

What is changing and why?

In 2023, the European Commission proposed rules aimed at ensuring that companies could not make misleading voluntary "green" (environmental) claims about their company or products. The aim was to verify and validate green claims before products were put on the EU market, and to develop strict requirements on how to justify and communicate such claims. The Directive proposed the establishment of EU national bodies to check and approve all green claims and green labelling schemes.

Negotiations on the proposed Directive stopped in June 2025, and there is no indication yet that they will resume in the future.

However, other EU rules are in place to protect consumers from misleading green claims. From **27 September 2026**, new EU requirements apply that prohibit different types of unsubstantiated or misleading claims, such as sustainability labels that are not substantiated through private or public certification schemes; unsubstantiated generic claims (e.g. "green" or "environmentally friendly"); or unjustified comparisons with the environmental characteristics of similar products (see EU rules on environmental claims for products).

Actions

Businesses supplying the EU market should ensure that they have adequate information (e.g. environmental assessments) to support any green/environmental claims that they make in relation to their products.

Timeline

The proposed Directive has not been formally withdrawn by the European Commission, but negotiations on the proposal stopped in June 2025 and there is no indication that they will start again.

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