

Energy, Climate change, Environment

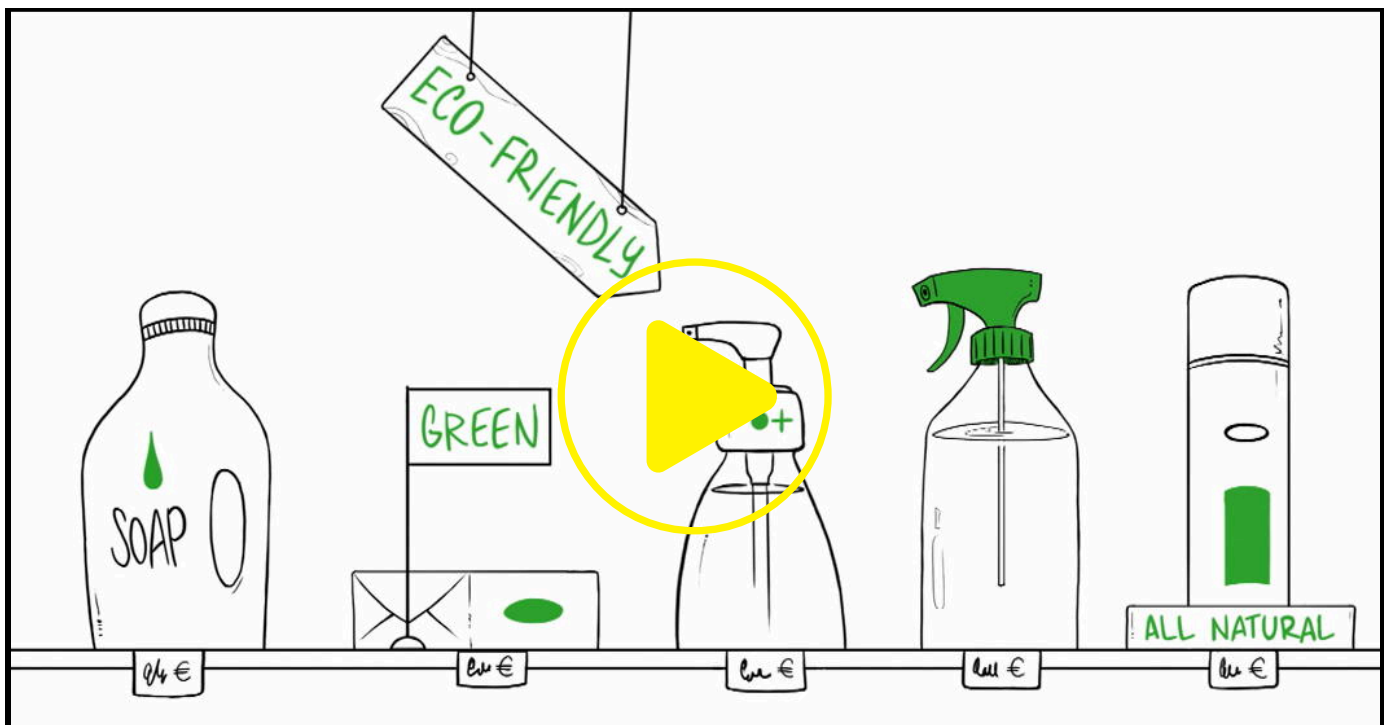
Environment

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Green claims

New criteria to stop companies from making misleading claims about environmental merits of their products and services.

Overview



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With a [proposed new law on green claims](#), the EU is taking action to address greenwashing and protect consumers, and the environment.

Ensuring that environmental labels and claims are credible and trustworthy will allow consumers to make better-informed purchasing decisions. It will also boost the competitiveness of businesses striving to increase the environmental sustainability of their products and activities.



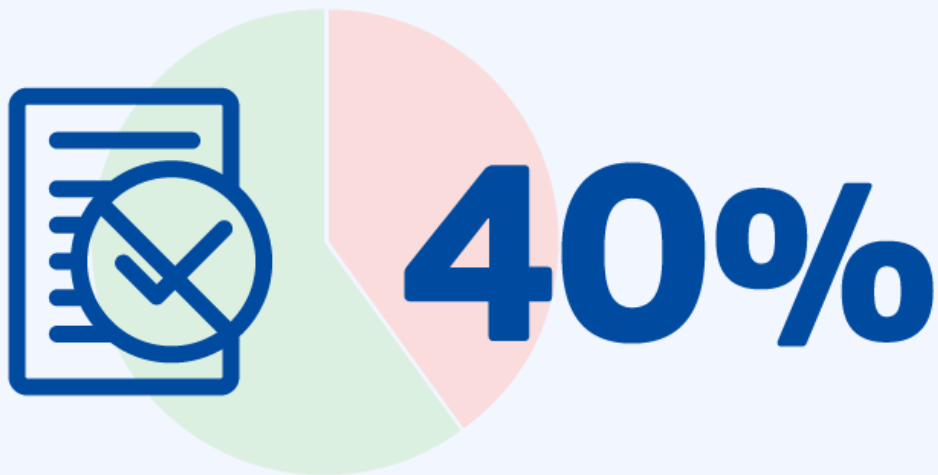
53% of green claims give vague, misleading or unfounded information



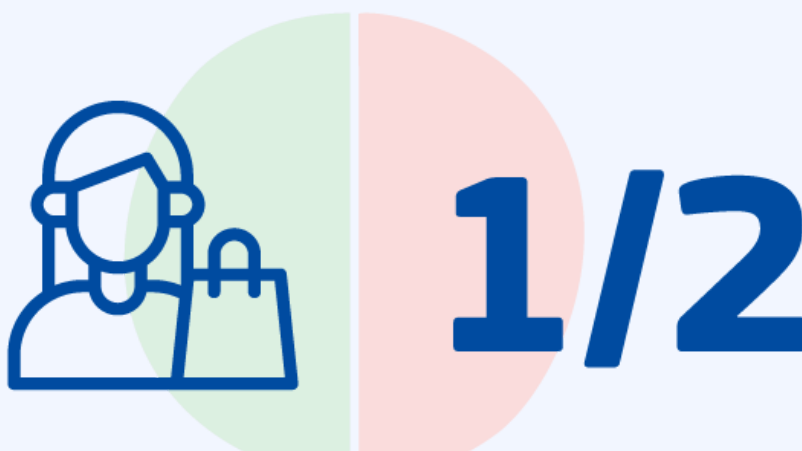
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40% of claims have no supporting evidence



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230

There are 230 sustainability labels and 100 green energy labels in the EU, with vastly different levels of transparency

Objectives

The proposal on green claims aims to

- make green claims reliable, comparable and verifiable across the EU
- protect consumers from greenwashing
- contribute to creating a circular and green EU economy by enabling consumers to make informed purchasing decisions
- help establish a level playing field when it comes to environmental performance of products



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Key measures

To ensure consumers receive reliable, comparable and verifiable environmental information on products, the proposal includes

- clear criteria on how companies should prove their environmental claims and labels
- requirements for these claims and labels to be checked by an independent and accredited verifier and
- new rules on governance of environmental labelling schemes to ensure they are solid, transparent and reliable

The proposal targets **explicit claims** that

- are made on a voluntary basis by businesses towards consumers,
- cover the environmental impacts, aspects or performance of a product or the trader itself
- are not currently covered by other EU rules

Some examples of green claims are:



"Packaging made of 30% recycled plastic"



"Company's environmental footprint reduced by 20% since 2015"



"CO2 emissions linked to this product halved as compared to 2020"

Timeline



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Find out more in the [press release](#), [questions and answers](#) and [factsheet](#).

The Commission also adopted a [proposal on common rules promoting the repair of goods](#), which will also contribute to sustainable consumption.

Find out more in the [press release](#) and [questions and answers](#).

 March 2022

Commission adopts proposal for a Directive on Empowering Consumers for the Green Transition

The [proposal](#) aims to ensure consumers get adequate information on products' durability and reparability before purchasing a product. It will strengthen consumer protection against untrustworthy or false environmental claims.

Related policies

As part of the European Green Deal, one of the actions of the [Circular Economy Action Plan](#) is a proposal for companies to substantiate their environmental claims using robust, science based and verifiable methods.

The green claims proposal is closely linked to other EU policies

- [empowering consumers for the green transition](#)
- [ecodesign for sustainable products](#)
- the [farm to fork strategy](#) and the [related legislative framework for sustainable food systems](#)

All these initiatives seek to establish a coherent policy framework to help the EU to make sustainable goods, services and business models the norm and to transform consumption patterns in a more sustainable direction. They aim to significantly reduce the environmental footprint of products consumed in the EU and contribute to the overall policy objective of EU climate neutrality by 2050.

See also more information on [Environmental Footprints Methods](#).

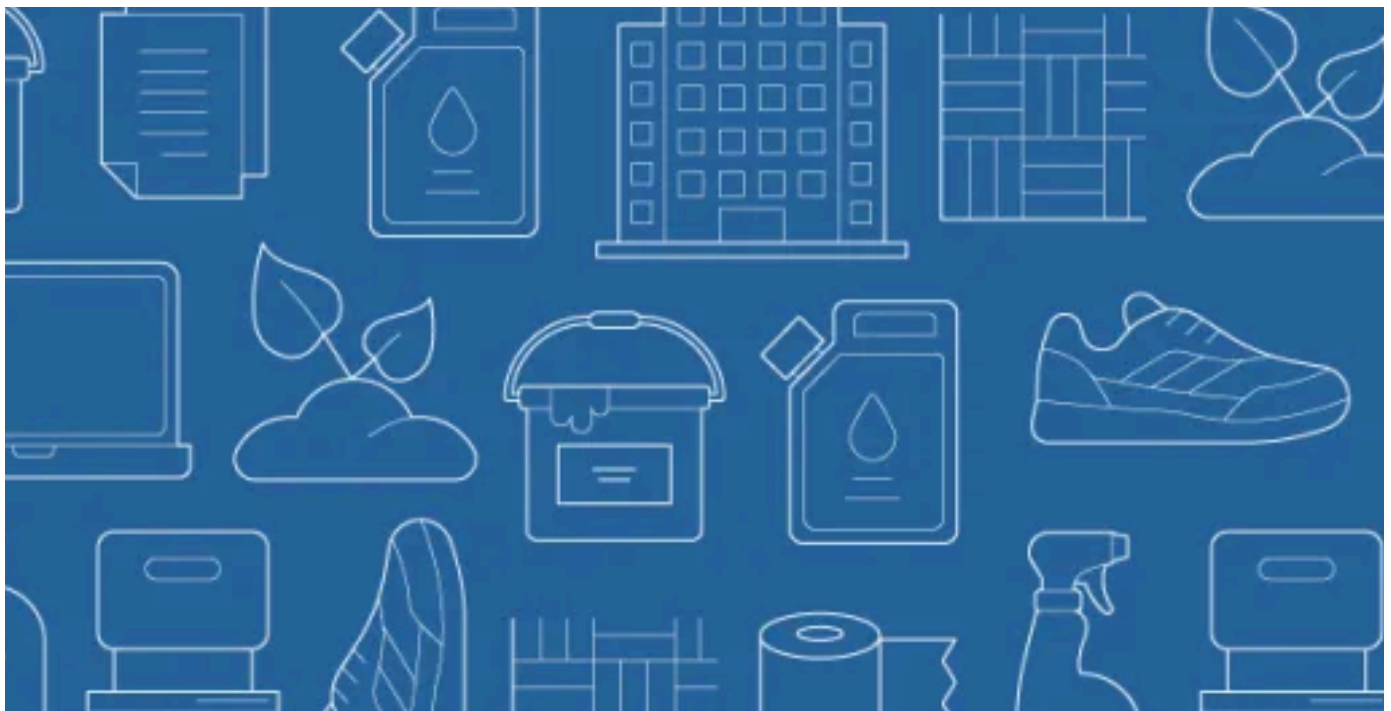
Existing labels and schemes



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The EU Ecolabel

A trustworthy sustainability label with guaranteed low environmental impact

Find out more >

- [Impact Assessment Report accompanying the empowering consumers for the green transition](#)
- [Recommendation on the use of the Environmental Footprint methods to measure and communicate the life cycle environmental performance of products and organisation](#)

Contact

For questions about EU environmental policy, please contact [Europe Direct](#).

Related Stories



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Savina Pianesi
Project Manager
(LIFE GREEN COMPOSITE)

LIFE Green Composite: transforming kitchen sink production with circular innovation

News article | 15 January 2026

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Conferences and summits

[Roundtable with stakeholders on environmental omnibus](#)

 Thursday 2 October 2025, 09:00 - 11:15 (GMT+0000)

 Brussels, Belgium

Conferences and summits

[EU Green Week 2025](#)

 Tuesday 3 June 2025, 09:00 - Thursday 5 June 2025, 18:00 (GMT+0000)

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Related Publications

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[A new tool to measure the carbon reduction impact of urban concrete recycling](#)

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[Microplastics found in washing machine wastewater can be transformed into useful nanomaterials](#)

Academic journal | 4 February 2026



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