



European  
Commission

# Circular economy: New criteria to enable sustainable choices and protect consumers and companies from greenwashing



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#EUGreenDeal

The Commission is proposing **new rules to stop companies from making misleading claims about environmental merits** of their products and services and allow consumers to **make informed environmental choices**.

## Greenwashing: a problem for EU consumers



of green claims on products and services make **vague, misleading or unfounded** information



of claims have **no supporting evidence**



**Consumer trust** in green claims is **extremely low**

### Expected benefits for consumers



- ▶ Prevention of greenwashing
- ▶ Reliable, comparable and verifiable environmental information on products accessible to everyone
- ▶ Environmental labels and claims are credible and trustworthy
- ▶ Consumers to make better informed purchasing decisions and contribute to the green transition
- ▶ Stop proliferation of environmental labels

### Expected benefits for businesses



- ▶ Common approach for green claims across the EU companies to compete on a level playing field
- ▶ Boosting competitiveness of economic operators who increase the environmental sustainability of their products and activities
- ▶ Increasing credibility for EU businesses trading across the EU
- ▶ More demand for greener products and solutions

## Key measures



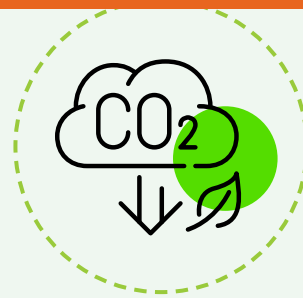
- ▶ **Common criteria** on how companies should **substantiate environmental claims**
- ▶ **Clear requirements** to address the proliferation and credibility challenges of **environmental labels**
- ▶ **Sound system** of independent verification and support to SMEs

### Examples of green claims

“Packaging made of 30% recycled plastic”



“CO<sub>2</sub> emissions linked to production of this product halved as compared to 2020”



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### Untrustworthy sustainability labels

Half of all green labels used in the EU **lack verification** (…unlike the EU Ecolabel!)



Currently some **230 sustainability labels** are in use in the EU, with vastly different levels of transparency

230 

- ▶ This results in:
  - **consumer confusion** and **lack of trust**
  - **uneven** playing field for companies
  - **costs** to businesses operating across borders

### EU Ecolabel – the label you can trust

The EU has been supporting sustainable choices for decades, including through the **EU Ecolabel**



- A **trustworthy** sustainability label with guaranteed low environmental impact
- Official **EU voluntary label** for environmental excellence since 1992
- Guarantees a reduced environmental impact throughout the product's entire life-cycle
- Awarded to products with high performance
- Strict criteria established on solid scientific basis, through a transparent multi-stakeholder consultation process
- Criteria revised on a regular basis to remain up-to-date
- Independent third-party verification



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