Toolkit for marketing and communications · As of November 2026

Green claims, but *provable*.

EmpCo in practice: which environmental claims no longer work since 27 September 2026, how to phrase claims concretely and verifiably, and which measures you use to adapt website, social media, product data and approvals.

Blacklist

12

new practices that are always considered unfair

Validity

27 Sep 26

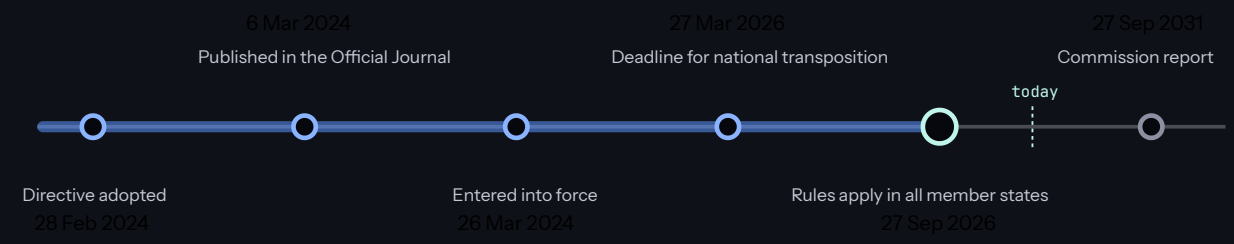
since then, the rules apply EU-wide

Plan

12 weeks

from the claim inventory to a fixed review step

The road to the directive



Not legal advice. This toolkit translates the directive into practical steps for marketing and communications teams. It does not replace a legal review of your specific claims. If in doubt, especially with labels, future targets and comparisons, get legal support.

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From understanding *to implementing.*

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Quick start: if you only have ten minutes, read the summary on page 3, the traffic light in chapter 3 and the review path in chapter 6.

Summary

The essentials *in five sentences.*

Generic environmental promises are a thing of the past. Terms such as “environmentally friendly”, “green” or “climate-friendly” are no longer permitted without recognized excellent environmental performance. Whoever wants to use them must explain them concretely in the same medium or delete them.

02 **Offsetting no longer supports a product claim.** “Climate-neutral through offsetting” is prohibited. You may continue to report on investments in climate protection projects as long as you do not use them to present the product as green.

03 **Labels need a real system behind them.** Your own logos, stamps or badges with an environmental reference are only permitted if they are based on an independent certification scheme or are established by public authorities.

04 **An environmental claim is anything that looks like one.** Texts, images, symbols, colors in combination with words, product and brand names. That is why social media archives, product data and sales documents also need to be reviewed.

05 **The lever lies in the process.** A one-off cleanup is not enough. A fixed review step in approval, a claim file with evidence and clear rules for AI texts prevent old phrasings from coming back.

Understand

What you will find in this toolkit

- The new prohibitions, translated into everyday language
- A traffic light for typical terms
- A formula for concrete claims with before-and-after examples
- A review path for every claim

Implement

And what you can implement directly

- A twelve-week action plan
- A template for the claim inventory
- A checklist for the claim file
- A review prompt for AI-supported texts

All references in this toolkit refer to Directive (EU) 2024/825 of 28 February 2024. It amends the Unfair Commercial Practices Directive (2005/29/EC) and the Consumer Rights Directive (2011/83/EU). In Germany, it is transposed via the Act against Unfair Competition and consumer contract law.

Chapter 1 · What changes

Two levers, *one goal.*

The directive aims to enable consumers to make sustainable purchasing decisions based on clear, relevant and reliable information. It does so in two places.

Amendment of Directive 2005/29/EC · Art. 1

Lever 1: protection against misleading practices

- Environmental and social characteristics as well as durability, reparability and recyclability are expressly among the main product characteristics
- New case-by-case offenses: future claims without an implementation plan, advertising irrelevant benefits
- New mandatory information for comparison services
- 12 new practices on the blacklist

Amendment of Directive 2011/83/EU · Art. 2

Lever 2: better information

- Notice of the statutory guarantee with a harmonized notice
- Harmonized label for durability guarantees of more than two years
- Information on software updates, reparability and spare parts
- Notice of environmentally friendly delivery options, if available

What the difference between the “blacklist” and the individual case means

The **blacklist** in the annex to the Unfair Commercial Practices Directive contains practices that are considered unfair **in all circumstances**. It does not matter whether a consumer was actually misled. For teams, this means: there is no discretion on these points, only “met” or “not met”.

Everything else continues to be assessed **on a case-by-case basis**: is the claim likely to cause consumers to take a decision they would not otherwise have taken? The overall impression, context and audience count here. The new rules do not replace the general prohibition of misleading practices; they add to it `Directive (EU) 2024/825, recital 2`.

Who is affected

All companies that communicate with consumers: manufacturers, retailers, brands, service providers, platforms, agencies in their role for clients.

Which channels

All commercial communication: packaging, website, shop, social media, newsletter, ads, video, audio, point of sale, sales documents.

And B2B?

The new prohibitions target consumers. However, the general prohibition of misleading practices also applies in B2B. Clear, substantiated claims are therefore the safer line everywhere.

Chapter 1 · What changes

What counts as an *environmental claim.*

The directive defines an environmental claim very broadly: any voluntary message or representation in the context of commercial communication which states or implies that a product, product category, brand or trader has a positive or zero impact on the environment, is less damaging to the environment than others, or has improved its impact over time `Directive (EU) 2024/825, Art. 1 No. 1, point o`.

Carrier of the claim	Everyday example	What to watch out for
Text	“Good for the planet” in the shop teaser	This is a generic environmental claim, even without a technical term.
Image and color	Leaves, globe, shades of green next to “This is good for you”	Images alone are not a generic environmental claim, but they are an environmental claim. Combined with words, they can amount to a generic environmental claim `recital 9`.
Symbol, badge, stamp	Own “Eco Choice” icon in the product grid	Can be a sustainability label. Then a certification scheme is required.
Product and brand name	Product line “GreenLine”, domain with “eco”	Names are expressly covered. Renaming takes time, so decide early.
Company name and claim	“We act sustainably” in the footer	A claim about the whole company. Applies to every page on which it appears.
Content taken from reports	Figures from the sustainability report in a campaign	Mandatory disclosures become environmental claims as soon as you use them for advertising.

Social characteristics are also in focus

Besides environmental characteristics, the directive expressly names **social characteristics** as main product characteristics: working conditions, fair wages, human rights, equality, inclusion and diversity, animal welfare, contributions to social initiatives `Art. 1 No. 2 point a, recital 3`. Claims such as “fairly produced” or “responsibly made” must therefore be just as concrete and verifiable as environmental claims.

Rule of thumb: For each element, do not ask “Is this an environmental term?” but “Would a consumer conclude from this that this product or company is better for the environment or society?” If so, treat it as an environmental claim.

Chapter 2 · Blacklist

The prohibitions *that always apply.*

These new numbers in the annex to the Unfair Commercial Practices Directive concern environmental claims and labels. They are the most important points for every claim review.

Annex	What is prohibited	What this means for you
No. 2a	Sustainability label not based on a certification scheme or established by public authorities	Check, replace or remove your own badges, stamps and icons with an environmental reference.
No. 4a	Generic environmental claim without demonstrable recognized excellent environmental performance	“Environmentally friendly”, “green”, “climate-friendly” only with a concrete explanation or a matching ecolabel.
No. 4b	Claim about the entire product or company that only concerns one part	“Made from recycled material” only if the whole product is meant. Otherwise name the part.
No. 4c	Neutral, reduced or positive greenhouse gas impact based on offsetting	Delete “climate-neutral”, “CO2-offset”, “with climate compensation” on the product.
No. 10a	Presenting legal requirements as a distinctive feature of your own offer	No “free from substance X” if substance X is banned in the EU for all products in the category.

New case-by-case offenses

Art. 1 No. 2 point b · new Art. 6(2)(d)

Future claims

Claims about future environmental performance, such as “net zero by 2035”, are considered misleading without clear, publicly available, verifiable commitments in a detailed, realistic implementation plan with measurable, time-bound targets, resources and regular verification by independent external experts.

Art. 1 No. 2 point b · new Art. 6(2)(e)

Irrelevant benefits

Advertising benefits that do not result from a characteristic of the product and only sound advantageous. The directive cites gluten-free mineral water and plastic-free paper as examples.

Art. 1 No. 3 · new Art. 7(7)

Comparison services

Anyone who compares products by environmental, social or circularity characteristics must disclose the method, products compared, suppliers and update frequency. Applies, for example, to ranking and comparison pages.

Art. 1 No. 2 point a · Art. 6(1)(b)

Main characteristics

Environmental and social characteristics as well as durability, reparability and recyclability are now expressly characteristics about which consumers must not be deceived.

Chapter 2 · Blacklist

Durability, updates, *repair.*

Seven further numbers concern early obsolescence. They are particularly relevant for manufacturers and retailers of devices with digital elements, but also affect product texts and service communication.

Annex	What is prohibited	What this means for you
No. 23d	Concealing that a software update impairs functioning	Phrase update notices and release notes honestly, name side effects.
No. 23e	Presenting a functionality update as necessary	“Mandatory update” only if it is necessary for security or conformity with the contract.
No. 23f	Advertising goods with a built-in durability limitation when this is known	Product management and marketing: do not advertise known weaknesses.
No. 23g	False durability claims under normal conditions	“Lasts 10,000 cycles” only with reliable test or manufacturer data.
No. 23h	Presenting goods as repairable when they are not	“Repairable” only with available spare parts and a repair route.
No. 23i	Inducing earlier replacement of consumables than technically necessary	Link notices such as “Replace cartridge now” to real values.
No. 23j	Concealing restrictions on third-party spare parts or falsely threatening them	Communicate compatibility openly, no blanket warnings.

New information requirements before conclusion of the contract

Art. 2 No. 2 and 3

For all goods

- Notice of the statutory legal guarantee of at least two years, clearly visible in a harmonized notice
- For a manufacturer's guarantee of more than two years for the whole item at no extra cost: harmonized Labeling
- Reparability score where one has been set at EU level, otherwise information on spare parts and repair, if the manufacturer provides it

Art. 2 No. 3 to 5

For digital elements and online retail

- Minimum period for software updates, as a period or a date
- Name environmentally friendly delivery options, if available
- Highlight the guarantee label immediately before the order button
- The Commission sets out the design of the notice and label uniformly

For product data teams: Much of this information comes from the manufacturer. Create fixed fields for it in your PIM and shop instead of hiding it in free text. Retailers do not have to actively search manufacturer websites for it, but should reliably adopt the information available recital 36.

Chapter 3 · Terms

The traffic light *for typical phrasings.*

A guide for everyday work. The classification does not replace a case-by-case review, but quickly shows where action is needed.

Phrasing	How to make it hold up	Reference
🔴 **“environmentally friendly”, “green”, “eco”, “climate-friendly”, “nature-friendly”**	Generic environmental claim. Only with recognized excellent environmental performance or a concrete explanation in the same medium.	Recital 9
🔴 **“sustainable”, “responsible”, “conscious”**	Also covers social characteristics. Therefore cannot be substantiated by an ecolabel alone. Better to name the concrete measure.	Recital 10
🔴 **“climate-neutral”, “CO2-neutral”, “with climate compensation”, “CO2-positive”**	Prohibited if the claim is based on offsetting. Only permitted if it is based on actual life cycle impacts.	Annex No. 4c, recital 12
🔴 **“biodegradable”, “bio-based”, “energy-efficient”**	Named by the directive as generic claims. “Energy-efficient” can be substantiated, for example, with the highest energy efficiency class.	Recitals 9 and 10
🟡 **“recyclable”**	Which component, under which conditions, via which collection system? Add separation instructions.	Art. 1 No. 2 point a, Annex No. 4b
🟡 **“made from recycled material”, “with recycled content”**	Share in percent, reference to product or packaging, type of recycled material.	Annex No. 4b, recital 11
🟡 **“CO2-reduced”, “fewer emissions”**	Real reduction across the life cycle, reference unit, baseline, method, period.	Annex No. 4c
🟡 **“durable”, “repairable”**	Only with reliable data, available spare parts and a concrete repair route.	Annex No. 23g, 23h
🟡 **“plastic-free”, “free from …”**	Only if it is a real difference from the category and not required by law anyway.	Annex No. 10a, Art. 1 No. 2 point b
🟢 **Reusable, refillable, with a concrete return or refill offer**	Usually easy to communicate if the offer really exists and is explained.	Art. 1 No. 2 point a
🟢 **Public or certified ecolabels, correctly licensed**	Permitted within the license conditions. Still check accompanying texts.	Annex No. 2a, recital 7
🟢 **Measurable, substantiated facts with a clear reference**	Concrete claims remain possible and are the best way.	Recital 9

🔴 Red: do not use like this any more 🟡 Yellow: only made concrete and substantiated 🟢 Green: usable if accurate and substantiated

Chapter 4 · Concrete claims

From vague promise *to substantiated claim.*

A generic environmental claim becomes a concrete one if the specification appears clearly and prominently in the same medium. These five building blocks help.

01	02	03	04	05
What exactly	**On what**	**How much**	**Compared to what**	**Substantiated by**
Which characteristic: material, energy, emissions, water, packaging?	Whole product, component, packaging, site or company?	Number, share, quantity, not “significantly” or “a lot”.	Predecessor, average, base year, same function, same method.	Measurement, certificate, standard, test report, reference date.

BEFORE	CONCRETE
“Our environmentally friendly water bottle.”	“Water bottle made from 70% recycled stainless steel. Lid made from virgin plastic.”

Generic term replaced by characteristic, share and a clear delimitation of the part that is not meant.

BEFORE	CONCRETE
“Climate-neutral shipping.”	“In five cities, we deliver by cargo bike. For all other deliveries, we invest in climate protection projects that do not make shipping climate-neutral.”

No neutrality claim based on offsetting. Concrete measure first, investment classified honestly.

BEFORE	CONCRETE
“Sustainably produced.”	“Since January 2026, our plant in Sampletown has sourced 100% of its electricity from wind and solar energy from its own and contractually bound installations.”

“Sustainable” covers environmental and social aspects and is hard to substantiate. A concrete, verifiable partial claim holds up better.

BEFORE	CONCRETE
“Recyclable packaging.”	“Separate tray and film: the tray goes into the recyclables collection, the sleeve into paper recycling.”

Recyclability depends on separation and collection. The action makes the claim comprehensible.

In the same medium means: in the same spot, on the same side of the packaging or on the same web page, not just in the small print on the back or three clicks away. A QR code can add depth, but does not replace the explanation at the claim itself `recital 9`.

Chapter 4 · Concrete claims

Every channel *has its own pitfalls.*

Channel	Typical challenge	Practical tip
Packaging, label	Little space, long lead time	Better one concrete claim than three vague ones. If the explanation does not fit, drop the claim. Only approve new print runs after review.
Website, shop	Claims in teasers, filters, category names	Explanation directly at the claim, for example with an asterisk note on the same page or a mouseover. Rename filters such as “Sustainable products” or disclose the criteria.
Product data, PIM	One free text is distributed across many channels	Maintain environmental claims as separate, reviewed fields. A correction is then made once and takes effect everywhere.
Social media	Short texts, imagery, archive	Check image and text together. Older posts are not automatically exempt, so go through the archive.
Video, audio	Spoken claims, overlays	The specification must be made in the same spot, spoken or clearly overlaid.
Newsletter, ads	Reused building blocks	Check templates and text modules, not just current issues.
Sales, trade fairs, POS	Presentations, data sheets, displays	Include sales documents in the inventory. This is where old phrasings last the longest.
Brand and product names	“Eco”, “Green”, “Bio” in the name	Names count as environmental claims. Decide early on renaming or explanation, involve trademark law.

Offsetting: what is still possible

Annex No. 4c

No longer possible

- Advertising a product or service as climate-neutral, CO2-neutral or with reduced impact because emissions are offset
- Using offsetting as evidence of a green product

Recital 12

Still possible

- Reporting on investments in climate protection projects without crediting them to the product
- Naming real reductions in your own value chain concretely
- Phrasings such as “We invest in climate protection” instead of “We offset”, properly classified

Chapter 5 · Labels and targets

Check labels and future promises.

Art. 1 No. 1, definition q

When a sign is a sustainability label

A voluntary public or private trust mark, quality mark or equivalent that sets apart and promotes a product, process or business for its environmental or social characteristics. Mandatory labels are excluded. The definition is not tied to a particular form, so even a simple icon can act as a label.

Annex No. 2a, recital 8

When a label is permitted

If it is based on a certification scheme or established by public authorities. Your own labels without independent verification fall under the blacklist. A label plus an advertising message also counts as an environmental claim.

Four test questions for a certification scheme

01 **Open:** Is the scheme open to all companies that meet the requirements, on transparent, fair and non-discriminatory terms?

02 **Expertly developed:** Were the requirements developed with experts and stakeholders, and are they publicly available?

03 **Consistent:** Are there procedures for non-compliance, up to withdrawal or suspension of the label?

04 **Independently monitored:** Does a third party check compliance, whose competence and independence from the scheme owner and companies are ensured according to recognized standards, for example ISO 17065?

Art. 1 No. 1, definition r, points i to iv; recital 7

Checklist for future claims

- [ ] The commitment is phrased clearly, objectively, publicly available and verifiable.
- [ ] There is a detailed, realistic implementation plan with measurable, time-bound targets and milestones.
- [ ] Resources are allocated, such as budget, staff and technology.
- [ ] Independent external experts regularly verify progress.
- [ ] The results of these verifications are accessible to consumers.
- [ ] The advertising claim outlines the target on the spot and links to the plan and verification reports.

Art. 1 No. 2 point b, new Art. 6(2)(d); recital 4

Chapter 6 · Review path

Seven questions *before every approval.*

The review path applies to every claim, every image with text and every sign. It does not replace a legal assessment, but reliably pre-sorts what must be changed immediately.

Question 1
Is a claim of neutral, reduced or positive greenhouse gas impact based on offsetting?

yes → **Stop.** Delete the claim. Communicate investments separately and without reference to the product. No. 4c

no

Question 2
Is a label, badge or quality mark involved?

yes → Only with a certification scheme or public establishment. Otherwise remove. No. 2a

no

Question 3
Is it about a future target, such as “by 2030”?

yes → Ensure a plan, resources, external verification and public results are in place. Art. 1 No. 2 point b

no

Question 4
Is the claim generic, such as “environmentally friendly”?

yes → Demonstrate recognized excellent environmental performance or specify it in the same medium. Otherwise delete. No. 4a

no

Question 5
Does it sound like the whole but only concern one part?

yes → Name the part: packaging, component, site. No. 4b

no

Question 6
Is the characteristic required by law anyway or irrelevant?

yes → Delete. Things taken for granted are not a benefit. No. 10a, Art. 1 No. 2 point b

no

Question 7
Is there a comparison with competitors, a predecessor or an average?

yes → Disclose the same function, same method and baseline. For comparison services, name the method. Art. 1 No. 3

no

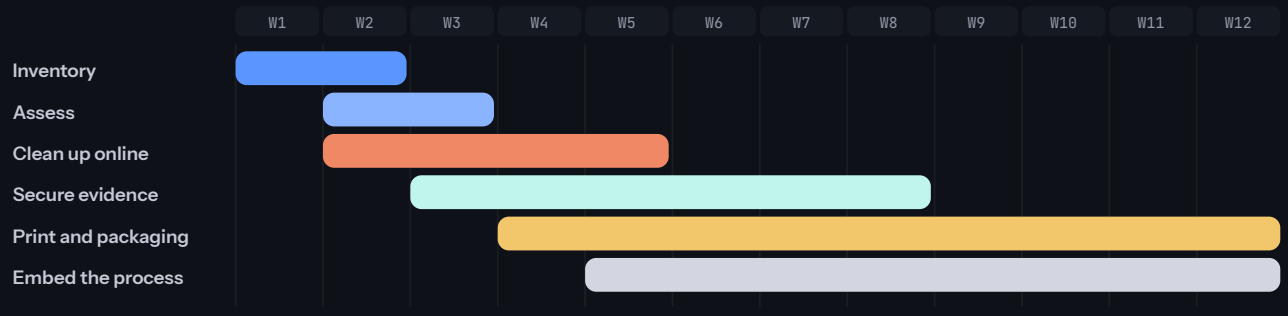
Result
Claim is concrete, relevant and substantiated

→ **Approve** and file the evidence in the claim file, with reference date and responsible person.

Chapter 7 · Measures

In twelve weeks *from inventory to process.*

The rules have applied since 27 September 2026. Anyone who has not yet cleaned up starts with the channels that can be changed fastest and are most visible.



Guide values in weeks · Online first, because websites and social media can be adjusted immediately

Make visible

Week 1 to 2: inventory

- Capture all channels, including archive, templates and names
- Transfer claims to a list
- Name responsible persons per channel

Sort

Week 2 to 3: assess

- Run every claim through the review path
- Assign a traffic light, check the evidence
- Prioritize by reach and risk

Quick impact

Week 2 to 5: clean up online

- Website, shop, social, newsletter templates
- Delete red claims, make yellow ones concrete
- Check your own badges and filters

Substantiate

Week 3 to 8: secure evidence

- Create a claim file for each claim
- Collect certificates, measurements, calculations
- Close gaps or withdraw the claim

Adapt physically

Week 4 to 12: print and packaging

- Stop print approvals until reviewed
- New print runs with concrete claims
- Clarify stock and sell-off with legal

Secure permanently

Week 5 to 12: embed the process

- Review step in the approval workflow
- Rules for AI texts and agencies
- Training for everyone who writes texts

Older goods in retail: For goods placed on the market before 27 September 2026, the German Bundestag adopted a temporary balancing rule in September 2026. Websites, social media and advertising materials are not covered by it. Clarify the details for your stock with your legal counsel.

Chapter 7 · Measures

The claim inventory *as a template.*

A simple table is enough to start. What matters is that each claim is captured once, assessed and assigned to a person.

Column	Contents	Example
Location	Channel, URL, item number, print item	Shop · Cleaning category · teaser
Claim	Wording, image, symbol or name	“Environmentally gentle formula” with leaf symbol
Type	generic, concrete, label, future, comparison, offsetting	generic
Traffic light	red, yellow, green according to chapter 3	red
Evidence	Available, incomplete, missing	missing
Measure	delete, make concrete, substantiate, rename	make concrete: share of biodegradable surfactants according to test standard
Responsible	Person, not department	Product management, cleaning
Due	Date	CW 49
Status	open, in progress, done, reviewed	in progress

Where claims are often overlooked

Online

- Meta descriptions and image alt texts
- Categories and filters
- Archived social posts and story highlights
- FAQ, About us, careers page

In data

- PIM free texts and marketplace listings
- Product names and variants
- Marketing automation templates
- Retailer feeds

Offline

- Sales presentations and data sheets
- Trade fair stands and displays
- Delivery vehicles and workwear
- Invoices and delivery notes

Chapter 8 · Evidence

The claim file: *substantiate before anyone asks.*

Anyone who makes a claim should be able to substantiate it at any time. A claim file bundles everything needed for each claim.

Contents

What belongs in every claim file

- Approved wording and presentation per channel
- Reference: product, component, site, period
- Evidence: certificate with number and validity, measurement, calculation, method
- Baseline and assumptions
- Responsible person and approval date
- Follow-up date, for example when a certificate expires

Quality

How to recognize a good file

- A person outside the team understands the claim without asking
- Every figure has a source and a reference date
- Changes to the product trigger a review
- The file is stored where the content is created, not in a private folder

Who is responsible for what

Role	Task in the process
Marketing and communications	Phrases claims according to the formula, uses the traffic light, runs the inventory per channel.
Product management	Provides facts, measured values and technical data, reports product changes.
Sustainability or quality	Checks methods, certificates and calculations, maintains the claim files.
Legal or external counsel	Assesses borderline cases, labels, future claims, comparisons and old stock.
Agencies and freelancers	Work with the traffic light and approved claim building blocks, not with their own interpretation.

Start small: To begin with, one person who sees all new environmental claims before they are published is enough. More important than a large committee is that this step cannot be skipped.

Chapter 9 · Approval and AI

So that old buzzwords *do not come back.*

Generative AI loves phrasings such as “sustainable”, “environmentally conscious” or “green future”. Without rules, they end up in every second draft.

Prevent

Rules for AI and text modules

- Store a list of prohibited terms in prompt templates and brand knowledge
- Specify only approved facts as a source, no research on environmental values
- Have missing facts flagged instead of filled in
- Provide approved claim building blocks as templates

Safeguard

Review step in the workflow

- Dedicated status “Environmental claims reviewed” before approval
- Automatic check rule that flags critical terms
- Approval by the named person, with reference to the claim file
- Spot checks on agency and partner content

Review prompt for drafts

Copy the prompt and replace the placeholders

```
You review marketing texts for environmental claims under Directive (EU) 2024/825. Review the following text and output a table with: location, wording, type (generic, concrete, label, future, comparison, offsetting, durability or repair), risk (high, medium, low), reason in one sentence, suggestion for a concrete phrasing.

Rules:
- Flag generic terms such as environmentally friendly, green, sustainable, climate-friendly, climate-neutral. - Flag claims about the whole product that may only concern one part.
- Flag offsetting as justification for climate claims.
- Do not invent figures. Where facts are missing, write [EVIDENCE MISSING: ...] .
- No legal assessment, only notes for the review.

Text: [insert text]
Known facts and evidence: [insert facts]
```

In content platforms such as contentbird, such rules can be stored as a custom AI check and as an approval step in the workflow. Every draft is then checked, regardless of who wrote it. However, an AI check does not replace the human eye or a legal assessment.

Chapter 10 · Pitfalls and self-check

Where teams *typically get stuck.*

Typical pitfalls

- Only checking packaging and forgetting website, social and sales
- Explanation in the footer or on a subpage instead of at the claim
- Overlooking images and colors that create an environmental claim together with text
- Own icons treated as labels without a scheme
- Transferring claims about the company to individual products
- Figures without a reference date that are no longer correct after a year
- Publishing AI texts without a review step

What works well

- Fewer but concrete claims
- One approved sentence per characteristic, used the same way everywhere
- Facts from product management instead of marketing gut feeling
- Honest classification: what has been achieved, what not yet?
- Telling investments in climate protection as your own commitment
- Regular follow-up of all claim files
- Short training for everyone who writes or commissions texts

Self-check

- [ ] We know every place where we make environmental or social claims, including archive and names.
- [ ] No claim is based on offsetting, no own label without a certification scheme is in use any more.
- [ ] Every generic claim has been deleted, substantiated or made concrete in the same medium.
- [ ] There is a claim file with evidence, reference date and responsible person for every remaining claim.
- [ ] New content goes through a review step before publication, including AI texts and agency content.
- [ ] Product data contains the new mandatory information on legal guarantee, commercial guarantee, updates and repair, where relevant.
- [ ] We have obtained a legal assessment for borderline cases and old stock.

Five or more ticks: you are well positioned, keep up the process. Fewer: start with the inventory from chapter 7.

In closing

Claim less, *substantiate more.*

The directive does not prohibit talking about environmental performance. It requires that it is true, concrete and can be substantiated. Whoever embeds this in process and approval gains credibility and does not have to debate it afresh with every campaign.

Discuss the approval process →

Guide to approval processes

More resources

References to Directive (EU) 2024/825

Definitions of environmental claim, generic environmental claim, sustainability label, certification scheme, recognized excellent environmental performance	Art. 1 No. 1 point b, definitions o to s
Environmental and social characteristics, circularity as main characteristics	Art. 1 No. 2 point a
Future claims and irrelevant benefits	Art. 1 No. 2 point b
Comparison services	Art. 1 No. 3
Information requirements, harmonized notice and label	Art. 2 No. 1 to 5
Transposition and application from 27.09.2026	Art. 4
Blacklist: labels, generic claims, partial claims, offsetting, legal requirements	Annex No. 2a, 4a, 4b, 4c, 10a
Blacklist: software, durability, repair, consumables, spare parts	Annex No. 23d to 23j
Explanations and examples	Recitals 2 to 15, 36

Source: Directive (EU) 2024/825 of the European Parliament and of the Council of 28 February 2024 amending Directives 2005/29/EC and 2011/83/EU as regards empowering consumers for the green transition through better protection against unfair practices and through better information, OJ L of 6.3.2024, ELI: http://data.europa.eu/eli/dir/2024/825/oj

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