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Federal Department of the Environment, Transport,
Energy and Communications DETEC
Federal Office for the Environment FOEN
Legal Affairs Division

Green Claims and Measures against Greenwashing

Task Force on Access to Information - November 9th 2023

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Existing regulations for advertising claims



Legal basis

- Unfair Competition Act UCA
- Act on Foodstuffs and Utility Articles FSA
- Developments in Financial Sector

Recommendations and voluntary standards

- Commission for Fairness
- Quality Requirements for Environmental Information
- Data for Life Cycle Assessments



Federal Act on Unfair Competition

Article 3 paragraph 1 UCA

In particular, anyone who:

- **(b):** makes false or misleading statements about himself, his company, his business name, his goods, works or services, their prices, the quantity in stock, the nature of the sales event or about his business relationships;
- **(i):** conceals the nature, quantity, intended use, benefit or danger of goods, works or services and thereby misleads the customer;

is acting unfairly.



Federal Act on Foodstuffs and Utility Articles

Art. 18 Protection against deception

¹ All information relating to foodstuffs, consumer articles and cosmetics must correspond to the facts.

² The presentation, labelling and packaging of products under paragraph 1 and their advertising must not mislead consumers.

(...)





Developments in Financial Sector



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Further efforts to prevent greenwashing

Bern, 25.10.2023 - The Federal Department of Finance (FDF) will draw up a proposal for implementing the Federal Council's position on the prevention of greenwashing. Accordingly, the FDF informed the Federal Council at its meeting on 25 October 2023.

In December 2022, the Federal Council published its position with regard to the prevention of greenwashing in the financial sector. At the same time, it instructed the FDF together with representatives of the Federal Department

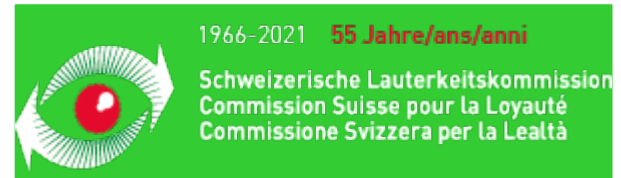
Press Release by the Federal Department of Finance FDF



Commission for Fairness

Swiss Commission for Fairness upholds complaints against FIFA

«Five European countries submitted complaints to the Swiss Commission for Fairness against FIFA in response to its 2022 World Cup carbon neutrality claims. The SLK has upheld the complaints following an arduous and complex process.»





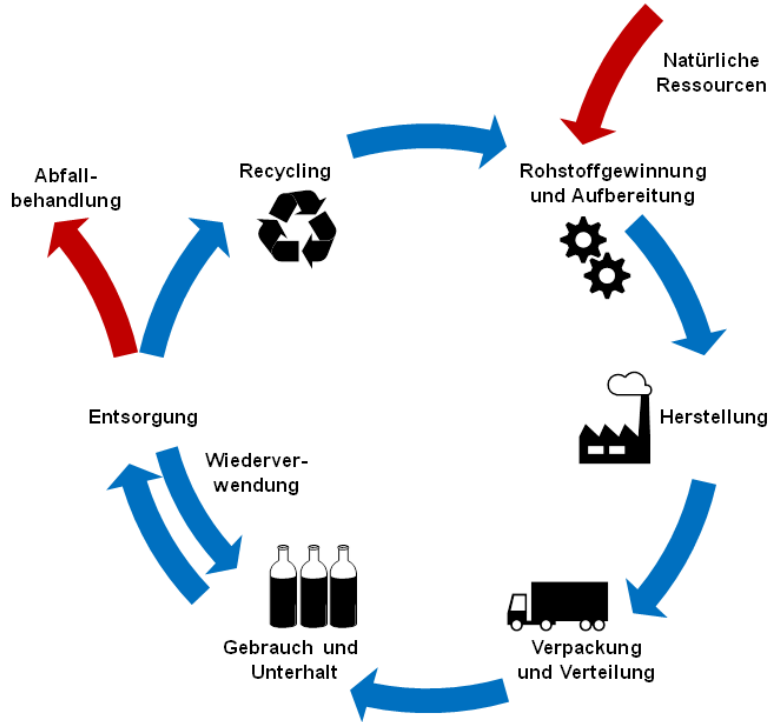
Quality Requirements for Environmental Information

- Environmental information is only useful if it is of certain quality
- The quality can result from:
 - relevance of information for a decision;
 - focus on the comprehensive view, i.e. the consideration of all relevant environmental impacts along the entire life cycle;
 - and more.





Data for Life Cycle Assessments

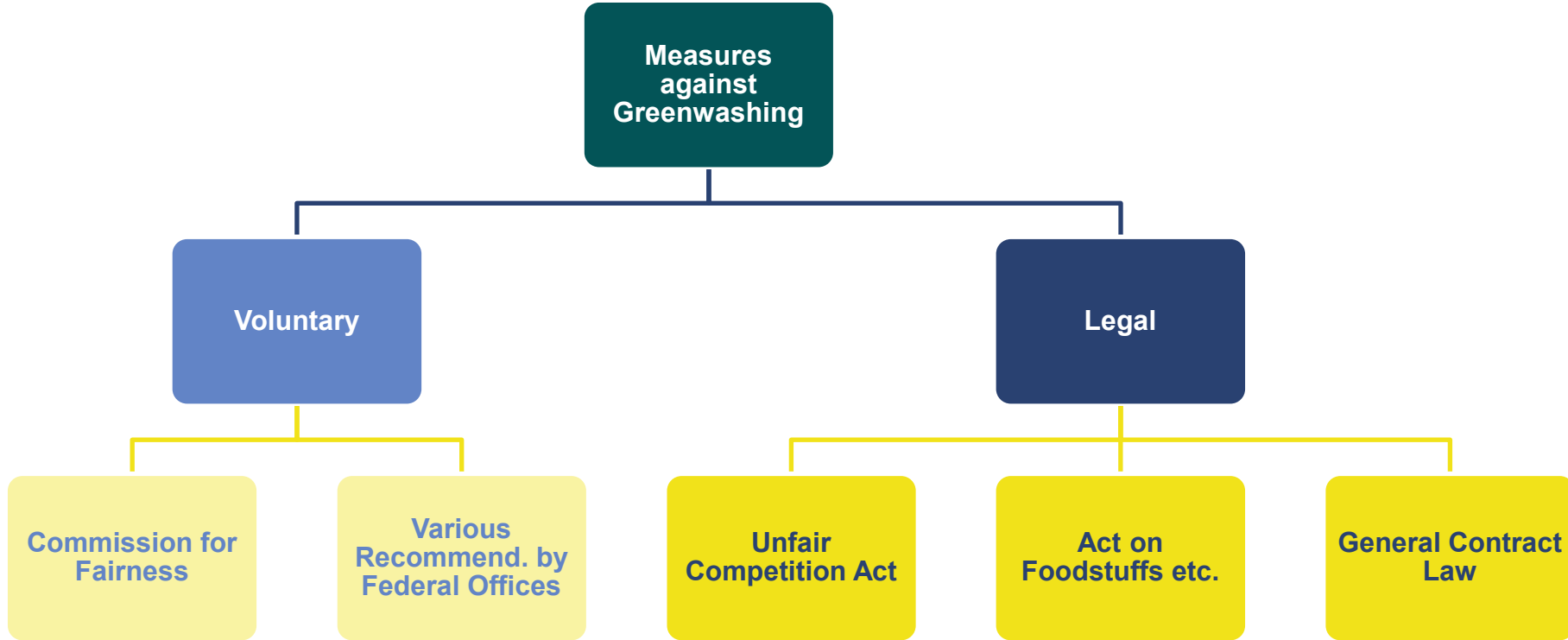


Published studies (examples):

- Environmental impact of passenger cars with different engine systems
- Harmonized LCAs for the disposal of building materials
- LCAs of packaging materials for magazines
- LCAs of everyday activities



Summary (not exhaustive)





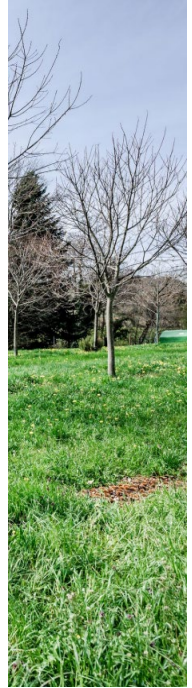
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More Information

- [Produktumweltinformation \(admin.ch\)](#)
- [Konsumentscheide und Umwelt \(admin.ch\)](#)
- [Grundlagen \(admin.ch\)](#)
- [Federal Council wants to prevent greenwashing in financial market \(admin.ch\)](#)
- [Faire-Werbung – Schweizerische Lauterkeitskommission](#)
- [Swiss Commission for Fairness upholds complaints against FIFA – Faire-Werbung](#)
- [Quality Requirements for Environmental Information \(Extended summary\) \(admin.ch\)](#)
- [Methodische Grundlagen von Ökobilanzen \(admin.ch\)](#)