



**EEB**

European  
Environmental  
Bureau

## **Unveiling greenwashing & how EU policies could address the issue**

# Enabling consumers to make informed environmental choices

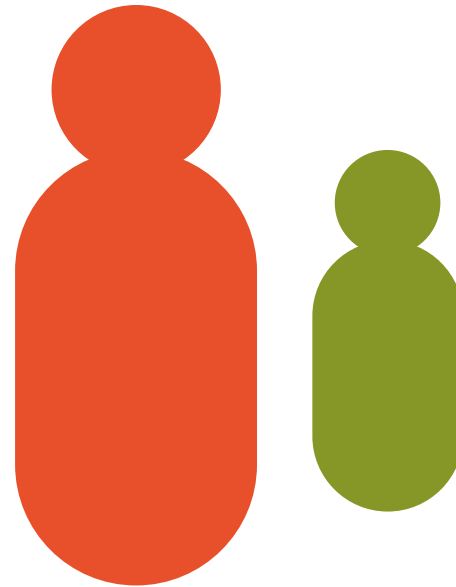
**94%** of Europeans consider **environmental protection** important

**68%** believe their **consumption habits** adversely affect the environment

**57%** of EU consumers are **receptive to environmental claims** when making purchase decisions

**61%** find it difficult to understand which products are truly environmentally friendly

**44%** consumers do not trust environmental information





# Unreliable claims and labels taking over



## Green claims

- Are found on **3/4** products
- **53%** are vague or misleading
- **40%** lack evidence

## Ecolabels

- **230 ecolabels** in EU
- **50%** lack reliable verification

# Countering Greenwashing



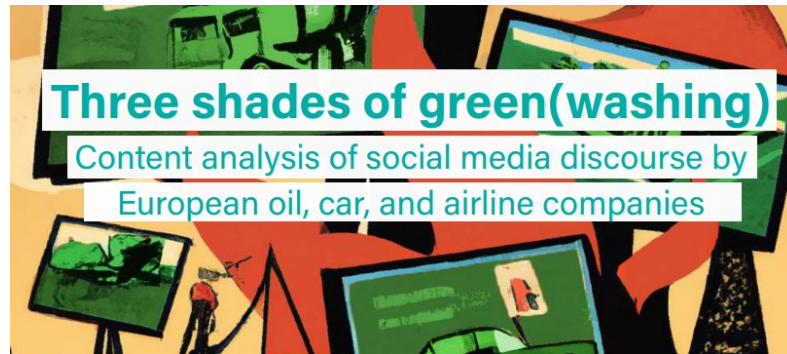
26 Sep 2022, 12:14 Sören Amelang

## “Climate neutral” product labels mislead vast majority of consumers – survey

#Company climate claims #Society



[Clean Energy Wire 2022](#)



[Greenpeace 2022](#)

Forbrugerrådet  
Tænk

Get test results, recommendations and help with your purchase

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## Report on misleading marketing of sustainable clothing

To the Consumer Ombudsman

10 MAY 2021

[Danish Consumer Council 2021](#)

## Lufthansa's 'green' adverts banned in UK for misleading consumers

Airline claim that it was protecting the world's future is latest ad to fall foul of ASA rules



## 'Greenwashing' firms face steep new UK fines for misleading claims

Legislation could see companies fined millions of pounds for making unproven environmental assertions to sell their products



Mark Sweney

@marksweney

Wed 1 Mar 2023 00:01 GMT



Jon Ungoed-Thomas

Sun 19 Feb 2023 08:00 GMT

[The Guardian 2023](#)



[Financial Times 2023](#)



# How EU policies could help

## Zoom-in on:

- **Empowering Consumers for the Green Transition Directive**
- **Green Claims Directive**
- **EU Ecolabel**



# Empowering Consumers for the Green Transition

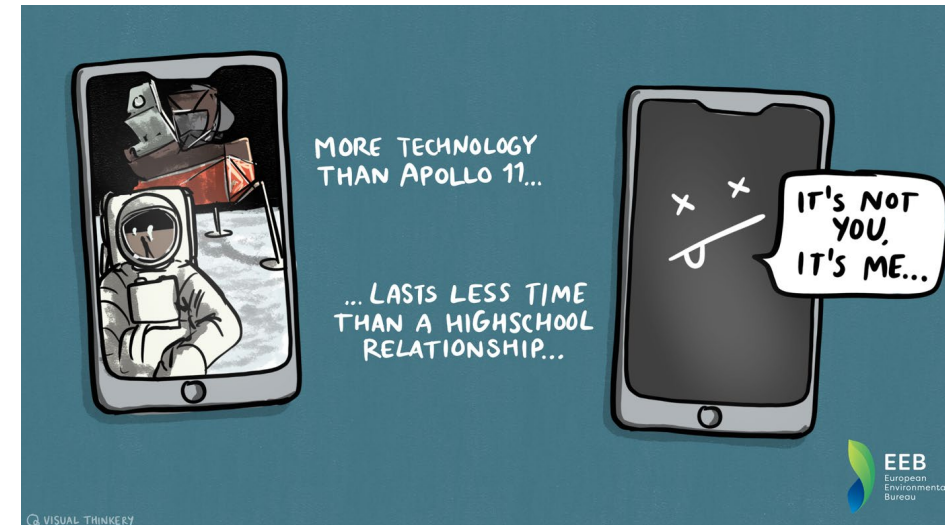
## What is it:

- Safety net against misleading practices
- Blacklists certain unfair practices
- More information and transparency at the point of sale
- Targets:
  - Information about products' durability and reparability
  - Minimum rules for green claims and sustainability labels

# Empowering consumers initiative: tackling early obsolescence & repair

Traders must inform about e.g.:

- repairability
- the commercial guarantee
- a feature that will limit the product's durability



# Rules for green claims and labels



## Empowering Consumers Initiative

- Generic green claims only allowed if environmental excellence shown (e.g. through the EU Ecolabel)
- Sustainability labels must be based on a certification scheme or run by a public authority
- Rules when advertising future environmental performance

## Green Claims Directive

Specific rules for ecolabels and green claims, e.g:

- Requirements and methods to provide evidence
- Independent verifiers to check before claim/label is used
- → aims for minimum robustness of existing labels & less new labels





# EU Ecolabel

- The **only EU-wide ISO 14024 Type I Ecolabel**
- **Reliable**: national authorities thoroughly check producers' compliance
- **Civil society is involved** in the criteria development
- **Synergies** with EU policies
  - **EU Ecolabel = compliance** with green claims and ecodesign rules
  - Possibility: EU Ecolabel could be linked to **eco-modulation of EPR fees**



# Will it be enough to stop greenwashing?



It remains to be seen how these policies will be finally adopted and implemented





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[eeb.org](http://eeb.org)

Thank you for listening!

Do you have questions or comments?  
Please reach out!

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*The EEB gratefully acknowledges the financial support from the LIFE Programme of the European Union. This communication reflects the organizers' views and does not commit the donors.*