

NOTE

EASA update December 2021
Timing of the Empowering Consumers in the Green Transition initiative

After several delays and envisaged dates, the tabling by the European Commission of the [Empowering Consumers in the Environmental Transition legislative initiative](#), formerly expected in December 2021, is now pushed back to 30 March 2022, on the same date as the substantiating Green claims initiative. The issue of misleading green claims will remain a key priority for policymakers, due to the rising importance of environmental and sustainability issues. The update of the Guidance on the Unfair Commercial Practices Directive on 17 December also tackles the issue of Green Claims.

To recall, in second half of 2020 the Commission had opened public consultations on the new consumer agenda which included questions on misleading green claims, along with feedback requests to the roadmap on Empowering the Consumer for the Green Transition. In January 2021, the European Commission and national consumer authorities conducted a screening of websites (Sweep) that focused on the misleading practice of greenwashing. [The results of the sweep](#) will be taken into account by the Commission for the drafting of the “Empowering Consumers” initiative and of the “Substantiating Green Claims” initiative.

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