

This is an extract from EASA's January 2024 newsletter, in this case regarding Empowering consumers for the green transition Directive.

Empowering Consumers approved in plenary

On 17th January, the European Parliament [adopted in plenary session](#)¹ the Empowering consumers for the green transition Directive, banning a number of misleading green claims amounting to greenwashing (see our previous newsletters for details on the provisions it lays down).

The only formal approval which is still needed is from the Ministers themselves, as Member States' Permanent representatives have already given their go-ahead. Formal adoption by the Council can be expected on 7th March at the Competitiveness Council/Internal Market. This remains to be confirmed when the agenda will be published.

After formal signature and publication in the Official journal, the Directive is to enter into force 20 days later. The transposition deadline for the Member States is 24 months later, followed by an additional 6 months before application.

The other file pertaining to green claims, the so-called Green Claims Directive, is still being discussed in the Parliamentary committees, and in the Council's working party on environment.

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¹ <https://www.europarl.europa.eu/news/en/press-room/20240112IPR16772/meps-adopt-new-law-banning-greenwashing-and-misleading-product-information>