

## NOTE

This is an extract from the European Advertising Standards Alliance (EASA) December 2022 review of progress towards regulation of green claims

*If the links are inaccessible on the pdf, they are shown below the text in the corresponding order so that they can be copied and pasted*

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On 11 October, the lead parliamentary Committee (IMCO) published its [draft report](#) on the [proposal for a Directive](#) to empower consumers for the green transition, aiming to provide consumer protection against greenwashing. The draft report contains several amendments to the provisions on green claims, most of which are tightening the European Commission's draft. IMCO suggests a mechanism of compulsory pre-approval for sustainability labels, replacing the "certification schemes" in the initial proposal. The IMCO draft report also turns several prohibitions to omit pieces of information into outright prohibitions to market products when they do not meet certain criteria. Other prohibitions have made their way into the IMCO draft report, such as a ban on future-oriented claims relying solely on greenhouse gas offsetting schemes without strong commitments, a ban on claims that a product has a neutral or positive greenhouse gas emissions' impact, and a prohibition to omit to inform the consumer about the unavailability of spare parts and other repair restrictions, inter alia.

Lately, very contrasted [draft Amendments](#) were tabled, ranging from fully prohibiting vague and non-specific environmental claims, or prohibiting social impact claims, to more industry friendly changes such as softening the requirements for sustainability labels so as to allow for industry labels.

The committee vote on the IMCO report is expected in March 2023, before the vote in plenary. Trilogue negotiations between the co-legislators (Council and Parliament) and the Commission will then take place.

As for the [proposal](#) for an EU Regulation on the substantiation of green claims, building on Environmental Footprint methods and initially expected on 30 November, it was once again delayed, to 2023.

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[https://www.europarl.europa.eu/doceo/document/IMCO-PR-736537\\_EN.pdf](https://www.europarl.europa.eu/doceo/document/IMCO-PR-736537_EN.pdf)  
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