

NOTE

Green transition - The European Economic and Social Committee is preparing an opinion on "Advertising for modern, responsible consumption"

From EASA newsletter July 2021

The European Economic and Social Committee (EESC) is preparing its own-initiative opinion on "Advertising for modern, responsible consumption". This opinion will list "*recommendations for making advertising more compatible with the challenges of the green transition while respecting its contribution to the economic development of the European Union*". While the opinion will not directly introduce any new EU legislation, it should, however, be considered in light of the fact that EU level discussions are looking into sustainable consumption and the green transition. On the latter issue, the European Commission is expected to present an initiative on empowering the consumers for the green transition, which will most likely also address the issue of misleading green claims. Another initiative will look into how companies can substantiate their environmental claims by using standard methods. Both initiatives are expected to be published in Q3 or Q4 2021. The EESC's opinion might gain traction as the rapporteur for this opinion, Thierry Libaert, was involved in the drafting of a report in the scope of a new draft law on Climate and Resilience in France, the country which will take the Presidency of the Council of the European Union on January 2022.

On June 21, EASA, together with EACA and IAB-Europe, took part in a public hearing organised by EESC in the scope of the elaboration of its own-initiative opinion on "*Advertising for modern, responsible consumption*". On this occasion, the importance of the advertising sector was put forward. EASA highlighted the relevance and recognition of self-regulation, at the European and national levels, and also through the ICC code at the global level.

More information available [here](#).