

## COMMON STATEMENT ON GREEN CLAIMS DIRECTIVE

Considering the delay of the last trilogue of the Green Claims Directive to 23 June, **we urge policymakers to strike a balanced agreement** on this long-awaited and necessary framework without further postponements. We are concerned by recent attempts to delay or weaken the Green Claims Directive, as these efforts risk undermining the EU's capacity to ensure a fair and trusted single market built on accountability and effective environmental standards. They also create unpredictability among stakeholders in the timeline and implementation of the new rules.

We have long been working to ensure the adoption of ambitious production standards across the European Union. However, the misuse of fake or unverified green claims continues to mislead consumers and distort the market. For instance, products advertised as “made with 100% recycled plastic” or “recyclable plastic”, have seen these claims being debunked months after they have already been put on the market. This happened because there is a lack of legal certainty around sustainable claims and the absence of mandatory requirements for such claims to be backed by credible substantiation and verified by an independent party, a gap that this directive aims to close once in force. Similarly, the uncertainty around terms such as “natural” creates unfair competition and an uneven playing field which must be addressed.

We strongly believe that the Green Claims directive will regulate and enhance the credibility of environmental claims and labels, thereby restoring trust and empowering European citizens. This directive will promote environmentally friendly practices and bolster the credibility of committed economic actors.

Since the drafting process of the Commission's proposal, we have been using our expertise and field experience to help create a fair, flexible and effective framework. Throughout this long process, negotiations made it possible to clarify and develop the directive's provisions to ensure that environmental claims are covered in all their diversity at reasonable costs for businesses.

Although a number of compromises still need to be found, previous trialogues have enabled the constitution of a coherent framework that cannot be stripped of its ambition now that talks are coming to an end:

- The substantiation and verification of environmental claims and labels will be carried out using procedures tailored to the realities of economic actors, thanks to contributions from certification bodies and European businesses of all sizes;
- An adapted simplified procedure is within reach, provided that it includes a sharp and strong framework accompanied by a clear guidance and backed by a review clause, enabling it to clarify its scope if needed;

**Claims of regulatory overlap or complexity mask the real stakes:** the urgent need to restore confidence in environmental communication and stop greenwashing.

We must not allow defenders of the status quo to disqualify the progress accomplished through months of discussion. Postponing and potentially compromising the adoption of the Green Claims Directive, would mean missing a crucial opportunity to the growing expectations of both consumers and forward-looking businesses determined to make the European economy truly sustainable.

Now is the time to **conclude the negotiations with ambition and responsibility.** We stand ready to support EU policymakers by sharing our expertise, working collaboratively and exploring solutions to ensure a clear, fair and practical framework for green claims.

#### **Signatories**

