



INDUSTRY STATEMENT

Industry calls on the Council of the European Union to establish a certain and pragmatic framework under the Green Claims Directive

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The European business community is committed to **the sustainable transition**. Developing, manufacturing and advertising sustainable products and services are important paths to achieve sustainability. Tackling greenwashing claims is vital, as misleading claims affect both consumers (in their decision-making at point of purchase) and companies (faced with unfair competition). This is why our organisations have been **constructively engaging** in the establishment of an **EU framework on environmental claims**. We consider that **the following features** need to be secured in order for this legislation to be effective and practical:

- **Ensuring clarity, predictability and legal certainty** for all interested parties will allow companies to comply without undue burdens or ambiguity **encouraging green innovation** and **establishes a level playing field between economic actors**. This also means inclusion of a simplified procedure and **presumption of compliance**, rather than lengthy independent verification, with clear **implementing rules already in the primary legislation**.
- The legislation should adopt an approach that **encourages sustainable innovation** and practices in general rather than **undermining the efforts of** European companies with disproportionate requirements.
- A **balanced approach** to consumer information requirements to avoid information overload that **hinders** rather than **enables** consumers to grasp the business's or product's sustainability profile.
- The current system based on minimum harmonisation risks creating fragmentation due to differing national transposition measures that will follow. **Greater harmonisation** across the EU is essential to prevent **inconsistencies** and **ensure a level playing field** for all businesses operating within the **single market**.

We therefore urge Member States to take these suggestions into account and to focus on **creating a practical and effective piece of legislation** rather than **rushing the decision-making process**. An agile framework is essential to support the necessary industry investments to reach the ambitious EU climate and environmental goals, as well as ensure the prompt information of the consumer for more sustainable choices.

List of signatories:



AIM, European Brands Association



A.I.S.E., International Association for Soaps, Detergents and Maintenance Products



APPLiA, Home Appliance Europe



BusinessEurope



Cosmetics Europe



EUROPEN, The European Organisation for Packaging and the Environment



EDANA, The voice of nonwovens



EPTA, The European Power Tools Association



FESI, Federation of the European Sporting Goods Industry



TIE, Toy Industries of Europe



WFA, World Federation of Advertisers



The International Natural and Organic Cosmetic Association