

SUMMARY OF THE DEBATE BY THE EUROPEAN PARLIAMENT COMMITTEE ON THE THE INTERNAL MARKET AND ENVIRONMENT COMMITTEES ON THE ADOPTION OF THE SUBSTANTIATION AND COMMUNICATION OF EXPLICIT ENVIRONMENTAL CLAIMS (GREEN CLAIMS DIRECTIVE) AMENDING DIRECTIVES 2005/29/EC AND 2011/83/EU HELD ON TUESDAY, 12 MARCH 2024, 14.30 CET.

Rapporteur: Cyrus Engerer (S&D, Malta) and was represented by Mohammed Chahim

Co-rapporteur: Andrus Ansip (Renew, Estonia)

The representative of the Rapporteur **Mohammed Chahim** started by saying that 50% of companies' environmental claims on carbon emission are false, vague, and misleading. Companies provide incomplete verification of such claims thus there is a huge need to harmonize issues. Consumers and entrepreneurs deserve transparency, legal clarity and equal conditions of competition, thus the Green Claims directive is intended to bring balance to the entire system and more clarity to the consumers. He called on everyone to vote in favour of the directive.

Greenwashing

Companies have resorted to providing fake information to justify their environmental marketing claims and this is unacceptable. Consumers should have access to the true and right information and then make their choice based on the information they have.

The false environmental claims and misleading product information should be outlawed and guaranteed information with the approved certified schemes established by the right authorities would be allowed. These claims must also align with the EU standards.

Right Verification system and penalties

The members of the Parliament argued that companies should submit any environmental marketing claims for approval to the right authorities before using them. The claims would be based on scientific evidence and verified by experts. The products must also be certified to prove what they claim.

Companies who break the rules and make false claims must face sanctions and lose their revenues. Some members argued that micro enterprises and small companies should be excluded from the obligations while good complying companies should be encouraged.

Carbon offsetting and comparative claims

Some members of the parliament confirmed that an aspect of the Green Claims directive focuses on carbon offsetting schemes which ought to protect both the environment and the consumers. Companies that own their own carbon emission system should be supported and encouraged. Farmers should be supported in their sustainability activities. The goal should be to ensure reduction of carbon footprint in order to save the environment.

Conclusion

The **rapporteurs** emphasized that there are no obligations for companies to make these claims if they do not really exist. However, if they do, then it must be true and correct. Hence there is no need for any misinformation or administrative burden. Companies who make real efforts to

maintain the green claim initiative should be encouraged and supported so they can further improve the carbon footprint.

The aim is ultimately to protect the consumers and the environment, and to stop false claims in the EU market.