

**Question for written answer E-001299/2025
to the Commission**
Rule 144
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Subject: PEF and natural fibres

The proposed EU Green Claims directive, currently undergoing interinstitutional negotiation, would require environmental claims made for products to be substantiated by harmonised methods for measuring the products' environmental footprint. The aim is to make the claims reliable, comparable and verifiable across the EU, thus reducing 'greenwashing'.

However, one methodology being considered for this purpose, the product environmental footprint (PEF), would favour 'fast fashion' models, which rely on the rapid and low-cost production of synthetic, petroleum-based fibres. At the same time, the production of natural fibres such as cotton, linen and wool would be penalised by the same methodology. This is mainly because criteria such as product biodegradability or the release of micro-plastics are only partially considered or missing.

Given that a new recommendation on the use of PEF methods is expected in 2025, according to the current timetable¹, we would like to ask:

1. How does the Commission intend to ensure that PEF rules for apparel and footwear are based on environmental circularity and do not instead favour the interests of multinational 'fast fashion' companies, while undermining both the agricultural sector and consumers?
2. Is the Commission considering the inclusion of additional criteria to the PEF methodology for apparel and footwear, such as the release of micro-plastics and biodegradability?

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¹ European Commission, 'About the Environmental Footprint Methods', https://green-business.ec.europa.eu/environmental-footprint-methods/about-environmental-footprint-methods_en.