

Question for written answer E-004988/2025
to the Commission
Rule 144
Aura Salla (PPE)

Subject: Implementation timeline and transition arrangements under the directive on empowering consumers for the green transition

The EU directive on empowering consumers for the green transition¹ aims to facilitate sustainable consumption by ensuring that consumers have access to clear and reliable information about the environmental impact of products. The new directive amends two existing consumer law directives: the Consumer Rights Directive² and the Unfair Commercial Practices Directive³.

According to the Commission's interpretation, all non-compliant environmental labels and claims must be removed from consumer communication from that date, irrespective of when the product was placed on the market. However, national transposition is still ongoing in most Member States, leaving businesses uncertain about which claims and labels will fall under the directive's scope, meaning traders will have very limited time to adapt.

The removal or destruction of non-compliant products could result in massive economic losses and unnecessary food waste, which would contradict the directive's environmental objectives.

In this context:

1. Will the Commission allow a sell-through period for products placed on the market before 27 September 2026?
2. Will the Commission issue harmonised guidance on the scope of claims and labels covered?
3. Will the Commission ensure consistent and proportionate enforcement across Member States to avoid market disruption and to prevent further environmental harm?

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¹ Directive (EU) 2024/825 of the European Parliament and of the Council of 28 February 2024 amending Directives 2005/29/EC and 2011/83/EU as regards empowering consumers for the green transition through better protection against unfair practices and through better information (OJ L, 2024/825, 6.3.2024, ELI: <http://data.europa.eu/eli/dir/2024/825/oj>).

² European Commission, 'Consumer rights directive', European Commission website, https://commission.europa.eu/law/law-topic/consumer-protection-law/consumer-contract-law/consumer-rights-directive_en.

³ European Commission, 'Unfair commercial practices directive', European Commission website, https://commission.europa.eu/law/law-topic/consumer-protection-law/unfair-commercial-practices-and-price-indication/unfair-commercial-practices-directive_en.