

**Question for written answer E-004335/2026
to the Commission**
Rule 144
Massimiliano Salini (PPE)

Subject: Scope of Directive (EU) 2024/825 as regards environmental communications by predominantly B2B companies

Directive (EU) 2024/825¹ amends Directive 2005/29/EC concerning unfair commercial practices without changing its scope, which is limited to business-to-consumer (B2C) practices. Article 2(d) requires the communication to be directly connected with the promotion, sale or supply of a product to consumers.

In its June 2026 Q&A, the Commission confirmed that business-to-business (B2B) practices continue to be excluded, with sustainability reporting normally outside the Directive's scope, unless environmental information is used in advertising or marketing directed at consumers.

In the steel sector, many companies operate mainly B2B, but publish environmental information via websites, press releases, social media and corporate materials that are accessible to the public.

1. Can the Commission confirm that the fact that such communications are accessible to consumers, including indirectly in a B2C context, is not sufficient to bring them within the scope of the Directive in the absence of a direct link to the promotion, sale or supply of products to consumers?
2. What objective criteria distinguish corporate/B2B communications from communications 'directed at consumers', particularly regarding target audience, channel, purpose and availability of the products?
3. In view of the application date of 27 September 2026, does the Commission intend to supplement its Q&A or guidelines with examples for upstream industrial manufacturers, to ensure legal certainty and uniform application?

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¹ Directive (EU) 2024/825 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>).