

**Priority question for written answer P-001647/2026
to the Commission**
Rule 144
Nicola Procaccini (ECR)

Subject: Blue Flag programme and application of Directive (EU) 2024/825

Directive (EU) 2024/825 seeks to boost consumer protection against unfair commercial practices and misleading environmental claims. In particular, recital 7 of that directive introduces restrictions on the use of generic environmental claims that are not supported by sufficient evidence.

However, in the EU, there are established environmental recognition programmes that are more than simply commercial statements – they are structured tools for local governance and advancing sustainability, including the Blue Flag programme, which has been running for more than 40 years and is very active in many Member States. Some 3 800 beaches and marinas have received blue flags. The programme uses public criteria and a multi-level evaluation process involving public authorities, environmental experts, and national and international juries.

If programmes of that kind were to be treated as part of the generic environmental claims addressed by the Directive, it could create legal uncertainty and penalise recognised instruments that play a practical role in environmental protection and the sustainable development of European coastal areas.

Can the Commission therefore answer the following questions:

1. Do established environmental recognition programmes, such as the Blue Flag programme, fall within the scope of Article 7 of Directive (EU) 2024/825 on generic environmental claims?
2. How should the directive be interpreted with regard to environmental programmes based on public criteria and independent evaluation processes involving public authorities?

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