

(English version)

**Question for written answer E-003053/25
to the Commission**

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(23 July 2025)

Subject: Update of guidelines to combat greenwashing in accordance with Directive (EU) 2024/825

Directive (EU) 2024/825 on unfair commercial practices⁽¹⁾ aims to effectively combat greenwashing and create uniform competitive conditions for traders in the EU through the use of clear rules on environmental claims and sustainability labeling. A practical and timely interpretation of the new rules is crucial so that traders can adjust their business practices by September 2026 and correctly inform their customers about the sustainability aspects of their products. Only in this way can consumers make sustainable purchasing decisions.

The directive obliges the Commission to update existing guidelines for Directive 2005/29/EC on unfair commercial practices and Directive 2011/83/EU on consumer rights, taking into account the new rules. However, the Commission announced in 2024 that it is not planning to revise the guidelines.

Therefore, we ask the Commission:

1. For what reasons is it not planning to revise the aforementioned guidelines, even though this is explicitly provided for in Directive (EU) 2024/825?
2. How does it intend to ensure that the new rules are applied consistently across the European Union to avoid divergent applications in the Member States and fragmentation of the internal market?
3. What specific measures will the Commission take in the short term to provide traders and competent authorities with reliable and practical guidance to implement the new rules?

Submitted: 23.7.2025

Answer given by Mr McGrath on behalf of the European Commission
(4 September 2025)

The Guidance Notices⁽¹⁾ on Directive 2025/29/EC on Unfair Commercial Practices (UCPD) and Directive 2011/83/EU on Consumer Rights (CRD) were updated by the Commission in 2021.

Directive (EU) 2024/825 introduces changes to the UCPD and CRD to address greenwashing and enhance consumer protection. The directive provides for the Commission to update existing guidance documents to reflect the new rules, without imposing a specific timeline for these updates.

Generally, the Commission updates guidance documents after a period of application has elapsed, allowing for the accumulation of relevant case law, enforcement decisions, and practical experience.

Given that transposition of the directive (EU) 2024/825 is ongoing, and the date of application is 27 September 2026, the Commission will proceed to updating the current guidance notices at a later stage.

To ensure consistent EU application of the new rules, the Commission is engaging with Member States, notably through transposition workshops and technical assistance.

The Commission monitors the transposition process through established mechanisms, such as the EU Pilot procedure, an informal exchange with national authorities, to address discrepancies in national implementation prior to formal proceedings.

The Commission will publish in 2025 an FAQ to provide guidance to traders and competent authorities. This document addresses common questions and clarifies aspects of the directive's provisions. It serves as a provisional measure to support stakeholders during the transition period.

¹ OJ L, 2024/825, 6.3.2024, ELI: <http://data.europa.eu/eli/dir/2024/825/oj>.

(¹) [https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52021XC1229\(05\)&from=EN](https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52021XC1229(05)&from=EN) ; [https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52021XC1229\(04\)&from=EN](https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52021XC1229(04)&from=EN).