

EN

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Answer given by Ms Roswall
on behalf of the European Commission
(22.12.2025)

The Single Use Plastic Directive¹ sets minimum rates for recycled plastic in plastic beverage bottles by 2025 to ensure better circularity of plastic. This sustainability requirement was extended to most plastic packaging with the Packaging and Packaging Waste Regulation (PPWR)². Companies must comply with these product requirements to be able to place packaging on the EU market by 2030. To reduce waste, the PPWR also sets reuse targets for beverages of 10 % by 2030 and binding waste prevention targets for Member States.

The EU encourages companies to go beyond the sustainability requirements and waste prevention measures in the EU environmental legislation but has no legal tools to force them to do so.

The Commission has taken concrete steps to protect EU consumers and businesses from greenwashing. The recent amendment of the Unfair Commercial Practices Directive³ forbids vague environmental claims. National authorities are in charge of the enforcement of these rules, including ensuring that companies do not make misleading statements. The Commission proposal for a Directive on substantiation and communication of explicit environmental claims aims⁴ to further protect consumers from greenwashing by ensuring that green claims are reliable, comparable, and verifiable, creating a level playing field for businesses, and increasing transparency and credibility of environmental labels. The Commission continues to be fully committed to advancing towards an international agreement on an international legally binding instrument on plastic pollution.

¹ Directive (EU) 2019/904 of the European Parliament and of the Council of 5 June 2019 on the reduction of the impact of certain plastic products on the environment, OJ L 155, 12.6.2019, p. 1–19.

² Regulation (EU) 2025/40 of the European Parliament and of the Council of 19 December 2024 on packaging and packaging waste, amending Regulation (EU) 2019/1020 and Directive (EU) 2019/904, and repealing Directive 94/62/EC, OJ L, 2025/40, 22.1.2025.

³ 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.

⁴ https://environment.ec.europa.eu/publications/proposal-directive-green-claims_en#:~:text=Today%20the%20Commission%20adopted%20a%20proposal%20for%20a,communication%20of%20explicit%20environmental%20claims%20%28Green%20Claims%20Directive%29.