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Answer given by Mr McGrath
on behalf of the European Commission
(19.12.2025)

Directive (EU) 2024/825 on Empowering Consumers for the Green Transition introduces targeted amendments to the Unfair Commercial Practices Directive, the horizontal consumer protection ‘safety net’ to address misleading business-to-consumer commercial practices, including greenwashing. It entered into force on 26 March 2024 and will have to be transposed by 27 March 2026. It will apply from 27 September 2026. From that date, traders will need to ensure that their environmental claims and sustainability labels in a business-to-consumer context comply with the new provisions, including for existing products.

Where traders identify environmental claims or sustainability labels on packaging that would not comply with the new rules, they will have practical options to ensure compliance, such as covering or correcting claims by stickers or adding supplementary information at the point of sale.

Enforcement of consumer law lies with national authorities, and they will normally investigate and prioritise enforcement actions according to the gravity and the circumstances of each case. Authorities may assess, for example, whether traders have made reasonable and proportionate efforts to comply, including for products already in the distribution chain, taking due account of proportionality, legal certainty and legitimate expectations. They will also be able to take transitional difficulties into account during the early stages of application. The Commission intends to further discuss this matter with national authorities in order to support a fair and effective enforcement across the EU¹.

¹ Certain environmental claims may be also regulated under specific Union legal acts, such as claims in relation to recycled content in plastic packaging under Regulation (EU) 2025/40. This will become applicable from 12 August 2026.