

EN

E-004988/2025

Answer given by Mr McGrath
on behalf of the European Commission
(26.2.2026)

As the Commission set out in its reply to written question E-004392/2025¹, Directive (EU) 2024/825 on empowering consumers for the green transition² introduced targeted amendments of the Unfair Commercial Practices Directive³ (UCPD). Directive (EU) 2024/825 entered into force on 26 March 2024, will have to be transposed by 27 March 2026 and will become applicable 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.

The UCPD does not regulate the placing of products on the market but focuses exclusively on how they are presented to consumers, such as through marketing.

To facilitate a coherent application, the Commission has published a Questions & Answers document⁴.

Enforcement lies with national authorities, and they will 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.

The Commission is discussing this matter with national authorities to support a fair and effective enforcement across the EU. At a workshop with national authorities on 27 January 2026, business and consumer associations were also invited, contributing to a constructive and useful exchange⁵.

¹ https://www.europarl.europa.eu/doceo/document/E-10-2025-004392_EN.html.

² <https://eur-lex.europa.eu/eli/dir/2024/825/oj>.

³ <https://eur-lex.europa.eu/eli/dir/2005/29/oj/eng>.

⁴ https://commission.europa.eu/document/download/3c257883-bb2a-4dd9-a6dc-501d587bb34f_en?filename=faq-empowering-consumers-gtd.pdf.

⁵ <https://www.linkedin.com/feed/update/urn:li:activity:7421944736229470208>.