



Green Claims Directive

Summary of the main requirements proposed by the European Commission

Summary of requirements

Substantiating

- ✓ Specify whether the claim is representative of the product's whole life cycle (e.g., raw materials to end-of-life) or only parts of it, or whether it relates to all activities of the organisation or only one.
- ✓ Rely on widely recognised scientific methodologies, use accurate information and take into account relevant international standards when assessing environmental impacts and performance.
- ✓ Include all significant environmental impacts from across the life cycle when assessing environmental performance.
- ✓ Determine whether a positive achievement in one environmental impact leads to significant worsening of other environmental impact (such as on climate change, pollution, biodiversity and/or resource consumption).
- ✓ Provide information on whether the product or organisation has a significantly better environmental impact and performance than products within the same product group or organisations within the same sector.
- ✓ Base comparisons with other products' or organisations' environmental impacts and performance on the equivalent data and information, including the same environmental impacts, life cycle stages, data sources and assumptions.
- ✓ Use accurate primary or secondary information in the analysis.
- ✓ Review and update any data and information used in the analysis when there are circumstances that may affect the accuracy of the claim, or at least every five years.

Summary of requirements

Communicating

- ✓ Only include environmental impacts or performance assessed in accordance with the substantiation requirements.
- ✓ Include how the consumer should use the product to achieve expected environmental performance if the use phase is among the most relevant life cycle stages.
- ✓ Provide a weblink, QR code or equivalent to provide information on the substantiation and third-party verification of the claim. This includes a conformance certificate.
- ✓ For claims related to future environmental performance of a product or organisation, include a time-bound commitment for improvements in own operations and value chain.
- ✓ State the extent to which climate-related claims, such as 'carbon neutral', are based on carbon offsets by being transparent on emission reductions and emission removals.
- ✓ Describe how the offsets are of high integrity and their impact on the climate is correctly accounted for.

Summary of requirements

Verification

- ✓ Shall be conducted ex-ante by a third-party verifier who has been accredited in accordance with [Regulation \(EC\) No 765/2008](#).
- ✓ The verifier must be independent of the product or organisation associated with the environmental claim.
- ✓ The verifier and its top-level management and personnel responsible for carrying out the verification must not engage in activities that may conflict with independence of judgement or integrity.
- ✓ The verifier must have expertise, equipment and infrastructure required to perform the verification activities.
- ✓ Upon completion of verification activities, the verifier shall provide a certificate of conformity to certify that the explicit environmental claim or environmental label complies with the requirements set out in the Green Claims Directive.*

*The specific form of the verification certificate will be defined in the future via an implementing act

Summary of requirements

Environmental labels

- ✓ Fulfil the substantiation, communication and verification requirements.
- ✓ Ensure that criteria for awarding labels are developed by experts and reviewed by stakeholders.
- ✓ Ensure information about the ownership and decision-making bodies, objectives of the labelling scheme, and requirements and processes to monitor compliance are detailed and easily accessible.
- ✓ Have procedures for dealing with non-compliance and possibility of withdrawal or suspension of labelling.
- ✓ New schemes can only be created if they show greater ambition than existing schemes and have EU approval.

Public authorities

- ✓ Start investigations or proceedings, and require companies to adopt remedies.
- ✓ Impose fines of at least 4% of turnover on infringing companies.
- ✓ Temporarily exclude infringing companies from public procurement processes, public funding, tendering procedures, grants and concessions for a maximum of 12 months.



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