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Press release | 20.06.2025

Withdrawal would show Commission pandering to industry lobbying & EPP posturing

Green Claims Directive

Today, the European Commission has announced its intention to withdraw the Green Claims Directive, which was in the final stage of inter-institutional “trilogue” negotiations, due to be finalised Monday the 23rd. The Green Claims Directive is intended to ensure that voluntary green claims on products on the EU market are backed by evidence. The withdrawal follows a last minute U-turn on the file by the EPP Group.

Alice Bah Kuhnke MEP, Greens/EFA shadow rapporteur in the IMCO Committee, comments:

“If the Commission withdraws this key legislation aimed against greenwashing then it sets an incredibly dangerous precedent for their approach to Green Deal files. We expect the Commission to get its act together and follow through on its commitments and not pander to pressure from industry lobbyists and far-right falsehoods.

“The EPP’s irresponsible reversal, throws pro-European political cooperation to the wind in favour of teaming up with the far-right. This major legislation is aimed at providing consumers with transparency and real choices while stamping out greenwashing.”

Kai Tegethoff MEP, Volt and Greens/EFA shadow rapporteur in the ENVI Committee, comments:

“This Directive is not about red tape; it is about credibility, transparency, and fairness. It is aimed to complement existing rules by ensuring that voluntary green claims are backed by evidence. If the Directive is withdrawn it will show that industry lobbying and EPP political posturing have prevailed over consumer protection.

“This would be a major setback for consumers and the fight against greenwashing, especially when false claims about sustainability are multiplying and undermining climate policy. A withdrawal of the Green Claims directive would be a slap in the face for consumers, the EU's climate ambition and the legitimacy of the European democratic process.”

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Responsible MEPs



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