



NOTIFICATION

The following notification is being circulated in accordance with Article 10.6

1. Notifying Member: <u>EUROPEAN UNION</u> If applicable, name of local government involved (Article 3.2 and 7.2):
2. Agency responsible: European Commission Name and address (including telephone and fax numbers, email and website addresses, if available) of agency or authority designated to handle comments regarding the notification shall be indicated if different from above: European Commission, EU-TBT Enquiry Point, Fax: +(32) 2 299 80 43, E-mail: grow-eu-tbt@ec.europa.eu Website: http://ec.europa.eu/growth/tools-databases/tbt/en/
3. Notified under Article 2.9.2 [X], 2.10.1 [], 5.6.2 [X], 5.7.1 [], 3.2 [], 7.2 [], other:
4. Products covered (HS or CCCN where applicable, otherwise national tariff heading. ICS numbers may be provided in addition, where applicable): All products
5. Title, number of pages and language(s) of the notified document: Proposal for a Directive of the European Parliament and of the Council on substantiation and communication of explicit environmental claims (Green Claims Directive) (COM(2023) 166 final); (80 page(s), in English)
6. Description of content: This proposal for a directive concerns voluntary environmental claims in business-to-consumer commercial communications. It sets out requirements for the substantiation and communication of voluntary environmental claims and labels on goods, services and organisations. It also sets out requirements for environmental labelling schemes. As such, the notified draft sets down technical regulations covering: terminology, symbols, packaging, marking and labelling requirements as they apply to a product, process or production method. The notified draft also introduces a procedure of ex-ante verification of the claim's fulfilment of the technical requirements, i.e. a conformity assessment.
7. Objective and rationale, including the nature of urgent problems where applicable: The notified draft aims at protecting consumers and companies from the misleading practice of unclear or poorly-substantiated environmental claims ('greenwashing').

<p>Environmental Protection: The proposal on environmental claims also supports the objectives of the European Green Deal and contributes to resolving the triple crises of climate change, pollution, and biodiversity loss.</p> <p>Consumer information, labelling; Prevention of deceptive practices and consumer protection</p>
<p>8. Relevant documents:</p> <p>Proposal for a Directive of the European Parliament and of the Council amending Directives 2005/29/EC and 2011/83/EU as regards empowering consumers for the green transition through better protection against unfair practices and better information (COM(2022) 143 final).</p> <p>https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52022PC0143&qid=1683896153624</p>
<p>9. Proposed date of adoption: Second quarter 2024</p> <p>Proposed date of entry into force: 20 days from publication in the Official Journal of the EU (The provisions shall apply from 24 months after the date of entry into force)</p>
<p>10. Final date for comments: 90 days from notification</p>
<p>11. Texts available from: National enquiry point [] or address, telephone and fax numbers and email and website addresses, if available, of other body:</p> <p>European Commission, EU-TBT Enquiry Point, Fax: + (32) 2 299 80 43, E-mail: grow-eu-tbt@ec.europa.eu</p> <p>The text is available on the EU-TBT Website : http://ec.europa.eu/growth/tools-databases/tbt/en/</p> <p>https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52023PC0166&qid=1682523298514</p> <p>https://members.wto.org/crnattachments/2023/TBT/EEC/23_09917_00_e.pdf</p>