ClaimTrace

FREE CHECKLIST

Banned green claims in the EU

One page on Directive (EU) 2024/825, which applies from 27 September 2026.

What the law changes

The directive amends the Unfair Commercial Practices Directive (2005/29/EC) by adding entries to its Annex I, the blacklist. A blacklisted practice is unfair in all circumstances: no case-by-case assessment, no intent test. Member States apply the rules through their national transpositions and penalty regimes.

BANNED PRACTICE	WHAT IT COVERS	WHAT HOLDS INSTEAD
Generic environmental claims	"eco-friendly", "green", "environmentally friendly", "sustainable", used without demonstrated, recognised excellent environmental performance relevant to the claim.	A specific, measurable, dated statement, with its evidence file: "packaging made from 87 percent recycled cardboard, verified on [date]".
Offset-based climate claims	Claiming a neutral, reduced or positive impact on the climate on the basis of greenhouse gas offsetting is banned outright.	The measured reduction and its scope.
Self-awarded sustainability labels	A sustainability badge that is not based on a certification scheme or established by public authorities.	Cite the third-party scheme, or drop the badge.
Vague future promises	Claims about future environmental performance without clear, verifiable, time-bound commitments backed by an implementation plan.	Clear, verifiable, time-bound commitments, with the plan.

Five questions before you publish a claim

1. Is the claim generic, with no demonstrated excellent performance behind it?
2. Does it rely on offsetting?
3. Is the label based on a certification scheme or set by a public authority?
4. Is every promise about the future clear, verifiable, dated and backed by a plan?
5. Can you point to the evidence file, on request?

Good to know

- ☐ Products already on shelves are covered: existing stock and existing listings.
- ☐ Non-EU brands are covered when their marketing targets EU consumers.
- ☐ Context counts: a qualified, substantiated, specific statement is a different legal object from a generic one.

This checklist cites and describes; it does not conclude that a claim is lawful or unlawful. ClaimTrace provides regulatory information and management tooling, not legal advice. Sources: Directive (EU) 2024/825; Directive 2005/29/EC, Annex I. Version of 7 October 2026.

Free scan: be told when it opens

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