

Directive (EU) 2024/825

EmpCo is coming – is your company prepared?



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#euecolabel

Greenwashing Directive comes into effect on 27 September 2026

With the EU directive 'Empowering Consumers for the Green Transition' (EmpCo, (EU) 2024/825), the European Union is enhancing consumer protection and taking action against misleading environmental claims. The aim is to offer consumers reliable information and support companies that provide transparent, credible and verifiable information about their environmental performance.

New requirements will apply to environmental communication from 27 September 2026. Generic environmental claims such as "environmentally friendly", "sustainable" or "green" must be transparent and verifiable in the future.

The EU Ecolabel provides assurance

The EU Ecolabel is the official environmental label of the European Union. Products and services with the EU Ecolabel demonstrate recognised excellent environmental performance. The EU Ecolabel offers guidance for consumers and helps companies to communicate environmental benefits credibly and in compliance with EmpCo.

EmpCo Directive



**The EU Ecolabel helps
communicate environmental
benefits credibly and in
compliance with EmpCo.**

- One of the few labels that permits general claims to be made about overall environmental friendliness, e.g. "environmentally friendly", "green", "biodegradable ingredients"
- EU Ecolabel enables the use of terms such as "green", "eco", etc., in product names
- Further use of the substantiated and well-established product-specific claims contained in the Basic Award Criteria (using the example of cosmetic products):

„Fulfils strict requirements on harmful substances“

„Tested performance“

„Less packaging waste“

Your benefits at a glance

- EmpCo-compliant environmental communication based on reliable certification by an impartial third party
- Increased credibility and trust among consumers
- Reduced risk of greenwashing thanks to transparent, verifiable criteria
- Competitive advantages through credible positioning on the market
- Contribution to the European sustainability goals and political priority-setting in the EU

What companies should review now

1. Check environmental communication

Which environmental claims are you currently using? Generic terms such as “environmentally friendly”, “sustainable” or “ecological” may only be used in the future if they can be clearly substantiated. With the EU Ecolabel, generic environmental claims continue to be possible if they are covered by the Ecolabel’s criteria.

2. Formulate claims precisely

Environmental benefits must not refer to the entire product as a whole if they only apply to individual elements or, for example, the packaging.

3. Check sustainability labels

In-house sustainability labels will only be permitted to a limited extent in the future. Recognised independent ecolabels are gaining in importance.

4. Critically assess climate pledges

Claims such as “climate neutral” or “carbon neutral” that are exclusively based on offsetting measures are not permitted in the future.

5. Make forward-looking statements more robust

Environmental goals must be transparent and verifiable through specific measures, publicly accessible information and an impartial assessment.

6. Adapt internal processes

Make sure that Marketing, Product Management and Sales are aware of the new requirements and take them into account in communication.

7. Use the EU Ecolabel

The EU Ecolabel gives you an independent basis for credible environmental communication. Base your claims on certified product characteristics and the relevant EU Ecolabel criteria and communicate your environmental commitment in a trustworthy, EmpCo-compliant manner.

Act now!

The Greenwashing Directive is coming – now is the right time to review your environmental communication.

Find out more about the EU Ecolabel and apply for the official European environmental:
eu-ecolabel.de/en/for-companies/application