



Towards a green transition for consumers and businesses

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Why do we need a green transition?

- EU carbon footprint: 7,2 tonnes per person
- Mobility, housing and food most important sectors
- Use of natural resources more than tripled from 1970
- Only 12% of materials come from recycling
- Smart phones replaced every two years
- Half of the environmental claims are false or deceptive

Four legal instruments

- Product requirements: Ecodesign for Sustainable Products Regulation (ESPR)
- Improving the control of green claims
- Greening horizontal EU consumer law:
 - Empowering consumers for the Green Transition
 - Right to repair



ESPR

- **Building on success of existing Ecodesign Directive**

- Major success story for energy-related products: in particular energy efficiency gains
- Framework enabling product specific implementing measures

- **ESPR**

- Widening scope: almost all physical goods
- Broadening obligations: circularity, durability, reparability etc
- Keeping success of Directive: implementing measures, stakeholder consultations...

- **Digital product passport**

- Product specific information (B2B, B2C): data relevant for circularity, sustainability etc.

Green Claims Proposal

- **To ensure better control of environmental claims**
 - Improving legal certainty and level playing field
- **Pre-approval by independent & accredited verifiers**
 - Certificate of conformity recognised across the EU
- **Exemption for microenterprises from substantiation requirements on claims**
 - But possibility to opt-in
- **Support for SMEs**
 - Flanking measures and acquisition of high-quality data
 - Technical assistance

Empowering Consumers for the Green Transition

Two legs by amending two key horizontal consumers laws:

- **Fighting misleading commercial practices**

- Prohibitions of several **greenwashing** practices
 - Complementing Green Claims Proposal
 - Making ex-post control more effective
- Prohibitions related to **early obsolescence** of goods
 - Complementing ESPR product specific requirements
 - Broad scope

- **Better information at the point of sale**

- **Durability**
 - Commercial guarantee of durability, legal guarantee, software updates
- **Reparability**
 - EU repair score , availability of spare parts etc.

Right to repair proposal

- **Prolonging use phase of products**
- ***During* legal guarantee**
 - Priority to repair over replacement
 - Concerns seller
- ***After* legal guarantee**
 - Obligation for producer to repair
 - Standardised repair information form
 - Online repair platform to identify local repairers

Provisional timelines

- **Empowering consumers for Green Transition**
 - Political agreement: Sept 2023
 - Formal adoption/publication in Official Journal: 2024
 - Transposition by MS: 2026
 - Application: end 2026/early 2027
- **ESPR**
 - Negotiations with Parliament and Council ongoing
 - Political agreement end 2023
- **Right to repair**
 - Preparatory work in Parliament and Council ongoing
 - Negotiations to start end 2023
 - Political agreement early 2024
- **Green Claims proposal**
 - Preparatory work in Parliament and Council ongoing
 - Political agreement under next mandate