

# Green Claims Directive: Council of the EU risks greenwashing, misleading consumers

Dear Friend,

We're seeing the European Union advancing the Green Claims Directive – legislation designed to combat greenwashing by ensuring that environmental claims made by companies are reliable, transparent, and verifiable. However, **we have serious concerns with the Council of the European Union's latest draft position on the Directive** and we all need to make our voices heard.



The latest discussions within the Council suggest a stronger role for the Product Environmental Footprint (PEF) method in substantiating green claims. **It is imperative to improve the PEF methodology to ensure it accurately reflects the environmental impacts of the products in question.** Until the PEF and PEF Category Rules (PEFCR) are improved, they should not be used to substantiate Green Claims.

**The current PEF and subsequent Category Rules are incomplete and risk misguiding well-intended consumers and becoming a greenwashing tool that the legislation is aiming to avoid.** The PEFCR for apparel and footwear, for example, considerably downplay the benefits of using renewable, biodegradable materials like natural fibres and score fossil-fuel based materials like polyester better. The reason for this being fundamental flaws in the PEF methodology that can, and must, be improved.

We have expressed our concerns to Council representatives, asking them to reconsider the emphasis on PEF in the Green Claims Directive and to ensure that any methodology used for substantiating environmental claims is comprehensive, science-based and credible.

If you share our concerns with the Council's current position, **we urge you to get in touch with Council representatives before 17 June 2024.**

Email [hello@makethelabelcount.org](mailto:hello@makethelabelcount.org) for more information.

Kind Regards,

A handwritten signature in black ink, appearing to read "Dalena White".

Dalena White, MTLT Spokesperson,  
Secretary General, International Wool Textile Organisation

