

Public consultation on Green claims

On November 3, 13.00-14.30, the Swedish Life Cycle Center Environmental footprint expert group will arrange a meeting to discuss the public consultation on Green claims.

If you would like to discuss a question, which has not been included (see below) you are welcome to contact Sara Palander (sara.palander@chalmers.se).

The meeting is arranged as an open meeting in collaboration with the project [Innovation cluster for the life cycle perspective](#).

Overall aim of meeting:

This meeting is arranged as an opportunity for interested participants to discuss the public consultation on substantiating green claims, based on the potential role of the Environmental footprint methods.

Preparations:

- Read:
 - 1) Circular economy action plan: https://ec.europa.eu/environment/circular-economy/pdf/new_circular_economy_action_plan.pdf
 - 2) Green claims: <https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12511-Environmental-claims-based-on-environmental-footprint-methods>
 - a. Inception impact assessment (attached pdf)
 - 3) Consultation (attached pdf), see below which questions will be in focus.
- Look into the following:

B. Objectives and policy options

The objective of the initiative is to unlock opportunities for the circular and green economy (growth of green markets, opportunities through value chain thinking, environmental benefits in particular on a more efficient use of resources). Specific objectives include moving to a more harmonised approach for providing reliable environmental information, increasing simplification and reduction of administrative burdens, especially for SMEs. The options will be further identified during the impact assessment and the consultation process, but could include:

- **Baseline:** No modification to the 2013 Recommendation and no further action.
- **Option 1:** Updating the 2013 Recommendation based on the outcome of the 2013-2018 pilot phase.
- **Option 2:** Establish a voluntary EU legal framework enabling companies to make green claims in accordance with the Environmental Footprint methods, as a complement to existing methods (developed by private or public entities, at national or international level).
- **Option 3:** Establish an EU legal framework requiring companies making claims related to the impacts covered by the Environmental Footprint methods¹³ to substantiate them via the Environmental Footprint methods. When Product Environmental Footprint Category Rules

(PEFCRs) or Organisation Environmental Footprint Sector Rules (OEFSRs)¹⁴ have been adopted, green claims should be substantiated on that basis, as they are establishing a more detailed calculation of the environmental footprint. When no such rules exist, claims could be substantiated via a study compliant with the PEF/ OEF method.

Consultation:

Following questions will be in focus: 16, 21, 22, 24, 25