

What is the ECGT?

Understanding the ECGT law and how to communicate your impact with Dripdrop

01 Empowering Consumers for the Green Transition (ECGT) Directive

(EU 2024/825) is a consumer-protection law that is designed to make environmental messaging clearer and more trustworthy. For you, this means being specific about the impact you create and making sure the claims you share can be backed by evidence.

02 When does it take effect?

This takes effect September 27, 2026, and applies to any B2C communication reaching EU consumers, raising the standard for how environmental claims are communicated.

03 Communicating your Impact

Through your partnership with Dripdrop, you are supporting verified plastic recovery. The key is to make sure to communicate your exact plastic recovery numbers, rather than using broad terms such as "sustainable," "green," "eco-friendly," or "plastic neutral."

05 Tree-planting project vs. plastic recovery

If you contributed to Dripdrop's 1 million trees with Eden: People + Planet, that's an achievement you can continue to celebrate. The important distinction is that this project is now complete and today's umbrella rentals support Dripdrop's plastic recovery initiative with rePurpose Global in Indonesia.

06 Can you use your impact data in ESG reporting?

Your verified plastic recovery data can provide supporting documentation for your own sustainability and ESG reporting. Always check the requirements of any specific certification or reporting framework.