

# Your existing product packaging could be **banned in the EU by September 27, 2026.**

Companies will no longer be able to declare that they are ‘green’ or ‘environmentally friendly’; they need to prove it with a certification. Here’s what to know.

## WHAT IS THIS NEW DIRECTIVE?

The Empowering Consumers for the Green Transition (ECGT) Directive is a landmark law designed to eliminate greenwashing. One of the main goals of the ECGT is to empower a consumer at the moment they are making a decision—standing in a store aisle, looking at a product, or scrolling on a website.

The directive bans displaying any sustainability label that is not based on a certification scheme or established by a public authority.

## WHO’S AFFECTED?

Any company marketing or selling products or services to consumers in the EU must comply, regardless of where the company is headquartered. The directive applies strictly to Business-to-Consumer (B2C) commercial practices, meaning B2B communications are exempt.

## WHEN DOES IT COME INTO EFFECT?

By September 27, 2026, any company marketing or selling products or services to EU consumers—regardless of where the company is headquartered—must comply with strict new rules regarding sustainability labels and environmental claims.

## WHAT DOES COMPLIANCE LOOK LIKE?

1% for the Planet gives businesses a simple, credible path to compliance. When our logo is on a product, it reflects real, verified impact. To communicate this impact compliantly, companies should:

**Avoid Sweeping Claims Such As:** *“This sustainable, eco-friendly product supports our 1% contribution.”*

**Focus on Action and Specificity:** *“This product supports our contribution of 1% of annual sales to verified environmental solutions, as certified by 1% for the Planet.”*

## WHY BOTHER?

Companies risk a fine of at least 4% of their annual turnover. Under the ECGT Directive, the business is legally responsible for its claims. Misleading claims can result in substantial penalties.

Businesses should review the ECGT Directive and consult their legal counsel regarding regulations that affect their business.



*The information presented here does not constitute a formal Commission position or legally binding interpretation of the ECGT Directive. The exclusive competence to provide authoritative interpretation lies with the Court of Justice of the European Union. It is the responsibility of the national competent bodies, including courts, to enforce the provisions of the ECGT Directive.*