

### Green Claims Directive – Work is resuming

Before the June European elections, both EU co-legislators had adopted their respective positions on the draft Green Claims Directive – a text that would establish how an environmental claim should be substantiated, communicated, and verified prior to dissemination. Both institutions regard a simplified ex-ante verification procedure applying to certain claims as needed. However, differences in the scope and requirements of the simplified procedure remain present, in particular where a presumption of conformity is concerned. Another concern for the advertising sector is the envisaged constraints – and complexity – added by the proposed rules on climate-related claims. Indeed, the substantiation and communication obligations would differ depending on the precise basis for the claim: carbon credits relating to emission reductions or to carbon removal, contribution claims as opposed to compensation claims, or compensation claims pertaining or not to residual emissions. Furthermore, diverging views exist over the prohibition of new national public labels and the inclusion of micro-enterprises in scope.

The new parliamentary co-rapporteurs, Delara Burkhardt (S&D) and Sandro Gozi (Renew), are getting ready to resume work on this text. European Parliament's Environment (ENVI) and Internal Market (IMCO) committees, which are responsible for this dossier, [decided on 4th December](#) to start inter-institutional negotiations (trilogues). In practice, the trilogues will start in early January 2025. As stated in [its programme](#), the upcoming Polish Presidency of the Council “envisages to continue negotiations on the draft Directive” – stopping short of any explicit ambition to finalise the trilogue before July 2025.

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