

To: Mette Frederiksen, Prime Minister of Denmark

CC: Magnus Johannes Heunicke, Minister for Environment and Gender Equality

17 July 2025

We, the undersigned businesses, certification schemes and civil society organisations from across the EU and beyond welcome the Danish Presidency's recognition that the green transition is "*essential to building a more secure and competitive Europe.*"

We, therefore, urge you to restart trilogue negotiations for the EU Green Claims Directive. This is a major milestone of both the New Consumer Agenda and the European Green Deal – and it is as necessary as ever to write these minimum requirements into law.

An effective Green Claims Directive – with a meaningful, yet proportionate verification procedure and clear rules on environmental claims and labels – can protect consumers and rebuild trust at the same time as reducing uncertainty and restoring fair competition for businesses. Yet it would not unduly increase the administrative burden since EU businesses are already required under the Unfair Commercial Practices Directive (UCPD) to substantiate their claims and many already use third-party verified labels.

Nonetheless, the Green Claims Directive is needed because existing UCPD enforcement cannot keep pace with widespread greenwashing. According to the [EU Commission](#), 53% of green claims give vague, misleading or unfounded information and 40% of claims have no supporting evidence. The Green Claims Directive will bring added value by providing minimum standards to guide companies in the process of substantiating, communicating and verifying their claims, therefore increasing legal certainty and ensuring a level playing field.

Quite the opposite, the sudden announcement by the Commission on Friday 20 June that it intended to withdraw the proposal has had the negative effect of causing uncertainty for EU businesses, who have been preparing to comply with the new law, and already face legal risk under existing consumer protection law. It also signals a lack of commitment to countering misinformation and protecting consumers. We welcome the Commission's later decision not to formally withdraw the proposal, indicating an agreement remains possible but will need strong leadership to guide it through.

We believe that backing the Green Claims Directive aligns strongly with your Presidency's priorities and hope to see how Denmark can show leadership on this very important issue for businesses, consumers and the environment.

Signed,

Businesses and business associations

Back Market

Circular Economy Forum Austria

CirEko

Ecopreneur (on behalf of >5000 SMEs and larger companies)

Digital Findet Stadt

GANNI

Grüne Wirtschaft (Austria)

New European Reuse Alliance
Sykell
TIC Council

Advertising industry organisations

ACT Climate Labs
Conscious Advertising Network (CAN)
Creatives for Climate
Good-Loop
The Ethical Agency Alliance
Unitmode

Certification schemes

Aquaculture Stewardship Council (ASC)
Global Organic Textile Standard (GOTS)
LONGTIME®
Rainforest Alliance

Civil society organisations

Carbon Market Watch
ClientEarth
Community Resources Network Ireland
ECOCITY NGO
Environmental Action Germany (Deutsche Umwelthilfe e.V. - DUH)
Environmental Coalition on Standards (ECOS)
European Environmental Bureau (EEB)
Fairtrade Advocacy Office (FTAO)
Global 2000
HOP - Halte à l'obsolescence programmée
ISEAL Alliance
Rethink Plastic Alliance
We Mean Business Coalition
ZERO ONG

UnitMode



Back Market

CREATIVES
FOR
CLIMATE



ClientEarth⁺



GANNI



zero.



new era

WE MEAN
BUSINESS
COALITION



sykell

