

Updated
Version as
of February
2025



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RETHINK PLASTICS

Empowering Consumers for the Green Transition Directive (ECGT)

Implementation of Directive (EU) 2024/825 of the
European Parliament and the Council from February
2024 into National Law – Example: The German Act
Against Unfair Competition (UWG)

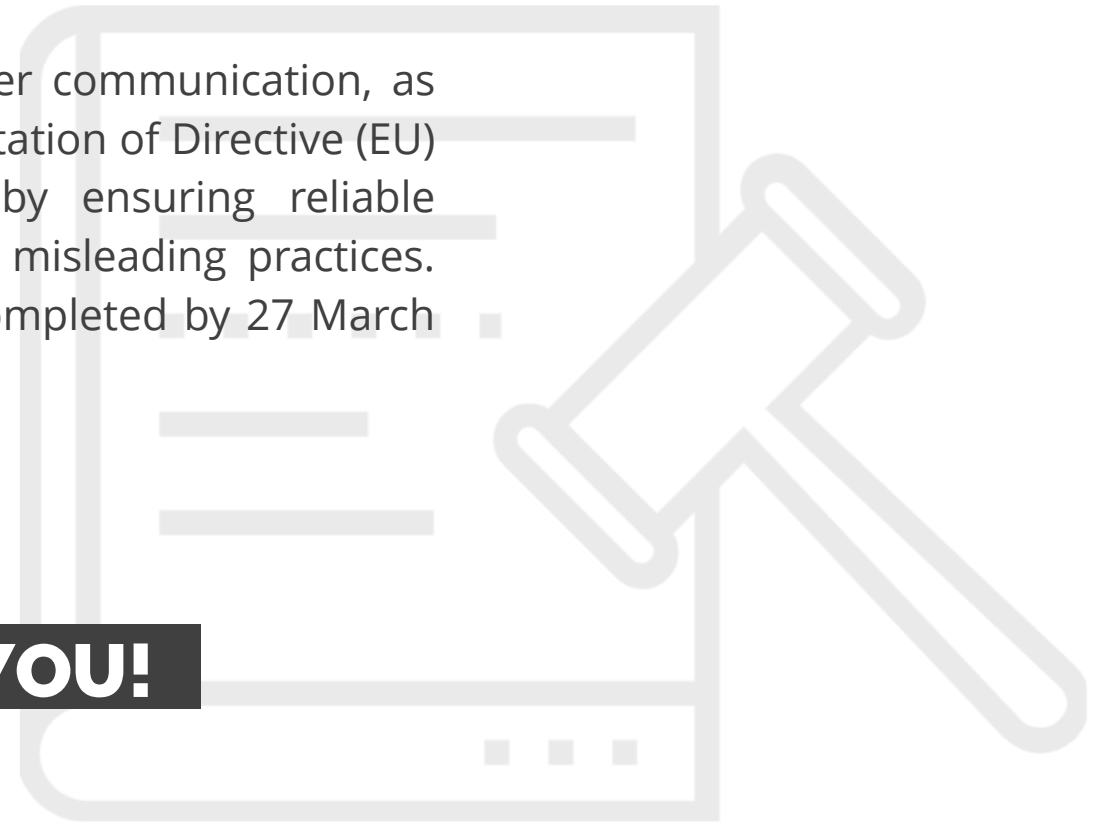
**DEADLINE FOR ALL 27 EU MEMBER STATES:
March 2026**

Urgent Need for Action

Sustainability attributes are crucial for corporate consumer communication, as they directly influence purchasing decisions. The implementation of Directive (EU) 2024/825 aims to promote sustainable consumption by ensuring reliable environmental and sustainability claims while preventing misleading practices. The mandatory transposition into national law must be completed by 27 March 2026 in all 27 EU Member States.

WE HAVE SUMMARIZED THE

MOST IMPORTANT POINTS FOR YOU!



It's all about Claims like these:

In the **EU Commission's latest study** on greenwashing, 150 environmental claims for various products were evaluated.

The result:

53.3 percent of the claims contained **vague, misleading or unfounded information** about the environmental properties of the products - both in advertising and on the product itself.



The Costly Difference



GREEN CLAIMING

Environmental claims, also called "green claims", are statements made by companies about the environmentally friendly qualities or characteristics of their goods and services. They may relate to the way in which products are manufactured, packaged, distributed, used, consumed and disposed of.



GREENWASHING

Misleading or unsubstantiated communication of "green" corporate activities that serve to increase the positive external image of the company and/or the products and/or services it offers, although there are hardly any actual actions behind these proclamations.

From 2026 onwards, will EU-wide definitively apply

1.

Unternehmen dürfen künftig nur noch Umweltaussagen treffen, wenn diese klare, objektive und überprüfbare Verpflichtungen und Ziele beinhalten und über ein unabhängiges Überwachungs- Zertifizierungs-System belegt sind.

2.

Prohibition of the use of sustainability labels that are not based on a certification system or have not been specified by government agencies

3.

Prohibition of general environmental claims used in marketing where the outstanding environmental performance of the product or company cannot be demonstrated

4.

Prohibition of environmental claims about the entire product if they actually relate only to a specific aspect of that product

This is prohibited



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MISLEADING SELF-DECLARATIONS & FAKE LABELS

Putting a sustainability label that is not based on a certification system or has not been introduced by public authorities.

BASELESS AND VAGUE CLAIMS:

Making a general environmental statement without being able to provide evidence: "environmentally friendly", "green", "ecological", "environmentally sound".

PARS PRO TOTO:

Making an environmental claim about the entire product even though it only relates to a specific aspect of the product: a shampoo bottle is advertised as "made from recycled material" even though only the lid is made from recycletes.





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This will alert regulatory watchdogs

SELLING STANDARDS AS A SPECIAL FEATURE:

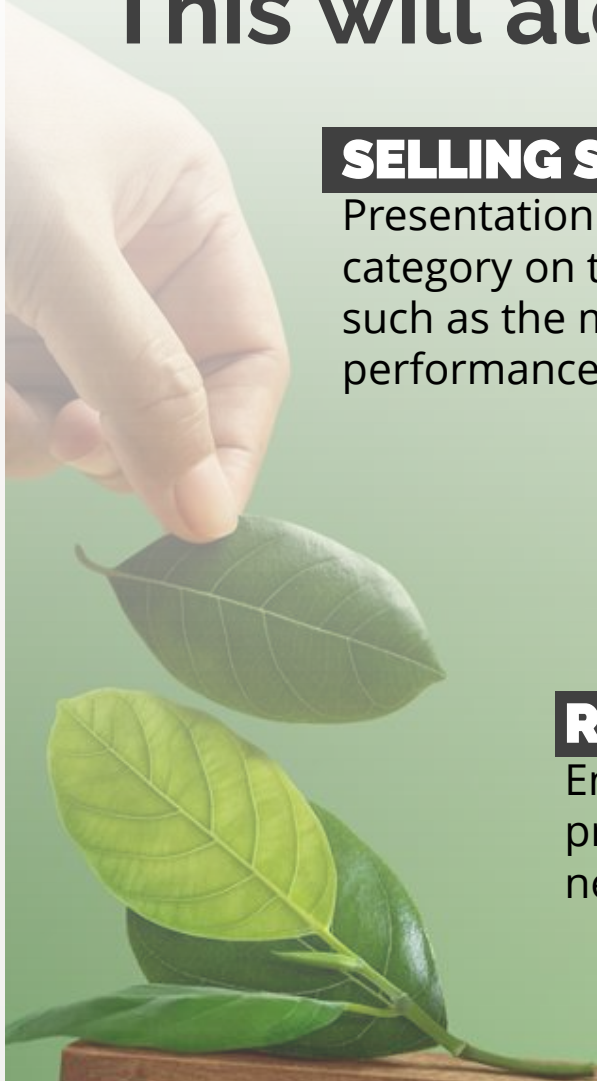
Presentation of the legally prescribed requirements for all products of the relevant product category on the Union market as a distinguishing feature of the trader's offer. Legal standards, such as the minimum use of recyclates is advertised as an outstanding environmental performance, thus creating the impression of committed environmental protection.

CHANGE OF PACKAGING MATERIAL:

Instead of the previous plastic monomaterial, glass packaging is used. However, the transport massively increases the CO₂ balance. This does not make the product more sustainable.

ROTTEN COMPROMISES:

Environmental statement refers to a positive impact of a product but conceals the fact that this results in a negative impact elsewhere.





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Current Status – What's Next?

The **Empowering Consumers for the Green Transition Directive (ECGT)** – Directive (EU) 2024/825 aims to help consumers make more sustainable purchasing decisions, thereby contributing significantly to sustainable consumption. To achieve this, companies must provide clear and reliable information on the environmental and sustainability aspects of their products while avoiding misleading business practices. Environmental claims on products and packaging must be substantiated by recognised third-party certifications or official government regulations.

EU Member States must transpose the directive into national law by 27 March 2026, with the new rules becoming fully enforceable from 27 September 2026 across all platforms (physical & digital). Non-compliance will result in severe penalties.

Until then, existing regulations—such as national laws against unfair competition and rules against misleading advertising—remain in force. Manufacturers, distributors, and brands must immediately adapt their environmental marketing to comply with the new rules, as greenwashing is increasingly scrutinised by watchdogs, NGOs, and the media and will be strictly penalised from 2026 onwards.

SECURE YOUR COMPLIANCE NOW!

flustix certifies independent. secure. transparent.



About flustix | Rethink Plastics:

Together with our accredited testing and certification partners, the flustix initiative certifies plastics-sustainable products and packaging, microplastic-free product contents, the use of recycled materials, and the recyclability of packaging.

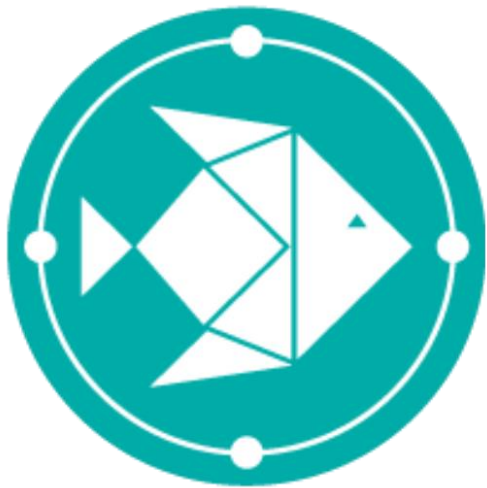
The six recognisable and distinctive flustix product seals are globally valid and widely recognised.

GET INFORMED KNOW!



Certification and Laboratory Partner





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**WE ARE HAPPY TO ASSIST AND
GUIDE YOU THROUGH.**