



EMPOWERING CONSUMERS FOR THE GREEN TRANSITION DIRECTIVE

1. OVERVIEW AND SCOPE

- Official name of the legislation: **Directive on Empowering Consumers for the Green Transition (EmpCo or Green Transition Directive) - 2024/825**
- Type: **Directive** (a "directive" is a legislative act that sets out a goal that EU countries must achieve. However, it is up to the individual countries to devise their own laws on how to reach these goals).

The Directive on Empowering Consumers for the Green Transition will introduce a number of specific new prohibited and misleading commercial practices provisions. Consumers will receive better and more harmonised information on its durability and reparability. Consumers will also be better informed about their legal guarantee rights. In addition, vague environmental claims will be forbidden, meaning that companies will no longer be able to declare that they are 'green' or 'environmentally friendly' if they cannot demonstrate that they are.

2. WHAT DOES IT APPLY TO?

The requirements will apply to all EU/ EEA traders, and non-EU companies selling products to EU/EEA consumers.

Non-EU companies can fall within the scope if they:

- market events or services to EU consumers;
- sell tickets to EU residents;
- run advertising campaigns targeting the EU market (including online ads);
- operate websites or social media accessible and aimed at EU consumers;
- participate in events held within the EU.

For example:

- a festival in the UK selling tickets to EU audiences;
- an event in Dubai advertising to European consumers;
- a US-based organiser promoting ESG claims in the EU market;
- global ticketing platforms targeting EU users.

In these cases, EU consumer protection rules may still apply to their commercial communications.

Depending on the requirement, the Directive's scope also extends beyond the producing and manufacturing industry. While some rules apply to physical goods, others, like environmental claims, apply to any commercial communication.

3. HOW IS THE EVENTS INDUSTRY DIRECTLY AFFECTED?

Environmental claims and other rules apply to any commercial communication by all EU companies, and of course, the Empowering Consumers Directive will significantly affect the events industry because many events use sustainability and “green” messaging in their marketing.

- In practice, organisers will no longer be able to use broad claims such as:
- “sustainable event”,
- “eco-friendly”,
- “carbon neutral”,
- or “green festival”

unless those claims can be clearly substantiated with verifiable evidence.

The main impacts on the events sector are:

- Generic environmental claims will become high risk unless supported by recognised standards or measurable proof.
- Organisers cannot present an entire event as sustainable if only one aspect is environmentally friendly (for example, recyclable cups or renewable electricity in one area).
- “Carbon neutral” claims based only on carbon offsets may be considered misleading.
- Green branding, imagery, logos and nature-related visuals could also create legal risk if they imply environmental benefits that cannot be proven.
- Sustainability labels and badges will need transparent methodologies and, ideally, independent verification.
- Claims about ethical sourcing, fair working conditions or social responsibility must also be supported by evidence across suppliers and contractors.

4. MAIN PROVISIONS OF THE LEGISLATION

Prohibited Commercial Practices

- Making generic environmental claims (e.g., “eco-friendly”) without “recognised excellent environmental performance” (as defined in the Green Transition Directive)
- Making environmental claims about an entire product or business when the claim only concerns a specific aspect or activity
- Claiming a product has a neutral, reduced, or positive environmental impact based on greenhouse gas offsetting
- Presenting a good as repairable when it is not

- Withholding or misrepresenting information about the impact of using non-original consumables, spare parts, or accessories.

5. PRACTICAL RECOMMENDATION FOR EVENT ORGANISERS

Replace vague claims with precise, measurable statements.

- Keep documentation for all sustainability claims.
- Review websites, sponsorship decks, social media and event branding.
- Introduce internal approval processes for ESG and environmental marketing.
- Review contracts with sponsors and suppliers regarding green claims and compliance.

Overall, the Directive does not prohibit sustainability marketing, but it raises the standard of proof considerably and increases greenwashing risk for the events industry.

6. STATE OF THE LEGISLATIVE PROCESS

Adopted

- Date of signature: 28/02/2024
- Date implementation by Member States: 27/03/2026
- Date entry into force: 27/09/2026

7. REMARK

Many uncertainties remain as to when and how advertising campaigns and the use of logos will be affected. So that, the EU Commission has published a “Question & Answers”.

8. LINKS

Directive text <https://eur-lex.europa.eu/eli/dir/2024/825/oj/eng>

Questions & Answers: https://commission.europa.eu/document/download/3c257883-bb2a-4dd9-a6dc-501d587bb34f_en?filename=faq-empowering-consumers-gtd.pdf