

**Question for written answer E-001028/2023
to the Commission**
Rule 138
Roman Haider (ID)

Subject: Greenwashing

The Commission has put forward a proposal for common standards against greenwashing and incorrect environmental claims¹. The proposal would provide consumers with greater clarity and certainty that everything that is sold as environmentally friendly is indeed environmentally friendly, ensuring that they are better placed to make informed choices about environmentally friendly goods and services. As it will be more obvious which companies are making real efforts to improve the environmental performance of their products, businesses will also benefit as they will no longer be exposed to unfair competition and will be able to attract more customers. In this way, the proposal contributes to creating a level playing field for claims regarding the environmental performance of products.

1. How does the Commission intend to fight greenwashing more effectively and ensure that companies making misleading or false claims about their products or services are held accountable?
2. How does the Commission intend to ensure that its efforts to promote sustainable products and services do not lead to an increase in greenwashing and thus to the continued misleading of consumers?
3. To what extent does the Commission intend to ensure, together with the Member States, that consumers are better informed about greenwashing and are able to distinguish between genuinely sustainable products and those that only appear to be?

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¹ https://ec.europa.eu/commission/presscorner/detail/en/ip_23_1692