

Empowering Consumers for the Green Transition



30 March 2022
#EUGreenDeal

The Commission's proposal will empower consumers to make informed and environment-friendly choices when buying products. Whether it is a mobile phone or a kitchen appliance, consumers will be better informed about how long the product is made to last and if it can be repaired. The new rules will also better protect consumers against misleading practices related to greenwashing or to early obsolescence of products.

Reliable information ➤ Sustainable choices:



| Durability

The new rules will require traders to inform:

- ✓ if the producer of a consumer good offers a commercial guarantee of durability of 2+ years
- ✓ if the producer has not provided information on such guarantee, for energy-using goods
- ✓ if software updates are provided, for goods with digital elements, digital content and digital services

Durability is one of the most important factors for EU consumers when choosing a product:

- **86%** want better information on durability
- **82%** have difficulties finding information on this



| Reparability

The new rules will require traders to provide:

- ✓ information on the product's reparability score, where applicable, or
- ✓ other repair information given by the producer (availability of spare parts, repair manual, etc)

- **+ 80%** of EU consumers cannot find information on reparability of products
- **80%** of consumers want more information on availability of spare parts, repair manuals, etc.
- Most consumers prefer products that are easier to repair + are willing to pay more for them

Putting an end to unfair commercial practices that prevent sustainable purchases

Trusted information on product sustainability

The new rules will:

- ✔ ensure that traders do not mislead consumers about environmental and social impacts, durability and reparability of products
 - ✔ ban making vague claims where environmental excellence cannot be demonstrated ('eco', 'green', etc.)
 - ✔ ban making environmental claims about the entire product when they only concern parts of the product
 - ✔ ban claiming that a good has a certain durability when it does not
-
- ✔ **80%** of webshops, webpages and advertisements contain information about the environmental impact of products = 'green claims'
 - ✔ **56%** of EU consumers said they had encountered misleading green claims.



Transparency on early obsolescence

The new rules will ban:

- ✔ not informing about: features (such as updates) introduced to limit durability and incompatibility of 'third party' consumables or spare parts
- ✔ inducing the consumer into replacing the consumables of good earlier than necessary
- ✔ wrongfully saying that products can be repaired, if they cannot be

76% of EU consumers said that they had experienced an unexpected failure of products in the past 3 years:

- ✔ Digital products (**47%**)
- ✔ Small household appliances (**20%**)



A verified sustainability label

The new rules will ban displaying sustainability labels which are not:

- ✔ based on an independent third party verification system
- ✔ established by public authorities

There are multiple sustainability label schemes in EU:

- ✔ **230** voluntary ecolabels
- ✔ **901** labelling schemes in the food area
- ✔ **100** private green energy labels

Currently, only **35%** of sustainability labels require specific data to prove compliance with the labelling requirements.



© European Union, 2022

Reuse of this document is allowed, provided appropriate credit is given and any changes are indicated (Creative Commons Attribution 4.0 International license). For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

Images: ©GettyImages - Morsa Images - Stone / Peter Dazeley - The Image Bank / Halfpoint Images - Moment / Peter Cade - Stone / Alan Sivilnikoff - Photodisc / TommiL - iStock / Getty Images Plus