



Multi-stakeholder Dialogue on Environmental Claims (MDEC)

CMEG meeting – 24 January 2013

Jeroen Van Laer, Consumer Strategy Unit, DG Health and Consumers,
European Commission

Background and context

- *Consumer interest for environmentally friendly products*
- *Green advertising, green labels, green claims/statements*
- *Consumer trust, confusion and misleading green claims*
- *Truthfulness of claims – fair competition essential*
- *European Consumer Agenda adopted in 2012*
 - "Consumers to be assisted and encouraged in sustainable choices"
 - "Effective tools needed to prevent misleading claims"
- *European Consumer Summit 2012: Greenwashing workshop*
- *Launch MDEC: cooperation with ENV and JUST*

Mandate of the MDEC

- Provide **better understanding** on green claims
- Assess **scope of problem** of misleading green claims
- Identify **challenges** from different perspectives
- Map **best practices** and highlight potential areas of improvement
- Present **policy recommendations**

Mandate of the MDEC

Structure: a **series of meetings** of 25-30 representatives from

- *Consumer organisations*
 - *Environmental NGOs*
 - *National enforcers*
 - *Self-regulatory bodies*
 - *EU-wide industry and advertising associations*
 - *Academic*
- + *expert speakers international level (e.g. UNEP, FTC USA, ISEAL Alliance, ICANN etc.)*

Timeline

- *29 May 2012: Workshop at the 2012 European Consumer Summit*
- *8 October 2012: 1st MDEC meeting*
- *28 November 2012: 2nd MDEC meeting*
- *6 February 2013: 3rd MDEC meeting*
- *18-19 March 2013: Presentation of **report** to the 2013 European Consumer Summit*



Outline of the report to be presented at the 2013 Consumer Summit

- *Background, including mandate of the MDEC*
- *EU legislation*
- *Challenges*
- *Best practices*
- *Policy recommendations*

Study on environmental claims (non-food)

In parallel with MDEC, launch study in 2013

- State of play of green claims in the Single Market
 - Level of compliance with EU legal requirements
 - Consumer understanding, trust and behaviour vis-à-vis different types of green claims
 - Effectiveness of enforcement and self-regulatory instruments
- MDEC + study: recommendations on short term and longer term measures



Thank you!

SANCO-GREENCLAIMS@ec.europa.eu

Jeroen.van-laer@ec.europa.eu