**Initiative for a Green Consumption Pledge**

**What is it?**

The Green Consumption Pledge is a non-regulatory initiative under the New Consumer Agenda\(^1\), developed in synergy with the European Climate Pact\(^2\) and in complementarity with the Code of Conduct for responsible business and marketing practices in the food sector, which share the same goal, achieving a more sustainable future.

The Green Consumption Pledge aims to encourage voluntary commitments made by businesses and therefore accelerate the contribution of business to a sustainable economic recovery and build consumer trust on the environmental performance of companies and products.

**Who can participate and when?**

All businesses with direct interaction with consumers are welcome and encouraged to join this initiative, with the exception of companies active exclusively in the food sector (those will be the focus of the Code of Conduct for responsible business and marketing practices in the food sector).

The Pilot phase of the Pledge was launched on January 25, 2021 and all interested companies can join with concrete pledges until the end of March 2021. This pilot phase will then be evaluated before opening up the Pledge to any companies willing to participate.

For expression of interest and details about the process, please contact: JUST-GREENPLEDGE@ec.europa.eu.

**Which commitments?**

The Green Consumption Pledge is based on a set of proposed five core pledges:

1. **Calculation of Carbon Footprint and Commitment towards Reductions**

   1. A pledge to calculate the *carbon footprint of the company*, including its supply chain, using the methodology\(^3\) and environmental management scheme\(^4\) recommended by the Commission, establish proper due diligence processes towards achieving footprint reductions in line with the goals of the Paris agreement, and disclose the progress to the general public;

   2. A pledge to calculate the *carbon footprint of one or more selected flagship products* of the company using the methodology\(^5\) recommended by the Commission, achieve certain footprint reductions for the selected products and disclose the progress to the general public;

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\(^1\) COM(2020) 696 final.


\(^4\) EU Eco-Management and Audit Scheme (EMAS), see https://ec.europa.eu/environment/emas/index_en.htm

\(^5\) Product Environmental Footprint (PEF) method, ibid footnote 2.
3. A pledge to increase over the years the percentage of the turnover from product(s) selected under Pledge nr 2 within the total turnover of the company or within the turnover for the product category and to disclose the progress of this ratio to the general public;

II. Consumers Awareness and Information

4. A pledge to commit part of the corporate PR expenditure to the promotion of sustainable practices or causes to the general public in coherence with the Commission’s implementation of the Green Deal policies/actions;

5. A pledge to ensure that information provided to consumers in relation to the company and product carbon footprints is easy to access, accurate and clear, and maintain this information up-to-date following any reductions or increases of the footprints.

The minimum requirements are the following: to join the Pledge, a company can of course commit to all five pledges but, as a minimum, it should commit to Part II (pledges 4 and 5) and under part I, to one of either Pledge 1 or Pledge 2.

Companies could, in addition to the minimum required pledges, add up to two pledges of their own, adapted to the specificities of the company and/or its sector of the economy. Such supplemental pledges would have to address the main impacts of the company or the products they relate to, and do so in a way that does not transfer any of the related impacts elsewhere.

Each pledging company is expected to work with the Commission in complete transparency to ensure that the progress is reliable and verifiable.

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