



PRESS RELEASE

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The Consumer Protection Authority is investigating green claims

Government agencies operating under the professional supervision of the National Authority for Trade and Consumer Protection (NATCP) will again this year inspect the compliance of information displayed by businesses on certain products, including the veracity of sustainability claims, often referred to as “green claims.” The inspections will take place in both traditional retail stores and online platforms to ensure that misleading and unfair information does not influence consumers in their purchasing decisions.

Green claims are messages or labels that suggest a product, service, or business is environmentally friendly. Their main purpose is to help consumers make more sustainable choices. If these claims are unfounded or misleading, they can distort consumer decisions and undermine trust in truly sustainable products. Therefore, it is crucial that businesses use green claims responsibly.

Government agencies under the professional supervision of the NATCP examine, among other things, whether the green claim displayed on a given product is misleading, and whether generally worded claims—such as “sustainable,” “environmentally friendly,” “recycled,” “recyclable,” or “refillable,” correspond to reality. They also verify the validity of other labels displayed on the product, specifically whether, based on the evidence provided by the company, these claims can be adequately substantiated and do not constitute a misleading commercial practice.

The inspections carried out last year resulted in a non-compliance rate of less than 3%, meaning that the vast majority of claims made about the products examined were accurate. Despite this low rate of non-compliance, ongoing inspections remain justified, as a growing number of consumers are choosing products marketed with sustainability labels.

As in the previous year, inspections will be conducted this year in both brick-and-mortar stores and online. The investigation covers both the labels displayed on packaging and the environmental claims appearing in product descriptions and marketing materials.

The NATCP considers it of paramount importance that consumers receive accurate and truthful information regarding sustainability aspects and that their purchasing decisions are not influenced by misleading or deceptive commercial practices.

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National Authority for Trade and Consumer Protection