

ENVIRONMENTAL CLAIMS FOCUS	EU	FRANCE	UK
New legislation	<p>EU Directive 2024/825/EU of 28 February 2024 amending Directives 2005/29/EC and 2011/83/EU as regards empowering consumers for the green transition through better protection against unfair practices and through better information (“Directive 2024/825/EU”)</p> <p>The draft Directive 2023/0085 on Green Claims (“Green Claims Directive”)</p>	<p>Law on anti-waste for a circular economy of 10 February 2020 (“AGEC Law”)</p> <p>Law on combating climate change and building resilience to its effects of 22 August 2021 (“Climate Law”)</p>	<p>Digital Markets, Competition and Consumers Act 2024 (“DMCC Act”)</p>
Compliance guidance and active signposting activities to advertise businesses' duties	<p>Commission Notice – Guidance on the interpretation and application of Directive 2005/29/EC of the European Parliament and of the Council concerning unfair business-to-consumer commercial practices in the internal market</p>	<p>A practical guide on environmental claims</p> <p>Recommendation on sustainable development</p>	<p>Compliance guide for fashion retail sector (September 2024)</p> <p>Compliance guide for businesses marketing green heating and insulation products (July 2024)</p> <p>Consumer Guide to buying green heating and insulation products (May 2023)</p> <p>Green Claims Code for shoppers (October 2021)</p> <p>Green Claims Code (September 2021)</p>
Enforcement action	<p>EU strategy for sustainable and circular textiles</p> <p>Investigations in the air transport sector (2024)</p> <p>Investigations into environmental claims on company websites (2021)</p>	<p>Investigation in the financial sector (ongoing)</p> <p>Investigation in the cosmetics sector (2023)</p> <p>Investigation in the textiles sector (2023)</p> <p>Investigation in the furniture sector (2023)</p>	<p>Fast Moving Consumer Goods/ Unilever UK Limited (deprioritised, 2024)</p> <p>Fashion Retail/ ASOS, Boohoo and Asda (2024) – see our April 2024 briefing here</p>

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		<p>Investigation in the toys sector (2023)</p> <p>Investigation in the food packaging sector (2023)</p> <p>Investigation in the hotel services sector (2023)</p> <p>Investigation in the laundry services sector (2023)</p>	<p>Green heating and insulation/ Worcester Bosch (2024)</p>