

Environmental Claims - legal framework and experiences

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The overall objectives of Swedish consumer policy

Well-functioning consumer markets and environmentally, socially and economically sustainable consumption.

Our goal is to assist consumers in making more conscious and informed choices.



Environmental claims- legal framework

- Directive 2005/29/EC on Unfair Commercial Practices
- The Swedish Marketing Act



Determine the meaning of the environmental claim

A

- 10 § MFL (misleading)

- Guidance on UCPD

- Compliance Criteria on Environmental Claims

B

- 5§ MFL (good marketing practice)

- ICC Code

- ISO 2017:14021

Guidance on UCPD

- Non binding
- Specific section on Environmental claims
 - Clear, specific, accurate and unambiguous
 - Evidence to support the claim



ICC Code

- Specific section on Environmental claims
- Qualify
- Verify (high standard of proof)



The average consumer

“Significant commercial value”

“Difficult for consumers to critically evaluate /../ claims about /.../ environmental benefits”



Court ruling- The Mercedes Benz

- *"Environmental friendly"*
- *"Good for the environment"*
- *"A benefit for the environment"*



Environmental and sustainable claims in the financial markets

- Relatively common with general sustainable claims
- Environmental claims not as common
- Claims should be qualified

Future challenges

- Branding vs. Marketing
- Vague and unspecified claims
- Expertise on environmental impact



Thank you for listening!