



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR HEALTH AND FOOD SAFETY

The Director-General

Brussels,
SANTE A1/AR/mp(2024)634519

Subject: Your email of 17 January transmitting your report on food retailers' policies in Poland related to climate and environment and requesting information on Commission's activities in the area

Dear Ms Spurek,

Thank you for your email addressed to Executive Vice-President Šefčovič and Commissioners McGuinness and Kyriakides enclosing your latest report on food retailers' activities in Poland related to climate and environment. They have asked me to answer to your email on their behalf.

The Commission has been working on several initiatives related to the issues you mention in your email.

First of all, the Commission has proposed a new Directive on Empowering Consumers for the Green Transition¹, which will amend the existing Unfair Commercial Practices Directive (UCPD)² to ban unfair practices such as greenwashing. More specifically, the new Directive will forbid for all products, including food, the display of sustainability labels, which are not based on a certification process or not established by public authorities, therefore ensuring more transparency and credibility for consumers. The Directive will furthermore forbid vague environmental claims to ensure that food companies and retail chains cannot claim that they are 'green' or 'eco-friendly' if they cannot demonstrate excellent environmental performance. It will also ban companies from claiming that their products are climate neutral, climate positive, or that they have a reduced climate impact based on carbon offsetting outside the product's value chain. This will ensure that consumers are not misled in believing that the consumption of certain products does not have an impact on the climate. Finally, the Directive will only allow companies to make commitments in relation to future environmental performance if they are clear, verifiable, and underpinned by a realistic implementation plan which can be regularly verified by an independent third-party expert.

¹ [EUR-Lex - 52022PC0143 - EN - EUR-Lex \(europa.eu\)](#)

² [Directive - 2005/29 - EN - EUR-Lex \(europa.eu\)](#)

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