

FEDIAF POSITION PAPER

Green Claims Directive



FEDIAF, the European Pet Food Association, welcomes the European Commission's proposal for the Green Claims Directive. Throughout the Commission's consultation process, FEDIAF has sought to be a constructive partner.

As such, FEDIAF acknowledges the need for clear legislation regarding Business to Consumer marketing claims of an environmental nature as part of fair commercial practices in the Single Market. We support the development of an EU-harmonised legislative framework which should set minimum requirements for the voluntary provision of product environmental information.



FEDIAF and its members have proudly participated during the pilot phase, in partnership with the European Commission, in the development of a methodology (Product Environment Footprint) to substantiate environmental footprint claims in a verifiable and comparable way across the EU. We believe this has the potential to increase the level of consumer confidence to support the Green Transition. It will facilitate a level playing field among companies in the Single Market and encourage more sustainable production and consumption.

In light of this, FEDIAF is calling for EU decision makers to consider the following:

- To support harmonisation, FEDIAF had expressed the view, prior to the publication of this proposal that legislation would best be framed as a Regulation, rather than a Directive. A Regulation would ensure environmental claims to be substantiated in a harmonised way across the EU thereby leading to greater consumer reliability, clarity and trust.
- Article 2: Avoid divergence in definitions between the Green Claims and the Empowering Consumers for the Green Transition directive proposals. These two legislative proposals should be fully aligned to avoid confusion and different interpretations between member states.
- Article 3: FEDIAF has previously advocated for a uniform and robust methodology in the European Union, such as the Product Environmental Footprint (PEF) for Pet Food. We believe that with PEF CRs we have achieved:
 - a robust, credible and comparable methodology allowing operators to assess and communicate the environmental impact of their products;
 - a methodology that can be verified homogeneously across EU member states in order to ensure environmental footprint claims are properly substantiated;
 - a methodology that provides a wide view of different environmental impacts;
 - a methodology that can increase the level of confidence in green claims among consumers, supporting in this way the Green Transition.

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FEDIAF is calling for EU decision makers to consider the following:

- Article 10: FEDIAF calls on the EU to consider the wider implications of implementing a pre-approval verification process of environmental claims through a conformity assessment. The enforcement of this proposal may require a significant burden and heavy lifting of enforcement to be carried out by EU member states. It can ultimately also lead to different requirements across EU.
- FEDIAF is in favour of the continuous improvement of PEFCRs, its practical implementation and the communication to consumers.

We ask Legislators to:

- 1** Ensure that the application of this Directive results in the closest possible harmonization of member state legislation on Green Claims to allow a level playing field across the Single Market. Limit the proliferation of national schemes within the Single Market, halt the introduction of new schemes, and reinforce the trust in existing ones.
- 2** Ensure an alignment between the Directive proposals (Green Claims and Empowering Consumers for the Green Transition directives)
- 3** When an approved set of Product Environmental Footprint Category Rules (PEFCRs) is available to a sector, we believe that the legislative framework should indicate that those methodology rules are recognized across all EU member states. In addition, existing allocation rules agreed as part of the PEFCR, should serve as the benchmark for other methodologies allocation rules, and should be consistently used for any life cycle assessment (LCA) based claims for that specific category, even when methodologies other than PEF are used. This can guarantee a better comparability of claims for consumers.
- 4** We encourage the Commission to commit to Delegated Acts (Art 3(4), Art 18) giving PEF methodology a lead role in our sector.
- 5** The ex-ante verification and certification requirements must be clear, harmonised, time-bound, and comprehensive to provide certainty to traders and avoid any delay in the provision of the information to the consumer.

FEDIAF members are committed to achieving objectives defined by the proposed Green Claims Directive. The European Commission's proposal is an opportunity to increase harmonisation across the EU and we encourage the European Parliament and EU Member States to take into account the needs and interests of 91 million pet keeping households in the EU.