



New EU rules on green claims: what changes for COSMOS-certified products

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A new EU law — **Empowering Consumers for the Green Transition (Directive (EU) 2024/825, ECGT Directive)** — applies across Europe from **27 September 2026**. It introduces new rules on how environmental and sustainability credentials can be communicated to consumers. Here is what you need to know.

A.1 — Your COSMOS label is still valid

The COSMOS certification scheme qualifies as a recognised certification scheme under the new rules. Provided your certificate is current and your Certification Body remains accredited, you can continue to display the COSMOS ORGANIC or COSMOS NATURAL mark after 27 September 2026 without any change.

A.2 — What you do need to review: your other environmental claims

The Directive also targets the broader environmental language used in marketing, on packaging and in advertising. Several practices that are currently common are now banned.

Vague green claims are banned

Words like *"eco-friendly"*, *"green"*, *"natural"*, *"ecological"*, *"biodegradable"*, *"sustainable"* cannot be used freely in consumer-facing communications unless your product holds an official ecolabel such as the EU Ecolabel or a nationally recognised equivalent.

Important

Your COSMOS certification does not automatically entitle you to use generic environmental terms in your marketing. If you want to say your product is *"eco-friendly"* or *"sustainable"*, you need separate justification under the Directive's rules.

Environmental claims must match your actual certification scope

If your certification covers only one aspect of your product (e.g. the formula), you cannot make a broad environmental claim about the product as a whole. Be precise about what is and is not covered.

Carbon neutrality claims based on offsets are banned

You can no longer claim a product is “carbon neutral” if that claim is based on offsetting schemes (e.g. tree-planting credits) outside your own production chain.

Future sustainability promises need a verified plan

Future goals such as “*carbon neutral by 2030*” require a detailed, publicly available plan with specific targets, backed by independent verification. A stated intention alone is not enough.

A.3 – What to do before September 2026

- **Review your packaging and marketing** for any environmental language that goes beyond your certification scope.
- **Check any other labels or trust marks** you display — each must be based on a qualifying certification scheme or established by a public authority.
- **Keep your COSMOS certificate current** — stay on schedule with your Certification Body.
- **Contact your CB or COSMOS-standard AISBL** if you are unsure about a specific claim.

Questions?

We will publish further guidance on cosmos-standard.org ahead of the September 2026 deadline. In the meantime, please direct any question to : **info@cosmos-standard.org**.