

Green Advertising

Green Claims & Green Brands

Environmental protection and sustainability in your corporate communications and advertising



What's the issue?

Providing information about the sustainability of products and companies is an important part of ESG activities and marketing for any company. In addition to 'green claims', this also includes creating 'green brands', which are playing an increasingly important role in companies' brand strategies.

However, 'greenwashing' and 'climate neutrality' are also under scrutiny of consumer associations and have already led to numerous court decisions – mostly at the expense of the advertising companies. Most recently, the German Federal Court of Justice has also tightened the requirements for advertising using the term 'climate-neutral'. We analyse and evaluate the relevant court rulings and guide you safely through this 'case law jungle' to find solutions for permissible advertising with sustainability and environmental claims.

What can you expect?

EU Green Deal – even stricter rules for environmental advertising in the future

As part of its Green Deal, the EU is introducing two new directives to create strict, uniform standards across Europe for substantiation requirements and for the verifiability of environmental advertising: the so-called EmpCo Directive has already come into force. From September 2026, its provisions will have to be observed in all EU member states. This directive significantly tightens the already very strict requirements for advertising relating to the environment. With this, and with the draft of the Green Claims Directive currently still being discussed, not only real 'greenwashers' will face significant challenges. Both directives will have far-reaching consequences for all companies that advertise themselves or their products with sustainability aspects.

EmpCo Directive

- national application from 27 September 2026
- concerns generic environmental claims and sustainability labels
- introduces a certification scheme for sustainability labels
- strict regulation of advertising with compensation measures
- requires a detailed implementation plan for an environmental claim related to future environmental performance

Green Claims Directive

- national application from 2027/28
- concerns specific environmental claims and environmental labels
- requires a certificate of conformity for green claims issued by a competent authority
- strict requirements for the use of environmental labels/quality seals
- penalties for infringement

What we offer you:

We help you to communicate in a legally secure manner in the market and to avoid damage to your reputation!

Our advisory portfolio

We advise you on the design of environmental and sustainability advertising.

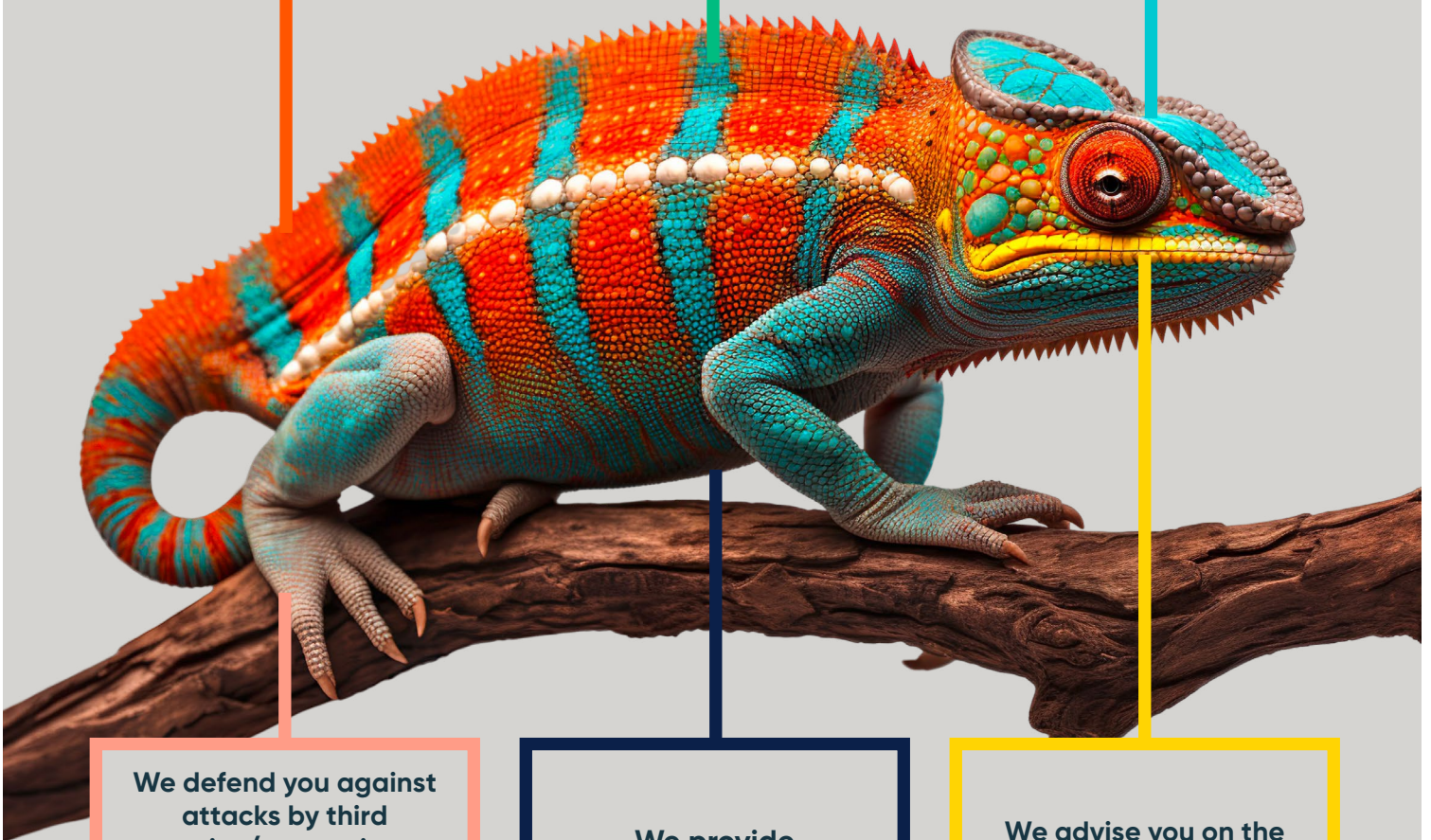
We analyse individual 'green claims' for their legal admissibility.

We conduct 'green claims' & 'green brands' audits and quick checks.

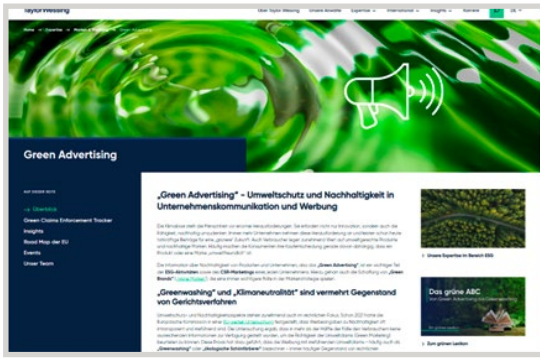
We defend you against attacks by third parties (competitors or consumer/ environmental organisations), including across borders.

We provide Europe-wide campaign advice.

We advise you on the protection, use and enforcement of 'green brands'.

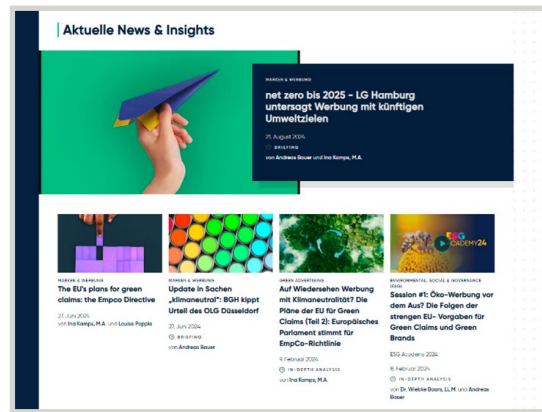
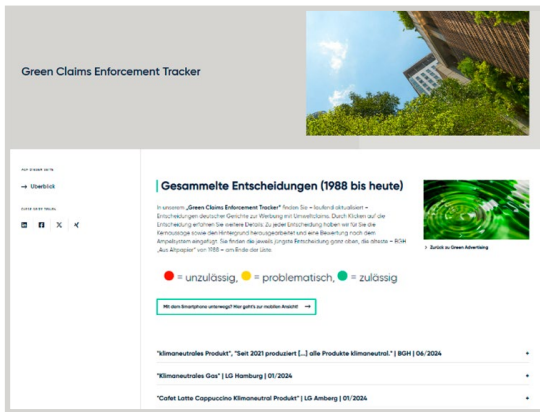


Our Green Advertising Info-Hub: www.green-advertising.com



Highlights:

- Green Claims Enforcement Tracker: Summary and evaluation of relevant decisions by German courts on 'green claims' since 1988
- EU legislative road map
- Insights on current topics and decisions



Our Green Advertising Experts



Dr. Wiebke Baars, LL.M.
+49 40 36803-145
w.baars@taylorwessing.com



Andreas Bauer
+49 89 21038-160
a.bauer@taylorwessing.com



Dr. Verena Ahmann
+49 89 21038-213
v.ahmann@taylorwessing.com



Katharina H. Reuer, M. Jur.
+49 40 36803-366
k.reuer@taylorwessing.com



Daniel Wiemann, LL.M.
+49 40 36803-422
d.wiemann@taylorwessing.com