



EUROPEAN COMMISSION

Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs
Single Market Enforcement
Notification of Regulatory Barriers

Notification Number : 2021/0904/F (France)

Decree on carbon offsetting and claims of carbon neutrality in advertising

Date received : 28/12/2021

End of Standstill : 29/03/2022 (closed)

Message

Message 002

Communication from the Commission - TRIS/(2021) 04818

Directive (EU) 2015/1535

Translation of the message 001

Notification: 2021/0904/F

No abre el plazo - Nezahajuje odklady - Fristerne indledes ikke - Kein Fristbeginn - Viivituste perioodi ei avata - Καμμία έναρξη προθεσμίας - Does not open the delays - N'ouvre pas de délais - Non fa decorrere la mora - Neietekmē atlikšanu - Atidējimai nepradedami - Nem nyitja meg a késéseket - Ma' jiftaħ il-perijodi ta' dawmien - Geen termijnbegin - Nie otwiera opóźnień - Não inicia o prazo - Neotvorí oneskorenia - Ne uvaja zamud - Määräaika ei ala tästä - Inleder ingen frist - He ce предвижда период на прекъсване - Nu deschide perioadele de stagnare - Nu deschide perioadele de stagnare.

(MSG: 202104818.EN)

1. MSG 002 IND 2021 0904 F EN 28-12-2021 F NOTIF

2. F

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Tour Esplanade, 1 Place Carpeaux,

92800 Puteaux

4. 2021/0904/F - X40M

5. Decree on carbon offsetting and claims of carbon neutrality in advertising

6. Framework of requirements and methods of communication by advertisers of the elements justifying claims of climate neutrality in advertising for their products or services

7. -



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8. This draft decree lays down the communication procedures for advertisers regarding the carbon neutrality of their products or services. It makes these claims conditional on the production of a greenhouse gas emissions balance sheet covering the entire life cycle of the product or service advertised. This balance sheet shall be worked out in accordance with the requirements of the reference standard ISO 14067, relating to the carbon footprint of products, or any other standard consistent with the requirements of that standard.

The declarations concerned appear in advertising correspondence aimed at individuals, advertising printed matter distributed to the public, advertising posters, advertisements in press publications, advertisements broadcast in cinemas, advertisements issued by television or broadcasting services or by means of communication services to the public online, or on the packaging of goods.

This balance sheet, which is required in the event of such a claim, shall be included in a report which also sets out the target path for reducing greenhouse gas emissions associated with the product or service advertised, as well as the arrangements for offsetting residual emissions (the nature, description and, where possible, cost of the compensation projects implemented).

This report shall be updated annually throughout the marketing period of the product or service and published on the advertiser's website or, failing that, on his mobile application. The web link or quick response code (QR-code) to access this publication is indicated on the advertisement or packaging with the claim of carbon neutrality.

The draft decree also provides for a system of sanctions for failure to comply with the above-mentioned obligations.

9. Article 12 of Law No 2021-1104 of 22 August 2021 on combating climate change and strengthening resilience to its effects, lays down a framework for the advertising of products and services presented as carbon neutral. It provides for an implementing decree for advertisers to frame claims of environmental neutrality for products and services in order to ensure transparency vis-à-vis the public and prevent any risk of greenwashing.

10. References to the basic texts: Article 12 of Law No 2021-1104 of 22 August 2021 on combating climate change and strengthening resilience to its effects

11. No

12. -

13. No

14. No

15. -

16. OTC aspect

NO - The draft does not have a significant impact on international trade.

SPS aspect

No - The draft is not a sanitary or phytosanitary measure.

European Commission

Contact point Directive (EU) 2015/1535



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