

EmpCo turns green claims into compliance claims

From September 2026, the Empowering Consumers Directive will tighten the rules on environmental claims, sustainability labels and consumer-facing product information across the E.U. For the adhesive tape value chain, broad green language is moving into compliance territory.



The [Empowering Consumers Directive](#), known as EmpCo, is now one of the most immediate consumer-law files affecting environmental communication. It amends the [Unfair Commercial Practices Directive](#) and the [Consumer Rights Directive](#) to strengthen protection against misleading environmental and circularity-related claims. Member States were required to transpose the Directive into national law by 27 March 2026, with the rules applying from 27 September 2026.

Afera's latest Members-only brief explains why EmpCo matters for the adhesive tape value chain. The Directive targets generic environmental claims, restricts sustainability labels and raises the bar for future environmental-performance statements. Claims such as "green", "eco-friendly", "biodegradable", "biobased", "climate neutral" or "recyclable" will need to be specific, evidenced and proportionate. A claim about one part of a product, such as a carrier, adhesive, liner, core or packaging format, should not imply a broader environmental benefit for the whole product unless that broader claim can also be supported.

The impact may reach the tape value chain in two ways. If a tape product is made available to consumers, the rules apply directly to the trader responsible for consumer-facing communication. If tape is used in the manufacture, packaging or branding of a consumer product, downstream customers may rely on tape-related data to support claims on recyclability, repairability, substances of concern, recycled content or environmental performance. EmpCo therefore connects with other regulatory files already on Afera's agenda, including the [Packaging and Packaging Waste Regulation](#), the [Ecodesign for Sustainable Products Regulation](#) and Digital Product Passports.

For Afera Member Companies, the practical message is clear: sustainability communication now needs the same discipline as regulatory communication. Marketing, regulatory, sustainability, product-management and customer-service teams should review consumer-facing claims, check what each claim covers, confirm which data supports it and avoid wording that could be read more broadly than intended. EmpCo does not stop companies from communicating environmental performance. It makes precision, evidence and internal alignment essential.

Further information

- [Member brief: EmpCo turns green claims into compliance claims](#) (*Members only*)
- [Directive \(EU\) 2024/825 on empowering consumers for the green transition](#)
- [European Commission FAQ on empowering consumers for the green transition](#)
- [European Commission: Sustainable consumption](#)
- [Afera Regulatory Affairs](#)
