

The Directive on Empowering Consumers for the Green Transition – implementation in selected EU member states

19 January 2026



The [Directive on Empowering Consumers for the Green Transition](#) aims to promote sustainable consumption by

- tackling unfair commercial business practices such as greenwashing that prevent consumers from making sustainable consumption choices, and
- improving consumer information to enable sustainable transactional decisions.

Companies should use the period for transposition into national laws to familiarise themselves with the new requirements and, if necessary and commercially viable, adapt their practices (read more in our detailed [client alert](#)).

Member states have to implement the Directive into national legislation by 27 March 2026. In this overview, we keep track of the implementation in selected EU member states of key relevance.

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Belgium

Status	Next steps and timing	Legislative documents	Description
In response to a parliamentary question, the Minister responsible for the implementation of the Directive confirmed, on 21 August 2025, that the transposition process is ongoing, without specifying a precise timeline.	N/A	N/A	N/A

France

Status	Next steps and timing	Legislative documents	Description
The implementation process has started. A draft bill was submitted by the government to the Senate on 10 November 2025 under the accelerated legislative procedure.	In line with the French legislative procedure, the bill will first be examined by the competent parliamentary commission, currently expected on 3 February 2026, and then debated and put to a vote in the Senate, currently expected on 16 and 17 February 2026. It will afterwards be referred to the French National Assembly, where it will also be debated and voted.	Articles 20 and 21 of the Draft bill No. 118 , containing various provisions for the adaptation of French law to EU law with regard to economic, financial, environmental, energy, information, transport, health, agriculture and fishing matters. Explanatory memorandum on Draft bill No. 118	Articles 20 and 21 of the draft bill amend the French Consumer Code and the French Environmental Code to implement the Directive. Article 20 modifies the French Consumer Code to notably (i) introduce a definition of 'environmental claims', (ii) strengthen pre-contractual information provided to consumers, and (iii) extend the concept of misleading commercial practices in relation to environmental claims. Article 21 amends the French Environmental Code provisions relating to prohibited environmental claims concerning products and their packaging.

	<p>Once the draft has been adopted in identical terms by both chambers, it will be promulgated.</p> <p>As currently drafted, the bill provides that the relevant provisions will come into force on 27 September 2026.</p>		
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Germany

Status	Next steps and timing	Legislative documents	Description
The <i>Bundestag</i> adopted the transposition act on 19 December 2025.	As stipulated by the Directive, the new rules are supposed to enter into force on 27 September 2026. The transposition act still needs to be published in the Federal Law Gazette, which should happen shortly unless the <i>Bundesrat</i> unexpectedly decides to raise objections (<i>Einspruch</i>).	Final version of the bill as adopted (19 December 2025)	Germany implements the Directive by way of a one-to-one transposition. Read more in our blog post on the initial draft.

Italy

Status	Next steps and timing	Legislative documents	Description
On 5 November 2025, the Council of Ministers approved in preliminary examination the draft legislative decree transposing the Directive.	On 18 December 2025, the Parliament finalised the legislative approval process of the draft legislative decree. The next step will be the final approval by the government acting through the Council of Ministers.	Draft legislative decree A.S. 345	The draft legislative decree introduces amendments to the Consumer Code (Legislative Decree No. 206 of 6 September 2005). The measure strengthens the protection against misleading 'green claims', expanding the list of prohibited commercial practices, and introduces new ways of providing clear and verifiable information for the benefit of consumers. The provisions will apply from 27 September 2026.

Luxembourg

Status	Next steps and timing	Legislative documents	Description
On 29 October 2025, Luxembourg introduced draft bill No. 8648 regarding the Directive.	The bill will need to be discussed in Parliament.	Submission of the bill (29 October 2025) Note: All legislative documents are available here in French.	The aim of the bill is to amend the Consumer Code to improve consumer information about the expected lifespan of goods. This involves improving details about the manufacturer's commercial durability guarantee through a standardised label. The bill also seeks to make information on the repairability of goods more accessible, by providing a repairability index from the manufacturer or by sharing information about spare parts and repair instructions. Another objective is to counter unfair commercial practices that mislead consumers and prevent them from making sustainable consumption choices.

The Netherlands

Status	Next steps and timing	Legislative documents	Description
<p>The draft bill implementing the Directive was approved by the Council of Ministers on 11 July 2025. The proposal was subsequently submitted to the Advisory Division of the Council of State.</p> <p>On 24 September 2025, the Council of State issued its opinion without further comment, recommending that the proposal proceed to the House of Representatives.</p> <p>On 22 December 2025, the legislator submitted a draft bill to implement the Directive, together with its explanatory memorandum, to the Dutch House of Representatives.</p> <p>On 13 January 2026, the draft bill was discussed in the Dutch House of Representatives during which the procedural steps and order of business were established.</p>	<p>Submission of contributions for the committee report is scheduled for 12 February 2026. A debate in the House of Representatives on the bill has not been scheduled yet.</p> <p>After the approval by the House of Representatives, the draft bill will be sent to the Dutch Senate for consideration.</p> <p>If accepted, the draft bill will be implemented by Royal Decree.</p> <p>It is noted in the draft bill that the Directive should be transposed into national legislation as per 27 March 2026 and that the rules will apply as of 27 September 2026.</p>	<p>Draft bill (22 December 2025)</p> <p>Explanatory memorandum (22 December 2025)</p>	<p>The draft bill will amend the Book 6 of the Dutch Civil Code to implement the Directive.</p>

Portugal

Status	Next steps and timing	Legislative documents	Description
N/A	N/A	N/A	N/A

Spain

Status	Next steps and timing	Legislative documents	Description
In July 2025, the government approved a first draft and opened a consultation period.	The consultation period ended on 31 August 2025. The government must now approve a new draft. This new draft will be sent to the Parliament for discussion and enactment.	Preliminary Draft Law on Sustainable Consumption (1 July 2025)	In addition to this Directive, the law also transposes the Right to Repair Directive . The law is structured on several key principles that reshape consumer protection, including addressing unfair business conduct, fostering more informed purchasing choices, supporting the repair of products, and guaranteeing that environmental information about goods and services is transparent, dependable and verifiable.

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