

European Union

Directive (EU) 2024/825: One year of progress towards ethical consumption



On 6 March 2025, it will be one year since **Directive (EU) 2024/825** was published in the Official Journal of the European Union, marking a significant turning point in **consumer protection as part of the green transition**.

After almost a year of its implementation, the question arises as to whether this was the necessary impetus to transition towards a truly sustainable market.

A close examination of the legislative text reveals its reflection of the necessity to combat practices that, despite their longstanding prominence, have been particularly deleterious to consumers seeking to make responsible choices.

The keys to Directive (EU) 2024/825

The most significant success of the Directive is that it highlights commercial practices that are pervasive yet controversial and have historically lacked effective regulation. A case in point is the frustration experienced by consumers when products, designed to last longer than promised, often reach the end of their useful life cycle much earlier than anticipated. This phenomenon, known as **'premature obsolescence'**, is a central concern that the new standard aims to address at its core.

Another salient issue is 'greenwashing', a term denoting the practice of selling products or services as 'sustainable' or 'environmentally friendly' without a substantive basis for doing so.

It is noteworthy that consumers have frequently been deceived by misleading labels that promise more than they deliver, whether through concealed practices or mere marketing strategies. The overarching objective of this Directive is **to safeguard the interests of consumers** by ensuring transparency and accountability in environmental claims.

The new framework has been meticulously crafted to impose stringent regulations on environmental claims, aiming to eliminate ambiguous terms and unsubstantiated promises such as 'climate neutrality'. This development represents an important step forward in promoting transparency and accountability in the corporate sector.

However, it is important to recognize that this shift may present a substantial challenge to companies, as they are required **to substantiate their environmental commitments with verifiable and publicly accessible plans.**

It is evident that **transparency and accountability** have evolved from being discretionary practices to mandatory obligations for all stakeholders, a development that is undoubtedly beneficial for the market.

However, an analysis of Spanish legislation reveals that certain practices which are subject to punishment in this Directive have been regulated for many years by legislation such as the Unfair Competition Act. This raises the question of what benefits this Directive will actually deliver. It is evident that the Directive's primary objective is to promote the **harmonization of sustainability across Europe, emphasizing its significance as an imperative for businesses and consumers.**

Almost a year after the issuance of this standard, it can be concluded that the market is evolving towards one in which informed and responsible choices are the norm, rather than the exception.

It is hoped that companies have correctly interpreted and adopted the measures of this Directive since its publication, not only to avoid legal problems in the future, **but also to be able to position themselves as leaders in a market that increasingly values sustainability.**

In summary, Directive (EU) 2024/825 has not functioned as a regulatory instrument; instead, it has motivated all European Union countries to adopt a scenario in which ethical consumption is straightforward, companies compete to demonstrate the highest levels of transparency, and environmental commitment is more than a mere slogan. The progress of this transition is already evident.

Is your company ready to comply with the new requirements of Directive (EU) 2024/825 and take advantage of the opportunities offered by sustainability?

At **UNGRIA** we help you **protect your intangible assets** while adapting your business to this new regulatory framework. Our team of IP experts is ready to guide you every step of the way towards transparency, innovation and responsible competitiveness.

CONTACT US

Europe | U.S.A | Argentina | Brazil | Mexico

Disclaimer: Please note that the present communication is of a general nature. It is not intended as legal advice and does not create an attorney-client relationship. No warranty of any kind is given with respect to the subject matter included herein or the completeness or accuracy of this note and no responsibility is assumed for any actions (or lack thereof) taken as a result of relying on or in any way using information contained in this note. In no event shall we be liable for any damages resulting from reliance on or use of this information. Any analysis regarding or related to the developments indicated above needs to be applied to a case in particular and consulted or verified with local counsel in each jurisdiction.