

GREEN CLAIMS – Quick Check

Is your environmental advertising ready for the new UWG rules?

8 risk questions on environmental claims, sustainability labels, climate targets and environmental messages in trade marks

As of 27 September 2026, new and stricter requirements will apply to environmental and sustainability claims made to consumers. Answer each question "Yes" or "No". Each "Yes" answer is a warning signal and should be reviewed in more detail.

Assessment note: A "Yes" answer does not automatically mean that the claim is unlawful. It does, however, indicate that there may be a specific legal risk or a need for further legal review.

1 Insufficiently substantiated sustainability labels

Does your company use a sustainability label, environmental label or certification mark that has neither been established by a public authority nor is based on a certification scheme that meets the statutory requirements?

Even self-created badges, emblems or brand-like signs may be classified as sustainability labels.

Yes No

2 General environmental and sustainability claims

Does your company use terms such as "sustainable", "green", "environmentally friendly", "ecological" or "climate-friendly" without clearly and prominently explaining their specific meaning on the same medium, or without being able to demonstrate recognised excellent environmental performance?

General environmental claims will be subject to particularly strict scrutiny going forward.

Yes No

3 Overly broad product claims

Does an environmental claim relate to the entire product although the claimed environmental benefit only concerns the packaging, an individual component or a limited stage of the life cycle?

The reference point of the claim must be clear and correspond to the actual data available.

Yes No

4 Overly broad company claims

Does an environmental claim relate to the entire company or the entirety of its business operations although it concerns only an individual measure, activity, product line or business unit?

Company-wide claims require a correspondingly broad and robust factual basis.

Yes No

5 Climate neutrality and offsetting

Does your company advertise a product as "climate neutral", "CO₂ neutral", "climate positive" or as having a reduced climate impact, even though the claimed effect is based in whole or in part on the offsetting of greenhouse gas emissions?

Product-related climate claims based on offsetting will be particularly sensitive as of the relevant date.

Yes No

6 Future environmental performance and climate targets

Does your company communicate future environmental or climate targets without clear, objective, publicly available and verifiable commitments, as well as a detailed and realistic implementation plan with measurable and time-bound targets?

The plan must be regularly reviewed by an independent external expert; the findings must be made accessible.

Yes No

7 Environmental messages in trade marks, names and design elements

Do trade marks, company names or product names, logos, images, colours or symbols contain environmental messages whose meaning has not yet been legally reviewed or sufficiently substantiated?

Indirect or visual representations may also qualify as environmental claims.

Yes No

8 Missing or insufficient evidence

Are there no current, robust and documented substantiating materials for individual environmental, comparative or reduction claims, or are the baseline, period, methodology or system boundaries not clearly defined?

The factual and methodological basis should already exist at the time the claim is published and should be documented in a comprehensible manner.

Yes No

Evaluation

At least one “Yes” answer

There is a specific need for review. Even a single problematic environmental claim, an impermissible sustainability label or an insufficiently substantiated climate target may be challenged under unfair competition law.

Eight “No” answers

In the key risk areas, there is no obvious red flag at first sight. However, this quick check is not exhaustive. Additional risks may arise, in particular with comparative advertising, specific reduction claims, substantiation methods and internal approval processes.

Would you like to know more precisely where risks and blind spots may exist?

Our comprehensive 30-point check provides a more in-depth assessment and also covers internal processes, comparative claims, system boundaries, existing advertising materials and the specific need for adjustment before 27 September 2026.

[Download the 30-point check](#)

Legal notice:

This quick check is intended solely as initial guidance and does not replace a case-specific legal assessment. The legal assessment depends on the specific wording, design, substantiation, scope and overall impression of the relevant communication.

As of June 2026. Legal basis: Directive (EU) 2024/825 and the Third Act Amending the German Act Against Unfair Competition of 12 February 2026 (Federal Law Gazette 2026 I No. 43), largely applicable from 27 September 2026. Wesentlichen anwendbar ab 27. September 2026.



Karin Simon
Susanne Graeser
Lawyers
Certified IP Lawyer
Uhlandstr. 2
80336 Munich
Germany
Phone +49 89 90 42 27 51-0
Fax +49 89 90 42 27 51-9

[Contact us](#)