



The European Carton Makers Association support the European Green Deal and the aspiration to move from a part linear to fully circular economy. We fully support this 'Substantiating Claims' initiative as a route for reducing the quantity of misleading claims – so called 'greenwash' - and providing consumers and businesses with reliable, comparable and verifiable information to make sustainable decisions. Green claims made by companies should be substantiated via a comparable methodology - currently the array of voluntary environmental labels make comparison quite challenging and open to ambiguity.

The Hague

17.08.20