

## How the EU promotes sustainable consumption

European rules aim to promote a culture of repair, and ensure that products are environmentally friendly and that advertising does not mislead consumers.



It should be easier and cheaper to repair a product ©AdobeStock/Olexandr

The EU wants to build an economy that is climate neutral and that reuses and recycles resources. One important step towards creating such a circular economy is switching to a [model of consumption](#) that leads to a better quality of life but also seeks to minimise the impact on the environment and future generations. The EU has already introduced many measures to make this happen.

## Further information

[Read more on the importance and benefits of the circular economy](#)

## Right to repair

In April 2024, Parliament adopted the right to repair directive, introducing rules to make repairs simple and affordable. Consumers should get better information on repairs and incentives to repair rather than replace products. Sellers should also prioritise repair when it is cheaper or equal in cost to replacing a good.

## Further information

[Read more on the right to repair and EU measures to make repairs more attractive](#)

## Ecodesign

In April 2024, Parliament approved revised ecodesign rules to make sure that already at the stage of designing products, environmental considerations are taken into account.

The rules significantly broaden the scope of products they apply to and introduce additional requirements and minimum standards for durability, reparability, energy efficiency and recycling. Products will need to have a Digital Product Passport, providing buyers with the relevant information for making informed decisions.

## Further information

[Read more on ecodesign rules to ensure sustainable products on the EU market](#)

## Greenwashing

In January 2024, MEPs approved new rules on more responsible advertising to stop greenwashing, which is when companies give the impression that a product is more environmentally friendly than it really is.

The EU wants to make sure that all information on a product's impact on the environment, longevity, reparability, composition, production and usage is backed up by verifiable sources. Consumers should also be fully aware of the products' guarantee period.

## Further information

[Read more on how the EU regulates durability claims and greenwashing](#)

## Batteries

Batteries are becoming more and more important, especially in light of increased use of electric vehicles. The European Parliament updated EU's battery directive in June 2023, to ensure that batteries are more sustainable, performant and durable.

## Further information

[Read more on new EU rules for more sustainable and ethical batteries](#)

## Common charger

In October 2022, the Parliament approved rules on making USB-C the common charging standard for smartphones and other mobile devices. The rules aim to reduce e-waste by enabling consumers to use just one charger for all their devices.

## Further information

[Read more on the common charger](#)