

# GREEN CLAIMS DIRECTIVE

The view of LoginEKO

## Thinking further than traditional eco-labeling

Consumers deserve a comprehensive understanding of a product's sustainability rating, from cultivation to the final consumer product. Transparency is key, empowering consumers to make informed choices that benefit both personal and planetary health.

## Redefine definitions

The narrow definition of the **environmental label** in the proposal increases the risk of traders adding non-environmental parameters to their labeling schemes to fall outside the scope of the Proposal. If we expand the definition of environmental labels, we prevent such behaviors.

**Vote + for Amendments No. 12, 238, 254-256**

Expanding the definition of a **life cycle** to encompass crop production and transportation adds on important considerations to consumer safety and clarity.

**Vote + for Amendment No. 259**

**Suggestion for new Amendment No. 822 (new - see document in attachment)**

## Make it public, simply with a QR code

All documents to support environmental claims should be available to the public, as proposed. We proved how adding a [QR code can](#) be simple for producers and easy to understand for consumers with [Njamito](#), our Meal in a bottle. Our system even provides a countdown timer for the product's expiration date.

**Vote + for Amendment No. 470.**

**Suggestion for new Amendment No. 823 (new - see document in attachment).**

## Properly Define the Advisory Panel

In the process of deciding and adopting delegated acts the Commission should clearly define profiles of various stakeholders to take part in the Advisory Panel to ensure data-based decision-making.

**Vote + for Amendments No. 50, 130, 393, 506-507, 615, 778 and 784.**

## Include all traders and all claims

Applying environmental claims requirements to all traders is key to ensuring success of this directive. Potential burdens for **microenterprises** could be managed by measures such as simplified procedures and various types of support.

**Vote + for Amendments No. 45, 111, 136-137, 160, 168, 377-379, 408, 434, 500-501, 533, 618, 624, 626-627, 645, 698-700.**

Similarly, including all claims, also those based on **carbon offsetting**, would eliminate the possibility of hidden trade-offs.

**Vote + for Amendments No. 89, 341-343, 387, 401.**

### **Have them pay**

Fines for companies engaging in misleading practices and enhanced regulatory control are fine, but companies should also be incentivized to adopt production methods with a lower environmental footprint, through funding or other financial practices.

**Vote + for Amendment No. 717.**

**Suggestion for new Amendment No. 824 (new - see document in attachment).**

### **Leverage traceability and solve it all**

The existing system is both confusing for companies facing a methodology burden, and complicated for consumers to understand.

Opting for a simple and comprehensive [traceability system](#) would solve a lot of issues.

We're proving that **this is possible**, and our product [Njamito](#) now contains 100% [traceability](#) for one key ingredient.

We have also already developed solutions that trace products from seed to storage and from raw ingredients to consumers. Once connected, and coupled with an environmental index calculator, these simple tools will serve as an objective basis for calculating the **sustainability rating of agrifood products**.

[Subscribe](#) to our newsletter and get our latest insights.

### **In short**

We recommend to:

- Vote + for Amendments No: 12, 45, 50, 89, 111, 130, 136-137, 160, 168, 238, 254-256, 259, 341-343, 377-379, 387, 393, 401, 408, 434, 470, 500-501, 506-507, 533, 615, 618, 624, 626-627, 645, 698-700, 717, 778, 784;
- Table suggested new amendments 822-824.
- Vote - for Amendments No: 56, 113, 138, 162, 253, 380-385, 429-433, 457, 461-462, 487-490, 502-504, 619-623.
- Put full traceability on the table

[At LoginEKO](#), we are creating solutions to facilitate the transition to a sustainable food system in the areas of farming, farming software, food development, wholesale, traceability, and legislation. We want to ensure healthy food for everyone for generations to come. We will share every part of our developed knowledge, software, and tools for free when they have proven useful in our tests. LoginEKO is supported by the Login5 Foundation.