



September 2026

Law 5317/2026: The new framework against greenwashing

With the enactment of Law **5317/2026**, Greece has implemented **Directive (EU) 2024/825** on empowering consumers for the green transition. The new law introduces stricter rules governing businesses' environmental claims ("**greenwashing**"), while further enhancing consumer rights.

We summarize below the key provisions of the new legislative framework and the considerations raised for businesses, particularly regarding compliance obligations, governance structures, and risk management practices.

What constitutes greenwashing

Greenwashing is the practice whereby businesses promote their products or services as having more environmental benefits than they actually bear, relying on vague claims, misleading statements or exaggerated assertions. Law 5317/2026 addresses this practice in a comprehensive manner, imposing clear limitations on the use of vague environmental claims.

Key pillars of the Law

The new law is based on two key pillars:

- **Broadening the scope of unfair commercial practices:** The law introduces additional categories of misleading practices associated with environmental claims, further strengthening consumer protection against greenwashing.
- **Strengthening pre-contractual transparency obligations:** Businesses must provide consumers with clear, reliable and evidence-based information before entering into a contract, enabling them to make informed purchasing decisions.

Prohibited Misleading Practices

The law expressly prohibits, inter alia, the following practices by suppliers of products and services:

- **Unauthorized use of trustmarks and quality labels:** Use of a trustmark, quality label, or similar distinguishing mark without the appropriate approval.
- **Unsubstantiated Environmental Claims:** Making claims that a product has a positive or neutral environmental impact, or that it is less harmful than competing products, without substantiated evidence of superior environmental performance.
- **Carbon Offset-Based Environmental Claims:** Making claims that a product, service, or business has a neutral, reduced, or positive environmental impact when such claims are based solely on greenhouse gas emissions offsetting (carbon offsetting) schemes.
- **Unverified Claims on Future Environmental Performance:** Making environmental claims that are not supported by clear, objective, publicly available, and verifiable commitments, as well as by a realistic implementation plan.

Documentation Obligations and Internal Control Procedures

- Particular emphasis is placed on the obligation of businesses to substantiate their environmental claims through reliable data, objective evidence and effective internal control mechanisms.
- This requirement applies across all external communications, including corporate websites, advertising material and product packaging. Businesses must ensure that all environmental claims are consistent, evidence-based and adequately documented.

Compliance Timeframe

- **By 27 September 2026**, businesses will need to align their practices with the new requirements governing environmental claims and consumer transparency obligations.

Broader Context and Perspective.

- Law 5317/2026 reflects a broader European market trend towards enhanced transparency and accountability in sustainability-related communications. The regulatory focus is shifting from broad sustainability statements to claims supported by robust, objective, and verifiable evidence. The message from legislators is unequivocal: businesses will no longer be permitted to promote products or services as “environmentally friendly,” “green,” or “climate-neutral” unless such claims are substantiated by clear, objective, and verifiable data.
- For businesses, the key challenge is not only to reduce the greenwashing risk but also to enhance the credibility of their sustainability claims towards consumers, investors, and regulators. Law 5317/2026 further reinforces the link between CSRD compliance, ESG data, sustainability strategy, corporate communications, and reputation management.

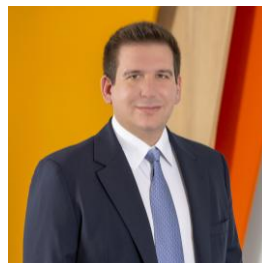
Let's talk

For a more in-depth discussion on the above you may contact:



Sophia Grigoriadou

Partner,
Head of Legal Services, PwC Greece
Sophia.grigoriadou@pwc.com



Dimitrios Sakipis

Partner,
Sustainability, PwC Greece
Dimitrios.sakipis@pwc.com



Vacò Tsigarida

Senior Manager,
Legal Services, PwC Greece
vasiliki.tsigarida@pwc.com