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Environmental compliance for businesses: technical implications and requirements between MEC decrees and new anti- greenwashing rules

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Fitt·Ness

*Fostering Innovation & the Twin Transition
for iNclusive EnvironmentS and Smart homes*



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About me...

- **Graduated in Civil and Building Engineering at the “Alma Mater Studiorum” University – Bologna – back in 1985**
- **Freelance professional specializing in building design—particularly in thermal and acoustics field**
- **Since 1988, involved in technical and standards-related activities within UNI, CEN, and ISO working groups.**
- **Since 1998, collaborating with FederlegnoArredo as part of the Federation Technical Department**



Today we will focus on the following main topics...

1. ***The Italian Greenwashing Decree*** – regulatory framework and critical deadlines
2. ***Compliance Strategies*** – aligning corporate communication with the new rules
3. ***Penalty System*** - financial and reputational risks for companies
4. ***The interplay with Minimum Environmental Criteria for buildings and internal furniture***

1. *The Italian Greenwashing Decree – regulatory framework and critical deadlines*

- **Legislative Decree No. 30 of February 2026**

published in the Official Journal on March 2026 – In force starting from **27 of September 2026**

- The title of the decree refers to ***“Empowering consumers for the green transition through better protection against unfair practices and through better information”***
- **Represents the implementing regulation of the European Directive (EU) 2024/825 and the Regulation (EU) 2025/1960**
- **The period between March and September is a transition phase to align communications and behaviors with the new rules**

1. *The Italian Greenwashing Decree*

- **The decree is not limited to environmental claims. It also considers**
 - ✓ **the structure of information**
 - ✓ **durability**
 - ✓ **repairability**
 - ✓ **spare parts availability**
 - ✓ **consumer guarantees**
 - ✓ **software updates**

- **Environmental claims**  **when sustainability is promoted as a product requirement, it becomes (and must be) a verifiable part of the marketing (and technical) information**

2. *Compliance strategies*

- **New attention from companies in their market declarations on the green nature of their products**
- **no more ambiguity**
- **From now on, commercial correctness is valid only if it can be effectively controlled**
- **"Green labels" created directly by companies will no longer be allowed**

2. *Compliance strategies*

NO to “home made” label

- sustainability labels not based on approved certification systems or established by public authorities are not permitted



YES to “third-party” certification

- only marks verified by independent and impartial bodies will be permitted



2. *Compliance strategies*

- **In addition, two types of guarantee for consumer protection...**
- ✓ **Legal guarantee of conformity (mandatory)**
- ✓ **Commercial guarantee of durability (voluntary)**

2. Compliance strategies

- **Harmonized notice on the legal guarantee of conformity (mandatory)**
- **at least 2 years**



Minimum two-year legal guarantee protection for goods sold in the European Union.

Consumers can claim their rights under the legal guarantee of conformity, for example if goods:

- ☞ do not match the description;
- ☞ do not function as intended.

Sellers are liable for any lack of conformity which existed when the goods were delivered, and which becomes apparent within the legal guarantee period. Sellers in such a situation are required to offer:

- ☞ **free repair or free replacement;**
- ☞ in some cases, a **price reduction or full reimbursement.**

Some countries have a longer legal guarantee period. For second-hand goods, a shorter period may apply, but not less than one year.

For more information on your rights in a specific country, scan the QR code below or ask the seller.



europa.eu/youreurope/guarantees

What to do if you receive non-conforming goods:

- 1 Contact the seller as soon as possible to report the issue;
- 2 Provide proof of purchase, such as a receipt, invoice, or bank statement.

GARAN ☞

Sellers and producers may also offer commercial guarantees, which apply independently from the legal guarantee. For example, you may see this GARAN label representing a **commercial guarantee of durability** offered by the producer at no additional cost and covering the entire good.

2. *Compliance strategies*



- to be displayed prominently in all shops (both online and offline) at “shop level”, reminding consumers about the main elements of the legal guarantee

2. *Compliance strategies*

- **Harmonized label for the commercial guarantee of durability (voluntary)**
- **more than 2 years**
- **direct liability of the manufacturer towards the consumer for the repair or replacement of the product**



2. *Compliance strategies*



- to be displayed prominently for a particular good for which the producer is offering the voluntary commercial guarantee of durability, at no additional cost, covering the entire good

3. *Penalty System*

- **Upon establishing the existence of an unfair commercial practice, the Authority may**
 - ✓ **prohibit its sale**
 - ✓ **order the imposition of pecuniary sanctions ranging from €5,000 to €10,000,000**
 - ✓ **impose sanctions up to a maximum of 4% of the professional's annual turnover generated in Italy or in the EU Member States affected by the violation, where the violation has a cross-border impact**
 - ✓ **order the immediate removal of misleading messages from labels, advertisements, and digital channels at the company's expense**

4. *The interplay with Minimum Environmental Criteria for buildings and internal furniture*

	Greenwashing Decree (Leg. Decree no. 30/2026)	Minimum Environmental Criteria Decrees for buildings and internal furniture
Legal nature	Competition and consumer protection regulation	Mandatory technical specifications for Public Administration (Public Contracts Code)
Application	B2C and B2B markets Any advertising message, label, or claim addressed to the public	Public Procurement Design, construction, and supply of construction products and furnishings for the public administration
Main objective	Ban vague, misleading, or unsubstantiated environmental claims.	Ensure that goods and services purchased by the Public Administration have the minimum environmental impact over their lifecycle
Risk	Penalties from € 5,000 to € 10M or up to 4% of annual turnover	Exclusion from the tender procedure, revocation of the contract, forfeiture of the security deposit, or contractual penalties

4. *The interplay with Minimum Environmental Criteria for buildings and internal furniture*

	Greenwashing Decree (Leg. Decree no. 30/2026)	Minimum Environmental Criteria Decrees for buildings and internal furniture
Control body	Italian Competition Authority	Contracting Authority (Public Administration) and ANAC (National Anti-Corruption Authority)
Technical focus	Not permitted to affix self-made eco-labels to the products without independent third-party verification/certification	BUILDINGS Provisions are given for an Environmental Product Declaration (EPD), LCA , a certification regarding recycled, recovered, or by-product content, VOC, custody chain FSC/PEFC for wood, ISO 14021...
		FURNITURE Provisions are given for strict threshold values on formaldehyde and VOC emissions , and the use of hazardous substances in treatments

4. *The interplay with Minimum Environmental Criteria for buildings and internal furniture*

And so...

- **Certifications for public works as a shield against sanctions!**
- **The technical documentation strictly required by Public Administration for public works constitutes the exact type of evidentiary dossier required by Legislative Decree 30/2026 to consider an environmental claim lawful**

What the companies need to do now...

1 Verify environmental communications

For all "**green**" claims, whether regarding products or commercial campaigns

2 Validate certifications

Sustainability labels are permitted only if based on systems certified and verified by third parties

3 Document every declaration on environmental impact

Without forgetting...

4

Information on repairability and spare parts availability and cost, also for online sales





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Thanks!

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