

Monthly Newsletter

OCTOBER 2026 · #2

Welcome to the second issue. Two things matter most this month: the EUDR deadline is now 90 days away, and since 27 September new EU rules on environmental claims (EmpCo Directive) apply. These rules directly affect how companies use environmental claims.

1. EUDR: 90 days to go

The deadline is **30 December 2026**. For timber and timber products previously covered by the EU Timber Regulation (EUTR), it applies regardless of company size or revenue. The six-month extension for micro and small operators does not cover timber-related products.

What changed since last month

- **The updated product list is now in force.** The Commission's revision of the EUDR product scope has been adopted. Check your products against the updated list.
- **Information System training is under way.** The Commission ran operator sessions throughout September, including the first session on the simplified declaration for micro and small primary operators. More dates are being announced.
- **The deadlines have not changed.** The Commission has confirmed it will not reopen the regulation. What remains is implementation.

Ninety days is enough to run one round of supplier data collection, test your due diligence statements in the Information System and close the gaps you find. It is not enough if you start in December.

I'm keeping a small number of free 15-minute EUDR readiness calls open in October, while there is still time to act on what we find.

Book here: calendly.com/toms-goodimpactsolutions/15min

2. EmpCo: New rules on green claims, and what they mean for your FSC labels

Since 27 September 2026, the Empowering Consumers for the Green Transition Directive (EmpCo) applies across the EU. Its purpose is to stop greenwashing. In practice:

- **Generic claims are out.** Words like “eco-friendly”, “green” or “environmentally friendly” can no longer be used unless they are specific and backed by evidence.
- **Self-made labels are out.** A sustainability label must be based on an independent certification scheme or set by a public authority.

- **There is no grace period for existing stock.** Packaging and marketing already in circulation must comply. Non-compliant claims need to be covered or corrected.
- **EmpCo formally applies to consumer-facing (B2C) communication.** If your products or packaging reach consumers through retailers, however, your customers will expect your claims to be compliant.
- **FSC labels meet EmpCo's requirements, but only when used correctly.** The FSC label supports a claim about responsible forest sourcing; it does not make the whole product “eco” or “sustainable”. Avoid placing it next to generic green claims, and stop using the “Forests For All Forever” add-on. You can align with EmpCo now using FSC's alignment guidance and transition to the new Trademark Standard (V3-0) by January 2029. All artwork still requires trademark approval.

Unsure whether your claims and labels hold up?

Book a 15-minute call: calendly.com/toms-goodimpactsolutions/15min

3. How to prepare

- Check your products against the updated EUDR product list.
- Register in the EUDR Information System and join one of the Commission's training sessions.
- Review every environmental claim on your packaging, website and catalogues.
- Check your FSC label use: the correct label type, your licence code, approved artwork and no generic claims next to it.

4. From practice

The most common EU EmpCo Directive non-compliance risk I see is not deliberate greenwashing but unintentional misuse. Environmental claims tend to accumulate over the years in places nobody reviews with the new rules in mind: website copy, sustainability reports and promotional materials such as brochures, trade-fair displays and social media posts.

A single review of all your communication channels is usually enough to catch most of these issues.

I hope you found this overview helpful. See you in the next issue.