

The Consumer Voice in Europe

BEUC-X-2026-060

16 June 2026

Subject: external alert to the CPC-Network and the European Commission about misleading environmental claims by ENGIE, TotalEnergies, ENI Plenitude and Shell

Dear Members of the CPC-Network,
Dear Mr Cabrera Maqueda,

I am writing on behalf of BEUC, the European Consumer Organisation, to inform you that today, together with 12 of our member organisations from 11 European countries¹, we have submitted an external alert to the CPC Network pursuant to Article 27 of EU Regulation 2017/2394 (the CPC Regulation). The alert concerns several misleading environmental claims by **ENGIE, TotalEnergies, Eni Plenitude, and Shell**.² We consider these claims to be highly misleading and to constitute widespread infringements with an EU-wide dimension under Directive 2005/29/EC on Unfair Commercial Practices (UCPD).

Greenwashing undermines the transition to sustainable and affordable energy. Continued reliance on fossil fuels exposes households to price volatility and higher energy bills. Misleading environmental claims also enable companies to charge a premium for supposedly “green” products, causing financial harm to consumers and unfairly disadvantaging energy providers that offer genuinely more sustainable solutions and are transitioning away from fossil fuels. Achieving the EU’s transition to secure, affordable, and electrified energy requires placing consumers at the centre, ensuring access to genuinely sustainable options and to clear, accurate, and trustworthy information.

This letter complements the alerts submitted via the IMI platform and builds on the findings and conclusions of the study *‘Misleading Environmental Claims in the EU Energy Sector: Legal Assessment under the Unfair Commercial Practices Directive and the Empowering Consumers Directive’*, which is attached for your reference.

¹ CECU in Spain, CLCV and Que Choisir Ensemble in France, Consumentenbond in the Netherlands, Consumatori Italiani per l’Europa in Italy, DECO in Portugal, EKPIZO and KEPKA in Greece, Federacja Konsumentów in Poland, Forbrugerrådet Tænk in Denmark, Spoločnosť ochrany spotrebiteľov in Slovakia, Verein für Konsumenteninformation in Austria, and BEUC for Belgium.

² In addition to the practices of the targeted traders, our research also showed that greenwashing in the energy sector remains a widespread and systemic issue across the EU, and that domestic traders also use similar claims in their countries.

We call on the CPC Network to:

- Initiate coordinated enforcement action against the targeted energy providers and publish a joint position on the compliance of these practices with EU law.
- Require the targeted energy providers to cease misleading climate-related marketing claims and practices.
- Ensure that consumers are clearly informed that, while targeted energy providers may invest in climate protection projects, such investments must not be presented as neutralising, offsetting, or compensating for the companies' emissions.
- Closely monitor the use of climate-related marketing claims by the targeted energy providers and impose effective, proportionate, and dissuasive sanctions, including fines, where such practices persist.
- Require the targeted energy providers to compensate consumers who were sold energy packages or fossil-fuel-based products at a higher price based on misleading environmental claims.

Should the traders propose commitments to change their practices, we urge the CPC Network to ensure that consumer organisations that filed this alert are given a meaningful and timely opportunity to submit their views on those commitments, in accordance with Article 9(8) of EU Regulation 2017/2394.

Finally, please note that we will be hosting a webinar to present this initiative in more detail on **Tuesday 13 October 2026, from 3.00 pm to 4.30 pm**. We will be sending you further details shortly and would like to invite you to already save the date.

We remain at your disposal should you require any additional information or clarification.

Yours sincerely,

Agustín Reyna
Director General

CC: Mr. Alejandro Ulzurrun de Asanza, DG ENER – Unit B1

Attachments:

- **Report:** [Switching off greewashing \[www.beuc.eu/sites/default/files/publications/BEUC-X-2026-053_Switching_off_greenwashing.pdf\]\(http://www.beuc.eu/sites/default/files/publications/BEUC-X-2026-053_Switching_off_greenwashing.pdf\)](http://www.beuc.eu/sites/default/files/publications/BEUC-X-2026-053_Switching_off_greenwashing.pdf) (June 2026)
- **Study:** (June 2026)
- **Annex 1:** [Practices by ENGIE, TotalEnergies, Shell and Eni Plenitude](#) ((June 2026)
- **Annex 2:** [Additional practices from domestic traders acting in the energy sector](#) (June 2026)

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