

## Information release

# Spain and 35 Countries Take a Stand Against Airline Greenwashing

**The Spanish government joins an international initiative urging airlines to ensure their environmental claims are clear, verifiable, and compliant with existing legislation.**

Madrid, 29 May 2025 — The Ministry of Social Rights, Consumer Affairs and the 2030 Agenda, through the Directorate-General for Consumer Affairs, has signed a joint letter addressed to the aviation sector calling for an end to greenwashing practices by airlines. This global initiative, supported by consumer protection authorities from 35 countries, seeks to reinforce compliance with consumer protection laws in relation to potentially misleading environmental claims made in airline marketing.

The action is part of the coordinated efforts of the **International Consumer Protection and Enforcement Network (ICPEN)**, a global forum comprising over 70 consumer authorities. In Spain, the initiative is led by the Directorate-General for Consumer Affairs, part of the Ministry headed by Pablo Bustinduy.

In addition to Spain, the letter has been signed by 16 consumer authorities from countries such as Belgium, Denmark, and Norway in Europe; Colombia, Chile, and Peru in Latin America; and several East and Southern African states that are part of the COMESA customs union, including Kenya, Angola, and Ethiopia.

## Recommendations to the Aviation Sector

The letter reminds airlines of their obligation to ensure that environmental marketing claims are **truthful, clear, accurate, and based on robust and verifiable scientific evidence**. Key recommendations include:

- Avoid using vague or ambiguous terms such as “eco-friendly” or “sustainable” without technical justification to support their accuracy.
- Do not overstate environmental benefits resulting from minor service improvements.
- Communicate transparently about the limitations, uncertainties, and real impact of carbon offsetting schemes.
- Refrain from presenting aspirational goals—such as achieving climate neutrality—as if they have already been met, unless concrete actions and measures are clearly disclosed.
- Ensure references to the use of Sustainable Aviation Fuel (SAF) are precise, properly contextualized, and do not mislead consumers about its actual carbon-reduction potential.

This collective action reflects the Spanish government’s commitment to **ensuring transparent, evidence-based consumer information**, particularly in strategic sectors such as air transport, where consumer choices have direct implications both economically and environmentally.

**Source:** [Ministry of Social Rights, Consumer Affairs and the 2030 Agenda](#)