



Madrid, Rome, Lisbon, 6 September 2022

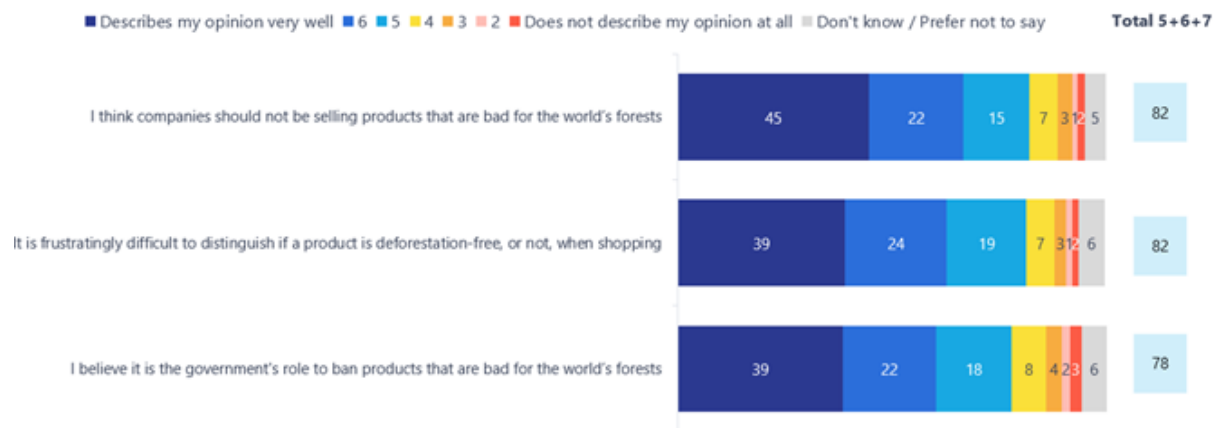
Subject: Consumers support a strong EU deforestation-free legislation

Dear Member of the European Parliament,

On behalf of the consumer organizations CECU (ES), DECO (PT) and Adiconsum (IT), we are writing to you to bring the voice of consumers about the EU-driven deforestation law.

Europeans are concerned about how their consumption drives the destruction and degradation of the world’s forests. However, they find it frustratingly difficult to distinguish if a product is deforestation-free, or not, when shopping, as it is shown in a new poll being conducted by GlobeScan in Spain, France, Germany, Czech Republic, Sweden, The Netherlands, Austria, Italy and Portugal. As a result, they demand their MEPs to ban the products that have a negative impact on forests. Public strongly supports a deforestation-free law that requires companies in the EU to stop selling products that destroy the world’s forests (their support is at a much higher rate than the support of most other EU regulations).

General attitudes, %, EU average, 2022



Q11. How well does each of the following statements describe your opinion? Please use a scale from 1 to 7, where 1 means "Does not describe my opinion at all" and 7 means "Describes my opinion very well." (Total n=9,000)

Deforestation-free law is seen as a way to stop companies sourcing from deforested land, to preserve species diversity and to reduce GHG emissions. In the meantime, three in four Europeans (77%) are willing to act and move away from businesses they believe contribute to deforestation by buying less, boycotting and/or convincing others to stop buying from them.

Previous steps have shown that while MEP's position was set to weaken the draft law, the ENVI Committee has been in line with experts and the European public to include more products and protect human rights and the rights of indigenous people.

As consumer organizations, firstly we defend that deforestation-free responsibility has to lie with businesses and the governments rather than with consumers. Secondly, we demand the European Union and the member states to follow this deforestation-free train. The opportunity to end Europe's complicity in the destruction of the world's forests is now and we hope to gain an ambitious deforestation-free law next September 13h in order to achieve a greener, brighter Europe.

Thank you in advance for your consideration.

Yours sincerely,

Confederación de Consumidores y Usuarios (CECU), Spain.

Associação Portuguesa para a Defesa do Consumidor (DECO), Portugal.

Associazione Difesa Consumatori (ADICONSUM), Italy.