

Message 001

Communication from the Commission - TRIS/(2025) 1604

Directive (EU) 2015/1535

Notification: 2025/0312/IT

Notification of a draft text from a Member State

Notification – Notification – Notifizierung – Нотификация – Oznámení – Notifikation – Γνωστοποίηση – Notificación – Teavitamine – Ilmoitus – Obavijest – Bejelentés – Notifica – Pranešimas – Paziņojums – Notifika – Kennisgeving – Zawiadomienie – Notificação – Notificare – Oznámenie – Obvestilo – Anmälan – Fógra a thabhairt

Does not open the delays - N'ouvre pas de délai - Kein Fristbeginn - Не се предвижда период на прекъсване - Nezahtuje prodlení - Fristerne indledes ikke - Καμμία έναρξη προθεσμίας - No abre el plazo - Viivituste perioodi ei avata - Määräaika ei ala tästä - Ne otvara razdoblje kašnjenja - Nem nyitja meg a késésekét - Non fa decorrere la mora - Atidėjimai nepradedami - Atlikšanas laikposms nesākas - Ma jiftaħ il-perijodi ta' dewmien - Geen termijnbegin - Nie otwiera opóźnień - Não inicia o prazo - Nu deschide perioadele de stagnare - Nezačína oneskorenia - Ne uvaja zamud - Inleder ingen frist - Ní osclaíonn sé na moilleanna

MSG: 20251604.EN

1. MSG 001 IND 2025 0312 IT EN 23-06-2025 IT NOTIF

2. Italy

3A. Ministero delle Imprese e del Made in Italy

Dipartimento Mercato e Tutela

Direzione Generale Consumatori e Mercato

Divisione II. Normativa tecnica - Sicurezza e conformità dei prodotti, qualità prodotti e servizi

00187 Roma - Via Molise, 2

3B. Ministero delle Imprese e del Made in Italy

Ufficio Legislativo

4. 2025/0312/IT - X40M - Labelling and advertising

5. Provisions on the allocation of proceeds from the sale of products

6. MANUFACTURERS - DEALERS

7.

8. The notified draft aims to regulate advertising and commercial practices implemented by manufacturers and professionals about the promotion, sale or supply to consumers of products whose proceeds are partly allocated to charitable causes.

In particular, the draft provides for and regulates the information to be given to consumers and requires the producer or professional to provide the necessary information about the recipients of the gifts. The information must be provided through a notice on the packaging.

9. The notified draft rule originates from concrete court cases of aggravated fraud against consumers who have been deceived as to the actual amounts intended for charitable activities. Specifically, these activities were also promoted through social media channels and by influencers, involving the donation of proceeds from the sale of certain widely consumed food products during the holiday season to charity. Judicial investigations revealed that only a small proportion of these proceeds were donated to charity, and that accurate and adequate information was not provided to consumers. The amount allocated to charitable works had already been agreed between the producer and influencer prior to the transaction, with no concrete correlation between the purchase of the product and the amount donated. This gave consumers the impression that the amount donated to charity depended on sales volume.

There is therefore a strong need to take action to ensure greater transparency towards consumers, providing clear and unbiased information on solidarity initiatives implemented by producers and professionals. In line with the above considerations, the Communications Authority, with Resolution No. 7/24/CONS, also approved guidelines aimed at regulating so-called 'influencer marketing', i.e., the digital advertising of products by such individuals, to ensure transparent advertising.

The draft standard (currently under review and therefore subject to regulatory changes where necessary) provides in Article 2 for the obligation to indicate on product packaging a) the recipient of part of the proceeds; b) the purposes for which the portion of the proceeds allocated to those recipients will be used; c) the percentage of the sale price or the amount allocated to those entities for each unit of product.

Please note that this information may also be provided by affixing a paper or adhesive label to the packaging, which, with adequate graphic evidence, clearly provides the required information.

Specific provisions have therefore been introduced to ensure that consumers are adequately informed in cases where a portion of the proceeds from sales are allocated to charity.

10. References to basic texts: No basic text(s) available

11. No

12.

13. No

14. No

15. No

16.

TBT aspects: No

SPS aspects: No

\*\*\*\*\*

European Commission

Contact point Directive (EU) 2015/1535

email: [grow-dir2015-1535-central@ec.europa.eu](mailto:grow-dir2015-1535-central@ec.europa.eu)