

Green Marketing E-Reference

Domestic and international agencies and organizations are increasingly taking measures to regulate the use of environmental (or “green”) advertising and marketing claims. The various resources available to a practitioner concerned with this issue, however, are sometimes difficult to locate and follow. Accordingly, this e-reference was designed as a central housing site for resources and developments related to green marketing issues.

Please contact Lauren Hopkins, Beveridge & Diamond, P.C., at (202) 789-6081 or lhopkins@bdlaw.com, if you would like to suggest additional materials for inclusion.

Statutes

- [Section 5 of the FTC Act \(unfair competition\)](#)
- [Lanham Trademark Act](#)
- [EU Directive 84/450/EEC \(misleading advertising\), as amended by Directive 97/55/EC](#)

FTC Resources

- [FTC, Guides for the Use of Environmental Marketing Claims](#)
- [FTC, Proposed Revisions to Guides for the Use of Environmental Marketing Claims](#) (Federal Register Notice, October 15, 2010)
- [FTC, Summary of Proposed Revisions to Guides for the Use of Environmental Marketing Claims](#)
- [FTC, Environmental Marketing Consumer Perception Study, Background Information](#)
- [FTC, Complying with the Environmental Marketing Guides](#)
- [FTC, Sorting Out Green Advertising Claims](#)
- [FTC Workshop, Green Packaging Claims](#)
- [FTC, "It's Too Easy Being Green"](#)
- [FTC, Environmental Enforcement Cases \(1990-2009\)](#)
- [FTC Charges Companies with Bambooz-ling Consumers with False Product Claims \(August 11, 2009\)](#)

State Resources

- [Cal. Bus. & Prof. Code § 17580-17581](#) (California Business and Professions Code, Environmental Representations)
- [R.I. Gen. Laws 6-13.3](#) (Rhode Island Environmental Marketing Act)
- [Mich. Comp. Laws 445.903](#) (Michigan Consumer Protection Act)
- [Ind. Code 24-5-17-1](#) (Indiana Code, Environmental Marketing Claims)
- [Maine Rev. Stat. Tit. 38, s2142](#) (Maine Revised Statutes, Advertising and Marketing Claims)

International Resources (General)

- [ISO 14021:1999 Type II Environmental Labels and Declarations](#)
- [ISO 14025:2006 Type III Environmental Declarations](#)
- [Asia-Pacific Economic Cooperation Committee on Trade & Investment, Best Practices of ISO 14021](#) (2003)
- [The Eco Declaration, Standard ECMA-370](#)

- [UL Environment, Environmental Claims Validation \(ECV\)](#)

International Resources (Country-Specific)

- [Australian Competition and Consumer Commission, Green Marketing and the Trade Practices Act](#)
- [AANA: Environmental Claims In Advertising And Marketing Code](#)
- [Australian Competition and Consumer Commission, ACCC Raises Concerns with Woolworths Select tissue products \(March 18, 2008\)](#)
- [Canadian Standards Authority, Environmental Claims: A Guide for Industry and Advertisers](#)
- [Canadian Competition Bureau News](#)
- [European Commission, Guidelines for Making and Assessing Environmental Claims](#)
- [New Zealand, Code for Environmental Claims](#)
- [Ethical and Environmental Marketing Claims: a Guideline from the Nordic Consumer Ombudsmen](#)
- [Norwegian Office of Consumer Ombudsman, Use of Environmental Claims in Marketing of Vehicles](#)
- [UK Department for Environment Food and Rural Affairs, Green Claims Code for Products](#)
- [UK Department for Environmental Food and Rural Affairs, Green Claims Practical Guidance](#)
- [The British Code of Advertising, Sales Promotion and Direct Marketing](#)

Self Regulatory Organizations

- [United Kingdom, Advertising Standards Authority](#)
- [Council of Better Business Bureaus, National Advertising Division](#)
- [The Australian Competition & Consumer Commission News Releases](#)
- [The Belgian Jury d’Ethique Publicitaire \(Advertising Ethics Jury\)](#)
- [International Chamber of Commerce, Advertising and Marketing Communication Practices \(2006\)](#)
- [International Chamber of Commerce, Framework for Responsible Environmental Marketing Communications \(2010\)](#)

Miscellaneous Resources

- [TerraChoice, The Seven Sins of Greenwashing \(2009\)](#)
- [TerraChoice, The Sins of Greenwashing: Home and Family Edition \(2010\)](#)