

“Green Advertising” in Latin America

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General Considerations

❖ Countries selected

- Mexico
- Brazil
- Argentina
- Chile
- Uruguay
- Paraguay
- Colombia
- Venezuela
- Peru

❖ Emerging legal issue. Legal regulations in an embryonic stage

❖ How **Green Advertising** is called in:

- Portuguese **Publicidade Verde**
- Spanish **Publicidad Verde**



Chile

- ❖ No specific regulation
- ❖ General regulations on marketing apply. Main rule: Advertising must not be misleading
- ❖ Current bill regarding the labeling of light vehicles: consumption levels and emissions of CO₂



Uruguay

- ❖ No specific regulation
- ❖ General regulations on consumer protection apply. Main rule:
Advertising must not be misleading. Misleading advertising: completely or partially false, or able to deceive regarding nature, quantity, origin, price



Paraguay

- ❖ No specific regulation
- ❖ General regulations on consumer protection apply. Main rule: Advertising must not be misleading. Misleading advertising: completely or partially false, or able to deceive regarding nature, characteristics, quality, quantity, properties, origin, price, commercial conditions, production techniques.
- ❖ No registered cases regarding green advertising



Colombia

- ❖ No specific regulation
- ❖ General regulations on consumer protection apply. Rules: Information must be true, accurate, objective and sufficient. Advertising must not be misleading regarding nature, origin, way of manufacturing, components, uses, volume, weight to measure, price, instructions, quality, quantity
- ❖ Test: average consumer
- ❖ Environmental Seal



Venezuela

- ❖ No specific regulation
- ❖ General regulations on consumer protection apply. Rules: Information must be true and not misleading
- ❖ Currently no bill under consideration



Peru

- ❖ No specific regulation
- ❖ General regulations on consumer protection apply. Principle of veracity, duty to use accurate, objective and clear information



Mexico

- ❖ No specific regulation
- ❖ General regulations on consumer protection apply. Rule: Information must be true avoiding deceiving customers by incorrect, false, overstate, partial, artificial, tendentious information



Argentina

- ❖ No specific regulation

- ❖ General regulations on consumer protection apply. Information must be true, clear and detailed. Recalls

- ❖ Environmental certificates
 - Manufacturing Process: e.g., ISO (International Organization for Standardization) 14,000

 - Environmental Seal Bill



Brazil

- ❖ No specific regulation

- ❖ General regulations on consumer protection apply. Information must not be misleading

- ❖ Environmental certificates
 - Manufacturing Process: e.g., ISO (International Organization for Standardization) 14,000

 - Environmental Seals (“Selos Verdes”)





Para um ator ser completo,
ele precisa ser muitos.
Para um carro ser completo
ele só pode ser
o novo Vectra Elite 2.0.

Vectra Elite 2.0.
Para quem quer tudo,
um carro único.

- Navegador GPS
- Air bags frontais e laterais
- Freios ABS com EBD
(Distribuição Eletrônica de Frenagem)
- Transmissão automática com piloto automático
- Rodas de alumínio 17"
- Rádio com controle no volante, MP3 e CD player
- Teto solar com acionamento elétrico
- Banco do motorista com acionamento elétrico
- Sensor de estacionamento
- Sensor de chuva
- Bluetooth
- 3 anos de garantia*
- Motorização 2.0 e 2.4 Flexpower



Inteligente (GPS) apenas nos modelos Elite 2.0 e 2.4 Flexpower. 3 anos de garantia, conforme manual do proprietário, exceto para o GPS, que tem garantia de 1 ano. A cobertura dos serviços pode variar de acordo com o plano contratado. Consulte sua concessionária sobre isso. Garantia de 3 anos de garantia dos modelos Elite 2.0 e 2.4, 1 - Teto solar e banco de motorista com acionamento elétrico são opcionais relativos à partir de 2 - Bluetooth e sensor de estacionamento são opcionais vendidos à parte. Preserve o veículo. Use o cinto de segurança.

www.chevrolet.com.br
0800 7102 4200

CONTE COMIGO



CHEVROLET



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General Motors

Global Environmental Messaging Protocol

- ❖ Messaging should be
 - Accurate
 - Complete
 - Satisfactorily substantiated
 - Not overstated
 - In compliance with local regulatory requirements
 - Consistent with GM Public Policy positions
 - Globally consistent and compatible, though not necessarily identical



General Motors (cont.)

Global Environmental Messaging Protocol (cont.)

❖ Some guidelines

- Only when exists a genuine environmental benefit
- Not when the benefit is irrelevant or insignificant
- Not when the underlying technology is already required by law
- Avoid misleading in pictures or images. See the overall impression for the entire execution. Consumer's net take-away or potential impression from the entire execution is what is important
- Disclosure should be clear, conspicuous, and in close proximity to the relevant claim
- Claims should be sensitive to the public and NGO perceptions in the local market



General Motors (cont.)

Global Environmental Messaging Protocol (cont.)

- ❖ Some guidelines (cont.)
 - Claims should provide sufficient information for the customer to understand fully what is being stated and cite a specific source to go for more information
 - Claims should be in plain language. Scientific or technical jargon can easily confuse average consumers



Final Considerations

- ❖ No specific regulation. General rules apply. Some self-regulations and bills
- ❖ Average consumer should be able to take informed decisions
- ❖ Recommended guidelines
 - Use common meanings of words and images
 - Be accurate
 - Be specific
 - Be simple
 - Be clear
 - Be realistic
 - Avoid misleading information
 - Avoid ambiguous or vague statements
 - Avoid overstatements
 - Avoid false statements
 - Avoid irrelevance



Thank you



Back-up



Brazil



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