



Green Claims: The U.S. Approach and the Global Framework

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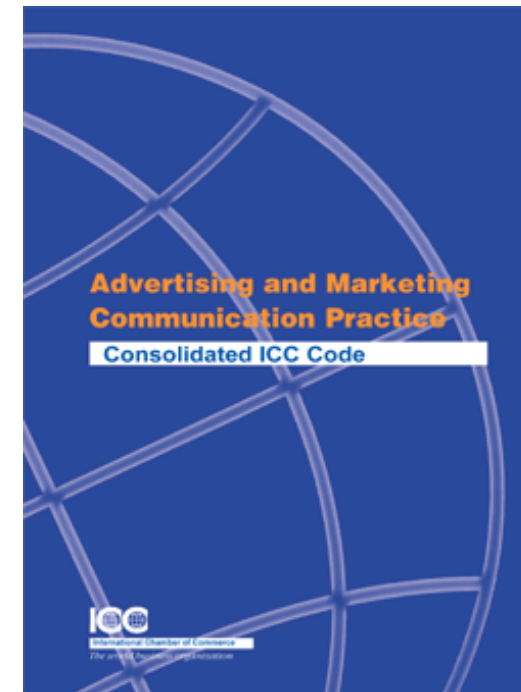
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Green Claims

- Regulation and self-regulation
- Environmental versus advertising policy
- Today's claims – what's changed?
- Corporate free speech
- Consumer perception

Global Advertising Self-Regulation

- ICC Consolidated Code
 - Role of ISO



Green Claims Basics

- Claims must be
 - Truthful and not misleading
 - Substantiated by a reasonable basis
 - Qualified to prevent deception
 - Clear as to benefits of products, packages and services

FTC Green Guides Review

- Initiated November, 2007
- Premise: FTC does not set environmental policy
- 3 workshops
 - Carbon offsets and RECs
 - Packaging
 - Textiles and buildings

FTC Questions

- Should the Guides be retained/revised?
- Should new claims be addressed?
 - Sustainable, renewable, organic, carbon neutral, “free,” others
- What is the role of 3d party certification?
- What do consumers understand?

Recyclable

- Recyclable
 - ISO – “reasonable proportion” test
 - FTC – “substantial majority” test
- Disclosures
 - Incentivize consumers
 - Leverage the Internet

Recycled Content



Biodegradable



Biobag Dog Waste Bags

Rather than mummifying dog poop in plastic bags, put your dog waste in biodegradable bags that naturally return to the earth. BioBags are the industry standard for biodegradable bags. They will fully compost in 30-60 days in composting conditions.

Compostable



Eco Hot Cups - 100% Compostable

Our Eco Hot Cups have an inner lining made from 100% corn whereas conventional paper hot cups have inner linings made from petroleum. These compostable Hot Cups are the most dependable fully compostable cup you will find!

“Free” Claims



New from BornFree™, the BPA-Free Pacifier for Day and Night Use is an orthodontic silicone pacifier with a flexible handle that retains its shape and doesn't hamper sleep. Made from materials that are 100% free of Bisphenol-A, Phthalates and PVC, the BornFree™ pacifier also features an orthodontic collapsible teat that encourages the natural development of baby's teeth and gums and a breathable shield to reduce skin irritation and protect sensitive skin.

“Free” Claims (Cont’d)



BornFree™ is Your Safe Baby Bottle Alternative

Most major U.S. baby bottle manufacturers use the chemical Bisphenol-A in their production.

BornFree™ is made from a safe honey-colored plastic called PES (Polymer) that is free of Bisphenol-A.

BornFree™ is Your Safe Feeding System.

[Learn More](#)

BornFree™ Commitment:

BornFree™ is committed to the highest standards of baby feeding systems in the world.

BornFree™, baby feeding system, is the latest innovative development from the BornFree™ laboratories.

BornFree™ feeding products are made from Bisphenol-A free plastic. Most other major baby bottle manufacturers still use Bisphenol-A in their production.

BornFree™ provides mothers with the most advanced, clinically tested baby feeding systems.

BornFree™ is dedicated to distribute products that are the highest quality baby feeding accessories in the world.



BornFree™ Naturally, The Best For Your Baby

Seals and Logos



Competition Issues

- Organization and process at green seal organizations
- Representation of stakeholders
- Public comment and response
- Appeals

Corporate Communications

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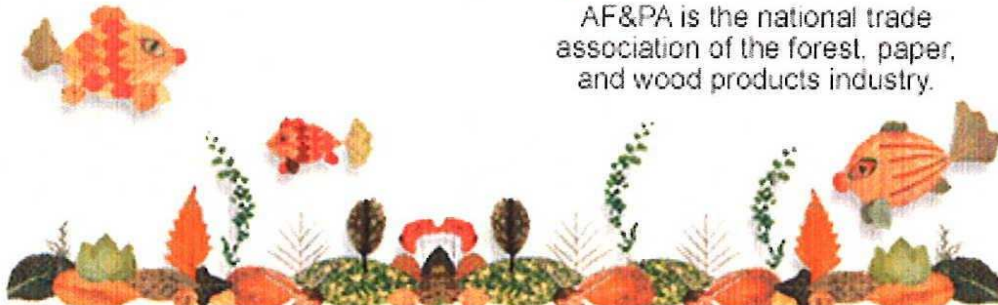
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THE SIX SINS OF GREENWASHING™

- Sin of the Hidden Trade-Off
- Sin of No Proof
- Sin of Vagueness
- Sin of Irrelevance
- Sin of the Lesser of Two Evils



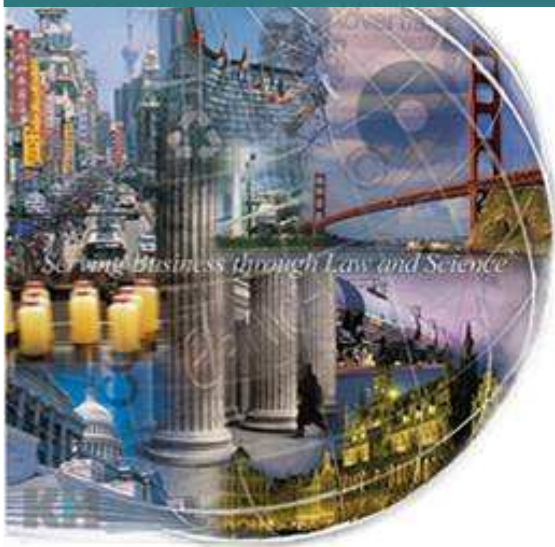
Consumer Perception



A GREENER WAY TO KILL A ROACH...

Questions





Thank you!

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