

Ad Law Access Podcast: Green Marketing

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May 21, 2020



As we have written about extensively [on this blog](#), consumers continue to grow more environmentally conscious and demand products that reflect this concern. To meet consumer demands and as part of social responsibility initiatives, companies are increasing their “sustainable” practices, recycling materials, upcycling other products, and working to reduce waste and environmental harms. As companies look to communicate their efforts to consumers, they must proceed with caution to avoid allegations of “greenwashing” or overstating the environmental benefits.

On the latest episode of the [Ad Law Access Podcast](#), [Advertising and Marketing practice Christie Thompson](#) discusses the key regulatory requirements (the FTC’s “[Green Guides](#)”) and practical tips for companies to consider when engaging in green marketing in the United States.

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