

Complying With Green Marketing Regulations

December 13, 2022

This session helps companies build strategies for green marketing campaigns that advance directly toward marketing goals without becoming entangled in the complex and ever-evolving regulatory framework. We cover the legal framework for making truthful and non-misleading claims relating to green seals and logos, recyclable and recycled products, sustainability initiatives, organic textiles and food products, natural, carbon neutral, renewable, or chemical-free products, third-party certification, green buildings and building products, and green packaging products.