



# How To Advertise Carbon Reductions Under New California Law

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A law that was quietly signed by California Gov. Gavin Newsom on Oct. 7 — A.B. 1305, the Voluntary Carbon Market Disclosures Act, or VCMDA — aims to force companies to more clearly disclose the basis for their carbon reduction claims. In this *Law360* article, Kelley Drye's Gonzalo Mon and Katie Rogers review the often murky standards facing businesses when they are seeking to support their carbon neutral or net zero advertising claims, and what they can do to comply.

Read the full article [here](#).