

FTC Holding July 15 Green Guides Workshop

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The Federal Trade Commission will be conducting a public “workshop” on July 15 in Washington, D.C., as part of its regulatory review of the agency’s “Guides for the Use of Environmental Marketing Claims,” known as the “Green Guides.”

This is the third workshop the FTC has held in recent months on the Green Guides and will examine environmental claims for building and textiles, including consumer perceptions of such claims, the state of substantiation for green building and textile claims, and the need for additional or updated FTC guidance in these areas.

In announcing the workshop, the FTC noted that since the Green Guides were last reviewed in 1998, green claims have increased dramatically, particularly in the marketing of green buildings and textiles.

In the textile field, there has been an increase in environmental claims to sell products made from organic cotton and bamboo fiber.

In the building industry, green claims are made for such products as flooring, carpeting, paint, wallpaper, insulation and windows. In addition, builders are making claims that the buildings or homes they construct are green, and there are an ever-increasing number of environmental seals and third-party certification programs purporting to verify the positive environmental impact of buildings and materials.

Firms interested in these issues that may want to participate in or would like a report on the upcoming workshop should contact Drinker Biddle partner and former FTC Assistant Director Howard Morse at Howard.Morse@dbr.com or their regular Drinker Biddle contact.

The FTC’s two earlier workshops addressed the marketing of carbon offsets and renewable energy certificates, and environmental packaging claims. To view our earlier report summarizing those workshops and providing an overview of the Green Guides, available on the Drinker Biddle website, please click [here](#).

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