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FTC To Hold Workshop on "Recyclable" Claims as Part of Continuing Green Guides Review



As part of its assessment of the Guidelines for the Use of Environmental Marketing Claims (Green Guides), the Federal Trade Commission (FTC) will hold a workshop on May 23, 2023, to consider "recyclable" advertising claims and issues related to environmental claims.

The workshop is titled "[Talking Trash at the FTC: Recyclable Claims and the Green Guides](#)."

The event will feature panels covering topics including:

- The current state of recycling practices and recycling-related advertising in the United States.
- Consumer perception of current and emerging recycling-related claims.
- The need for updates or other changes to the Green Guides related to recycling claims.

See our previous [blog](#) post for more detail on the green advertising topics the FTC is considering.

Authors

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