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Sustainability Advertising: Key Takeaways

Consumers and brands are well aware of the benefits of environmentally friendly products. A recent report found that nearly 89% of brands implementing sustainability initiatives see an improvement in brand reputation.

However, brands should take care to comply with applicable state and federal guidance and legal requirements, as regulators, competitors, and class action attorneys continue to scrutinize eco-friendly marketing. For example, the FTC's "Green Guides" warn marketers against making broad and unqualified environmental claims, such as "eco-friendly" or "green," which may convey multiple meanings to consumers. While marketers should take care with all environmental claims, we draw on recent litigation and enforcement trends to bring you the following best practices for making certain common claims: "recyclable," "biodegradable," and "sustainable" sourcing.

Read more in this Perkins Coie Update: [Sustainability Advertising: Key Takeaways](#)

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