Avoiding a Red Card with Green Claims and Labels

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Panelists

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Claim Substantiation at NAD

- What messages or claims are conveyed to consumers by the advertisement?

- Does the advertiser have “competent and reliable” evidence to substantiate those claims?
  - FTC Green Guides
  - Industry Standards
  - Experts in the Field
Claims of General Environmental Benefit

“Panasonic Plasmas are Environmentally friendly”

“No Lead. No Mercury...Most LCD TVs have mercury.”

Panasonic, #4697 (2007)
Seals and Certifications

TransFair USA (Fair Trade Certified Ingredients Seal), Case #5337 (2011)
BUT....

Sustainability is about more than just a label.
Communicating Sustainability Information
(Different Information Tools for Different Audiences Based on the Same Data)

Simple

Labels
- Tiered Labels (multi-attribute)
- Binary Labels (multi-attribute)
- Tiered Labels (single attribute)
- Binary Labels (single attribute)

Reports
- Lifecycle Assessments
- Environmental Product Declarations
- EPDs

Complex

Data
- Complex Analytics
- Databases
- GoodGuide & I&I
Communicating Sustainability Information
(Different Information Tools for Different Audiences Based on the Same Data)
UL Environment: Sustainability Information Services

Create & Organize Information
- Standards
- Test Protocols
- Databases (GoodGuide, IDES, Innovodex)

Validate Information Accuracy
- Test & certify products
- Audit processes
- Verify claims

Communicate
Make information useful for different audiences
- Labels
- Ratings
- EPDs
- Reports
- Analysis
Consumer Perception v. Science

• What’s the role of science?
• What’s the role of H&S regulations?
• What’s the role of consumer perception?
• What tests support green claims?
What Claims Resonate and Why?
B2B Advertising

“The organic additive that renders plastic products biodegradable”

Ecologic, Case # 5388 (2011)
What Tests Are Needed?
Standards and Seals
“Free-of” Claims

- Lead-free
- Mercury-free
- No CFCs
- 100% non-toxic
- Free of volatile organic compounds (VOC)
- Free of phthalates, PVC, and BPA
- Born Free: BPA-free, free from bisphenol-A, phthalates, & PVC
Renewable Energy

“The new ultra light bag that’s better for the environment. Made with 25% less plastic* and made with wind energy”

S.C. Johnson & Son, Inc., (Ziploc Evolve) Case #5225
What is the Role of H&S Regulations?

• Consumer Product Safety Improvement Act
• EPA, state VOC requirements
• CONEG, TCP
• DOE energy baseline standards and tests
• Proposition 65
• Green chemistry
• “Organic,” GMO and other labeling
How Do We Express Complicated Green Claims Understandably?

**Carbon Footprint**
We offset all carbon.

**We Donate**
25% of profits to grassroots social and environmental organizations.

**We Produce 2 Forks**
Using the same energy it takes to make just one plastic fork!

**Our Product Life Cycle**
Begins and ends in the same place. Made from wheat straw, it breaks down during composting in 3-6 months, making nutrient rich soil - starting the process all over again.

**Product Testing**
Our products meet the strictest standards.

**Free of Chemicals, Synthetic Fabrics, Arsenic, Lead**

**Eco-Friendly**
Chlorine-free - Managed Forests

**UTZ Certified**
Good inside

**Buy Me, Plant Trees!**
Putting It Together

• How do we work with product development and marketing teams to develop truthful claims that meet regulatory standards in a way that is useful to the audience?
Questions?