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Increased Scrutiny on Greenwashing

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Greenwashing is under increased scrutiny at the Securities and Exchange Commission (SEC) and the Federal Trade Commission (FTC). Greenwashing is clearly damaging to consumers and investors as it imbues purchasing decisions with disinformation. It “harms innovation, since it makes it more difficult for legitimate, environmentally friendly products to compete with sellers who engage in deception.”

In this article, Sylvia Bartell shares insights and resources related to SEC developments from their new Climate and ESG Task Force and background on FTC's Green Guides as it relates to environmental marketing claims.

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