

ACI's 5th Annual Forum on Advertising Claims Substantiation | It's Not Easy Being Green: The Top Traps to Avoid When Making Environmental and Sustainability Claims

On February 2, Davis+Gilbert Marketing + Advertising co-chair, Ronald R. Urbach, will speak during a webinar titled "It's Not Easy Being Green: The Top Traps to Avoid When Making Environmental and Sustainability Claims" at ACI's 5th Annual Forum on Advertising Claims Substantiation taking place virtually February 2-3rd.

Session Overview

Companies touting the environmental friendliness and sustainability of their products are facing increased scrutiny and lawsuits. Join this panel as they analyze this year's most significant "greenwashing" lawsuits, as well as traps to avoid when engaging in the green marketing of products. Then, test your comprehension of truth-in-advertising principles through an interactive series of mock ad comparisons followed by anonymous polling questions on advertising claim scenarios. Discover how your approach to tackling the substantiation of environmental claims compares to your peers, and benefit from a practical discussion of the polling results and important takeaways for your practice.

Related People

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