

Green Marketing

With corporates becoming ever more mindful of corporate social responsibility, the environment has emerged as an area where products and brands are made.

Being environmentally conscious is seen not only as a value add but a competitive point of differentiation.

However, with the advent of 'green marketing' come compliance obligations.

In particular, corporations need to be aware of their obligations under the Trade Practices Act 1974 (Cth).

The ACCC has in recent years cracked down on green marketing and advertising, leaving some corporations exposed.

This begs a number of questions:

1. Does your organisation value-add through green marketing?
2. If so, does your organisation have a legal review procedure for its marketing activities?
3. What do you think constitutes a reasonable basis for making a claim that your organisation's products and services are environmentally sustainable?