

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates, 2 June – 4 June 2009

Question: bet 126

Topic: Environmental Marketing Claims

Hansard Page: Written

Senator Xenophon asked:

1. Does the ACCC have concerns regarding environmental marketing claims - are consumers getting the full picture regarding environmental marketing claims for example?
2. Has there been an increase in actions the ACCC is taking on environmental marketing claims?

Answer:

1. The ACCC has previously identified increased consumer reliance on; and businesses increased propensity to make, environmental marketing claims as an emerging and important consumer issue. In particular, the ACCC is concerned to ensure that claims made are not likely to mislead or deceive.

In February 2008 the ACCC issued guidelines titled *Green Marketing and the Trade Practices Act* providing guidance to businesses and consumers and placing industry on notice of the ACCC's focus on this area of consumer protection. The ACCC has supplemented the release of these guidelines with speeches, articles, media release and other published information.

2. The ACCC's education and outreach activities in this area have been backed up with an increased level of compliance activity in the area of environmental marketing in recent years. Relevant media releases in relation to the ACCC's compliance activities concerning environmental marketing claims for the financial year 2007-08 and 2008-09 include:

- § [ACCC scrutinises 'green' marketing](#)
(26 October 2007)
- § [ACCC scrutinises Origin green power television advertisement](#)
(21 December 2007)
- § [EnergyAustralia clears air about green electricity claims](#)
(21 December 2007)
- § [ACCC takes action against GM Holden Ltd over Saab 'green' claims](#)
(18 January 2008)
- § [ACCC provides guidance for 'green' marketers](#)
(11 February 2008)

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- § [Woolworths responds to 'green' claims concerns](#)
(18 March 2008)
- § [De Longhi alters "environmentally friendly" claims](#)
(30 April 2008)
- § [In the world of marketing, it seems green is the new black](#)
(8 May 2008)
- § [Goodyear Tyres apologises, offers compensation for unsubstantiated environmental claims](#)
(26 June 2008)
- § [ACCC addresses carbon claims](#)
(27 June 2008)
- § [ACCC institutes proceedings against SeNevens International ltd](#)
(21 August 2008)
- § [Saab 'Grrrrreen' claims declared misleading by Federal Court](#)
(18 September 2008)
- § [V8 Supercars corrects carbon emissions claims](#)
(18 September 2008)
- § [Nappy biodegradability claims declared false and misleading](#)
(3 December 2008)
- § [Company director 'knowingly concerned' in false nappy biodegradability claims](#)
(30 March 2009)