

May 14, 2025

The Honorable Andrew N. Ferguson  
Chair  
Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

**RE: Urging Timely Update to the FTC’s “Green Guides” on Environmental Marketing Claims (16 C.F.R. Part 260)**

Dear Chair Ferguson:

On behalf of a broad coalition of manufacturers, retailers, suppliers, recyclers and innovators, we urge the Federal Trade Commission (FTC) to prioritize a timely update to the “Guides for the Use of Environmental Marketing Claims” (“Green Guides”).

First issued in 1992 and last updated in 2012, the Green Guides remain a critical framework for credible, science-based environmental marketing. Companies across diverse industries — including packaging, consumer goods, retail, food and beverage, construction, automotive, energy, and technology — depend on the Guides to inform product and operational claims such as *recyclable*, *recycled content*, *compostable*, *carbon neutral*, *low-emission*, *energy efficient*, *sustainably sourced*, *responsibly manufactured*, *renewably powered*, and *battery sustainability*.

The market has changed dramatically in the past decade. Consumers are increasingly factoring sustainability into their purchasing decision — 46% report buying more sustainable or climate-conscious products<sup>i</sup> — while businesses face a growing patchwork of state regulations that often cite or rely on the Green Guides<sup>ii</sup>. Without timely modernization, outdated guidance risks confusion, inconsistent enforcement, and unnecessary legal and compliance burdens that undercut American competitiveness and decrease affordability of consumer goods for American families.

Since the last update in 2012, there have been multiple developments which are undermining the FTC guidance and causing marketplace confusion for industry and consumers. These activities include:

- Recent proposed legislation including California (SB 343) on recycling labels is now in effect, and its provisions are in direct conflict with labeling laws in other states. Additional States are considering similar legislation which underscores the need for federal action.
- Ongoing lawsuits, encouraged by NGOs in the absence of a strong federal voice, on claims of recyclability are increasing costs to both State governments and U.S. companies.
- International actions, such as the Canadian Competitive Bureau’s recently issued regulations on labeling, are difficult to moderate without clear U.S. guidance.

Avoiding a patchwork of approaches that could negatively impact interstate commerce is a priority of the Trump Administration<sup>iii</sup> and FTC has a central role to play in advancing that objective. The FTC Green Guides have historically served, and, if modernized, could once again serve as the authoritative national voice on environmental marketing claims.

To ensure the Green Guides remain relevant, effective, and aligned with national priorities, we respectfully offer the following considerations for the Commission as it develops updates:

- **Advancing U.S. leadership:** Emphasize recommendations that enhance U.S. manufacturing, innovation, and regulatory restraint.<sup>iv</sup>
- **Promoting Cohesion:** Guides should apply equitably across sectors, business models, technologies and sub-national programs.
- **Efficiency and Timeliness:** Rely upon the current voluntary format of the Green Guides as opposed to codifying them with a lengthy new process to develop specific metrics or mandates.
- **Strengthening Stakeholder Engagement:** Consistent input from industry, which has unique insight into these matters, is critical to developing clear, workable guidance. The May 2023 workshop on recyclable claims demonstrated the value of direct dialogue between the FTC and stakeholders.<sup>v</sup>

Industry is committed to advancing credible, responsible environmental marketing. A modernized set of Green Guides — grounded in clarity, flexibility, and collaboration — will help strengthen consumer trust, national standardization, regulatory certainty, and U.S. economic leadership.

We request that FTC prioritize updating the Green Guides as a matter of urgency and would be happy to meet with you to provide additional context for this request. We appreciate the FTC's leadership and welcome continued engagement.

Sincerely,

Ag Container Recycling Council

American Chemistry Council

American Cleaning Institute

American Forest & Paper Association

AMERIPEN

Association of Nonwoven Fabrics Industry

Association of Plastic Recyclers

Can Manufacturing Institute

Communications Cable & Connectivity Association

Consumer Technology Association

Flexible Packaging Association  
Foodservice Packaging Institute  
Household and Commercial Products Association  
International Bottled Water Association  
International Dairy Foods Association  
International Sleep Products Association  
National Association for PET Container Resources  
National Lubricant Container Recycling Coalition  
Paper Recycling Coalition  
PET Resin Association  
Plant Based Products Council  
Plastics Industry Association  
Plumbing Manufacturers International  
Recycled Materials Association  
Retail Industry Leaders Association  
Solid Waste Association of North America  
The Aluminum Association  
The National Association of Manufacturers  
U.S. Chamber of Commerce  
Vinyl Institute

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Citations

<sup>i</sup> *PwC 2024 Global Consumer Insights Pulse Survey*: <https://www.pwc.com/gx/en/industries/consumer-markets/consumer-insights-survey.html>

<sup>ii</sup> See, e.g., Cal. Bus. & Prof. Code § 17580.5; N.Y. Comp. Codes R. & Regs. tit. 6, § 368.1 et seq.

<sup>iii</sup> See August 15, 2025 Department of Justice Request for Information (RFI) soliciting public comments on State laws significantly and adversely affecting the national economy or interstate commerce.

<sup>iv</sup> FTC Request for Comment, 88 Fed. Reg. 77 (Jan. 19, 2023).

<sup>v</sup> FTC Workshop: “Talking Trash: Recyclable Claims and the Green Guides,” May 23, 2023: <https://www.ftc.gov/news-events/events/2023/05/talking-trash-recyclable-claims-green-guides>