

**HAYNES BOONE**

**IT'S NOT EASY BEING GREEN:  
THE QUEST FOR A UNIFIED GLOBAL  
GREEN MARKETING STRATEGY**

Presented at the 2024 ANA Masters of  
Advertising Law Conference



# HAYNES BOONE

## Panelists:

Tiffany Ferris, Partner, Haynes and Boone, LLP

Joe Lawlor, Partner, Haynes and Boone, LLP

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As data continues to show that consumers care enough about sustainability initiatives to have it influence purchasing decisions, companies are increasingly looking to tout their efforts in this arena. But how can companies make this work on a global scale? This panel will explore strategies for managing global ad campaigns and initiatives around sustainability marketing in an increasingly segmented regulatory environment. The panel will consider whether and how to harmonize efforts across the Americas, Europe, and parts of Asia.

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## Canada

Guide to the June 2024 Amendments to the Competition Act - <https://competition-bureau.canada.ca/how-we-foster-competition/education-and-outreach/guide-june-2024-amendments-competition-act>

Environmental Claims and Greenwashing - <https://competition-bureau.canada.ca/how-we-foster-competition/education-and-outreach/environmental-claims-and-greenwashing>

Public Consultation on Competition Act's New Greenwashing Provisions - <https://competition-bureau.canada.ca/how-we-foster-competition/education-and-outreach/public-consultation-competition-acts-new-greenwashing-provisions>

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## Europe

Empowering Consumers for the Green Transition Factsheet - [https://ec.europa.eu/commission/presscorner/detail/en/fs\\_22\\_2099](https://ec.europa.eu/commission/presscorner/detail/en/fs_22_2099)

Directive on empowering consumers for the green transition - <https://eur-lex.europa.eu/eli/dir/2024/825/oj>

Proposal for a Directive on Green Claims (Green Claims Directive) - [https://environment.ec.europa.eu/publications/proposal-directive-green-claims\\_e](https://environment.ec.europa.eu/publications/proposal-directive-green-claims_e)