

Green Guides Twitter Chat Transcript

On October 1, 2012, the FTC announced [final revisions to the Green Guides](#). Staff took to Twitter answer questions from the public about the revisions. The chat was scheduled from 2:00-3:00pm ET. Participants used the hashtag #FTCgreen.

All tweets (without handles redacted) remain public on the @FTC Twitter account.

Tweets are posted below in chronological order for ease of reading.

Promotional Tweets

Reminder: FTC staff to host media call-in on Green Guides @ 12pm ET. Twitter chat for public Qs @ 2pm: <http://go.usa.gov/YrDT> #FTCgreen

Joining us for our Green Guides Twitter chat at 2pm ET? Learn more about how our chats work: <http://go.usa.gov/YYzR> #FTCgreen

If you're joining us for our Green Guides chat at 2pm, here's a summary that may help you: <http://go.usa.gov/YYsV> #FTCgreen

We're starting our Twitter Chat soon! You can start submitting questions now to #FTCgreen.

Qs and As

Hi all! FTC staff attorneys Laura Koss & Julia Solomon Ensor here to answer questions on revised Green Guides. #FTCgreen

Q1: RT [REDACTED] What are some of the consequences of clearly violating the Green Guides? #FTCgreen

A1: FTC can sue under Section 5 of the FTC Act. Goal is to stop deceptive ads. List of recent cases: <http://go.usa.gov/YgCC> #FTCgreen

Q2: RT [REDACTED] #FTCgreen How many green-related cases did the FTC rule on last year?

A2: So far in 2012, the FTC announced 6 enforcement actions with more in the pipeline. See: <http://go.usa.gov/YgCR> #FTCgreen

Q3: RT [REDACTED] how should companies that sell their RECs from onsite systems but buy replacement RECs make claims? #FTCgreen

A3: For guidance on renewable energy claims based on recs, see p. 216: <http://go.usa.gov/YYHP> & Sec 260.15: <http://go.usa.gov/YYsh> #FTCgreen

Q4: RT [REDACTED] Given the 5 cases and 14 warnings, why isn't there a section in the new Guides on 'Up To' claims? #FTCgreen

A4: Guides can't address every applicable claim. For information on "up to" claims, see FTC study: <http://go.usa.gov/Ygrm> #FTCgreen

Q5: RT [REDACTED] How many comments did the FTC receive on the 2010 proposal? #FTCgreen

A5: We received 340 non duplicative comments & over 5,000 form comments. #FTCgreen

Q6: MT [REDACTED] "examples don't illustrate all permissible claims" does that mean if no example, guides don't apply? #FTCgreen

A6: Guides provide some examples, but not only way 2 make non-deceptive claims. Gen principles apply. 260.3: <http://go.usa.gov/YYsh> #FTCgreen

Q7: RT [REDACTED] Will the FTC compile a list of the organizations that qualify as "third-party certifiers" of green standards? #FTCgreen

A7: The FTC does not maintain a list of third party certifiers. See p.111: <http://go.usa.gov/YYHP> #FTCgreen

Q8: RT [REDACTED] Does the manufacturer have to have original data in their own files to make the claim? #FTCgreen

A8: Marketers need to have substantiation before disseminating claims. May need to ask supplier for their substantiation. #FTCgreen

We have time for one more question if you have one about our revised Green Guides!
#FTCgreen

And that's a wrap for #FTCgreen Twitter chat. Thanks to everyone who submitted questions!
#FTCgreen