Green Guides Twitter Chat Transcript

On October 1, 2012, the FTC announced final revisions to the Green Guides. Staff took to Twitter to 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: 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: How many green-related cases did the FTC rule on last year? #FTCgreen

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

Q3: 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 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 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 "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 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 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