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Environmental marketing risk

By Gerry Zack, CCEP, CFE, CIA

Much is made of the need for accurate reporting in accordance with recognized standards. But this month, I'm returning to a topic I briefly touched on in July 2023, when I discussed the potential for misleading images and statements regarding social issues in connection with an organization's general marketing activities.^[1] A similar issue arises in connection with environmental matters where a company's advertising can easily create significant risk.^[2]

In June 2023, the U.K.'s Committee of Advertising Practice (CAP) published updated guidance aimed at assisting organizations in interpreting the U.K. Code of Non-broadcast Advertising and Direct Promotional Marketing (the CAP Code) and the U.K. Code of Broadcast Advertising. CAP is the sister organization to the Advertising Standards Authority (ASA), which serves as the U.K.'s independent advertising regulator. CAP is responsible for writing the U.K.'s advertising codes. The guidance addresses misleading environmental claims and social responsibility in advertising.

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