

# Applying Consumer Protection Basics to Greenwashing “Recyclability” Cases

In "Applying Consumer Protection Basics to Greenwashing “Recyclability” Cases" (Harvard University Environmental Law Review, April 10, 2023), Pollock Cohen Counsel Alison Borochoff-Porte and paralegal John Cooper investigate a number of recent lawsuits challenging the greenwashing of certain single-use plastics as "recyclable".

The challenges raise concerns relating to both consumer and environmental protection, specifically whether marketing efforts intentionally mislead consumers to purchase products that are not truly sustainable. In the past, courts have addressed these lawsuits with divergent approaches. In this article, Borochoff-Porte and Cooper outline several legal principles that provide an avenue for these cases to progress in a way that would better ensure consumer protection and allow courts to assess their merits.

To read the article, please click on the link below.

[Applying Consumer Protection Basics to Greenwashing “Recyclability” Cases | Harvard University Environmental Law Review](#)