

## NEWS RELEASE

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# Scot Case of EcoLogo testifies to Energy and Commerce Panel

**WASHINGTON, DC, June 9, 2009** – Scot Case, Executive Director of the EcoLogo Program, was invited to testify today before the Subcommittee on Commerce, Trade and Consumer Protection for the hearing "It's Too Easy Being Green: Defining Fair Green Marketing Practices".

This landmark hearing examined "green" marketing claims, their interpretation by consumers, and the role of the Federal Trade Commission (FTC) in establishing guidelines for fair and effective green marketing practices.

Reflecting on his 16 years of environmental purchasing experience, Scot Case shared his personal opinion on how greenwashing is eroding consumer trust. He described how the Federal Trade Commission alone is not equipped to define "green" and he stressed the importance of having a single, unifying environmental leadership label for U.S. consumers to easily identify environmentally preferable goods and services.

"Market-based environmentalism only works if manufacturers and consumers have the tools to make intelligent decisions," said Case. He concluded by offering his and other committed members of the environmental marketing and purchasing movement's help to move forward.

### **Invited witnesses included:**

- James Kohm, Director, Enforcement Division, Federal Trade Commission
- Scot Case, Vice President, TerraChoice, Executive Director, EcoLogo Program
- Urvashi Rangan, Ph.D., Director, Technical Policy, Consumers Union
- Dara O'Rourke, Ph.D., Associate Professor, University of California Berkeley, Co-Founder, GoodGuide
- Scott P. Cooper, Vice President, Government Relations, American National Standards Institute

### **About EcoLogo™:**

EcoLogo is a third-party, multi-attribute eco-labeling program approved by the Global Ecolabelling Network, an international association of eco-labeling programs, as meeting the ISO 14024 standard. EcoLogo was established in 1988 and today is one of the most recognizable eco-labels in North America. For more information, visit [www.ecologo.org](http://www.ecologo.org).

- 30 -

For a copy of Scot Case's testimony or to schedule an interview, contact Kate Rusnak (see below).

### *Media Contact:*

Kate Rusnak

T: (613) 247-1900 ext. 250 or (800) 478-0399 ext. 250, E: [krusnak@terrachoice.com](mailto:krusnak@terrachoice.com)