



Sustainability and ESG Issues in Advertising

The importance of Sustainability, and Environmental/ Social/ Governance (ESG) topics has soared for consumers, businesses, and regulators in recent months, with increasing awareness of the climate crisis and social issues, ranging from supporting Black Lives Matter to tackling deprivation. There is an associated global trend towards greater advertising based on ESG issues, with brands increasingly claiming they and their products have sustainability-related credentials. The stakes are high, with regulators taking an ever-closer interest in sustainability claims, and high profile examples of brands damage from by allegations of “green washing”. This DLA Piper vlog series builds on our 2020 webinar on the topic and, in bite-size 3-minute episodes, examines different aspects of sustainability/ ESG issues in advertising law, each delivered by a lawyer from across our global advertising and marketing law team.

More vlogs will be added to this page over the coming weeks and months, so please continue to visit this page to learn more about ESG and advertising from a different country’s perspective.

ISSUES

Animal welfare and the depiction of animals in advertising

29 November 2021

Sustainability and ESG Issues in Advertising

In this vlog, Elena Varese discusses how brands should approach animal welfare claims in advertising from the perspective of Italian law.

Advertising and social responsibility

1 October 2021

Sustainability and ESG Issues in Advertising

In this vlog, Claire Sng discusses some of the UK's rules around advertising and social responsibility, in particular focusing on issues around gender, race and ethnicity.

Enhancing the value of local products through collective marketing

20 September 2021

Sustainability and ESG Issues in Advertising

In this vlog, Alexis Fierens discusses how collective marketing strategies can enhance the value of local products.

Plant-based meat alternatives and the state of advertising regulation in Australia

13 August 2021

Sustainability and ESG Issues in Advertising

In this vlog, Jessie Buchan discusses the rise in plant-based meat alternatives and the related advertising and marketing issues emerging in Australia.

Environmental claims in advertising - latest UK regulatory action

2 August 2021

Sustainability and ESG Issues in Advertising

In this vlog, John Wilks discusses latest UK regulatory action in regards to environmental claims in advertising.

Sustainability claims - French perspective

22 July 2021

Sustainability and ESG Issues in Advertising

In this vlog, Gregory Tulquois looks at sustainability claims in advertising under French law.

