

Below extracted from Sustainable Views June 28, 2024

<https://www.sustainableviews.com/in-brief-germany-faces-climate-advertising-overhaul-canada-passes-green-bills-7bbb3974/>

Germany's Federal Court of Justice, which deals with competition law, has ruled advertising that uses the term "climate neutral" is generally only allowed if the advertisement explains the specific meaning of the term, in a [case](#) brought against a manufacturer of fruit gum and liquorice products. Additional explanatory information outside the advert is not sufficient to avoid misleading consumers, said the court. It ordered the defendant to cease advertising and to reimburse pre-trial warning costs. Roman Brtka, Munich-based partner at global law firm Ashurst, said the judgment will have enormous effects on advertising in Germany, with a reference to a website with additional information on the type and scope of any offsetting measures not sufficient to explain carbon neutral claims.

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