

RESOLUTION

WHEREAS, any official position of the City of Los Angeles with respect to legislation, rules, regulations or policies proposed to or pending before a local, state, or federal government body or agency must have first been adopted in the form of a Resolution by the City Council with the concurrence of the Mayor; and

WHEREAS, a growing number of consumers favor the purchase of environmentally-friendly “green” products, including products that are recyclable or biodegradable; and

WHEREAS, many companies have responded with “green” marketing efforts by touting the environmental benefits of their products; and

WHEREAS, some companies engage in “greenwashing” which is the practice of placing deceptive, exaggerated, or misleading labels on products to make them appear environmentally-friendly; and

WHEREAS, “greenwashing” misleads many consumers and ultimately undermines State and local environmental sustainability efforts; and

WHEREAS, the State Legislature has enacted a “Truth in Environmental Advertising” law to mitigate the effects of “greenwashing” and is pursuing additional legislation to further address this matter; and

WHEREAS, SB 343 (Allen) seeks to prohibit the sale or distribution of any product or packaging using a deceptive or misleading label or claim about recyclability, including the display of the “chasing arrows” symbol, unless the State has determined the product or packaging is truly recyclable; and

WHEREAS, AB 1201 (Ting) seeks to prohibit the sale or distribution of any plastic product that is labeled with the term “compostable,” “home compostable,” or “soil biodegradable” unless the product meets specified biodegradable requirements; and

WHEREAS, AB 818 (Bloom) seeks to require premoistened nonwoven disposable wipes to be labeled clearly and conspicuously with the phrase “Do Not Flush” and would prohibit producers from making a representation about these product’s flushable attributes or efficacy;

MAR 3 1 2021



NOW, THEREFORE, BE IT RESOLVED, with the concurrence of the Mayor, that by the adoption of this Resolution, the City of Los Angeles hereby includes in its 2021-2022 State Legislative Program SUPPORT for SB 343 (Allen), AB 1201 (Ting) and AB 818 (Bloom) which seek to mitigate the effects of "greenwashing" which is the practice of placing deceptive, exaggerated, or misleading labels on products to make them appear environmentally-friendly.



PRESENTED BY:

MITCH O'FARRELL
Councilmember, 13th District

PAUL KORETZ
Councilmember, 5th District



PAUL KREKORIAN
Councilmember, 2nd District



SECONDED BY:
