



Open Government Impact Statement

83rd Oregon Legislative Assembly
2025 Regular Session

Measure: SB 680

Only impacts on Original or Engrossed
Versions are Considered Official

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SUMMARY

Digest: Says that a person may not claim a good effect on the environment from the person or the person's products or services if the claim is not true. Says that a violation is a bad practice under the UTPA and that the person can get sued for \$200 for the violation. (Flesch Readability Score: 61.5).

Prohibits a person from publishing or causing to be published an environmental marketing claim, net zero claim or reputational advertising that is materially false, misleading, deceptive or fraudulent. Specifies what constitutes a materially false, misleading, deceptive or fraudulent environmental marketing claim or net zero claim or reputational advertising.

Punishes a violation of the Act as an unlawful trade practice under the Unlawful Trade Practices Act and subjects the violator to statutory damages of \$200 if a plaintiff can prove exposure to the claim or advertising and that the plaintiff purchased a product or service from the person based on the claim or advertising.

Declares an emergency, effective on passage.

NOTICE OF NO OPEN GOVERNMENT IMPACT