



Legislative Fiscal Office
83rd Oregon Legislative Assembly
2025 Regular Session

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Bill Title: Relating to greenwashing; declaring an emergency.

Government Unit(s) Affected: Department of Consumer and Business Services, Judicial Department, Department of Justice, Department of Environmental Quality

Summary of Fiscal Impact

This fiscal impact statement is for the purpose of transmitting the measure from the Senate Committee on Natural Resources and Wildfire to the Senate Committee on Judiciary.

The measure prohibits false or misleading environmental marketing claims, "net zero" claims, and reputational advertising, treating violations as unlawful trade practices under the Unlawful Trade Practices Act. A violator may face statutory damages of \$200 if a plaintiff proves exposure to the claim and a purchase based on it. The measure declares an emergency and takes effect on passage.

A more complete fiscal analysis on the measure will be prepared as the measure is considered in the Senate Committee on Judiciary

Further Analysis Required