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On Behalf Of:

Committee: Senate Committee On Judiciary

Measure, Appointment or Topic: SB680

I am writing tonight to ask you all to support SB 680.

We are in a climate crisis. Greenwashing slows and often prevents actions to fight climate change. Here in Portland, we have seen the result of Zenith Energy's greenwashing. Zenith is an out of state fossil fuel company that managed to use false claims to convince elected officials and City staffers to grant permission to increase the transportation and storage of dangerous, toxic, climate killing materials in the CEI hub, on a liquefaction zone, next to a major river, in the largest metropolitan area in Oregon.

There are many more examples of the damage greenwashing has done, too numerous to list here. The "renewable fuels" industry is rife with it, including claims of massively reduced carbon emissions that are just not factual. Greenwashing ends up harming humans, wildlife, communities, and honest businesses.

The current federal administration and congress is apparently making war on all things science, which is all the more reason to make sure we do everything we can at the state level to support science, including those pesky inconvenient truths.

Greenwashing is the disregard of science, and truth in general.

According to Monrningstar, the mutual fund rating people, "Climate change represents not only an existential threat to humanity but also material financial risk to investors." A rather absurd quote since businesses are generally made up of humans, but it shows that business' bottom lines are negatively impacted by climate change. Greenwashing makes it harder for investors to make good financial decisions.

Companies that use greenwashing unfairly hurt their honest competitors.

We all need to come together to fight climate change, and mitigate the harm, especially in the most hard hit communities, and to do this, there has to be an end to greenwashing.