

Submitter: Stephanie Young
On Behalf Of:
Committee: Senate Committee On Judiciary
Measure, Appointment or Topic: SB680

To the Honorable Members of the Committee:

I am submitting this written testimony in strong support of the proposed anti-greenwashing legislation that would prohibit the publication of environmental marketing claims, net zero claims, or reputational advertising that is materially false, misleading, deceptive, or fraudulent.

As a consumer, I heavily consider a product's environmental impact before making purchasing decisions. I deliberately seek out and support businesses that demonstrate genuine responsibility throughout their product lifecycle—from production to consumption to disposal. When companies make false or misleading environmental claims, they directly compromise my ability to make informed decisions aligned with my values. I can no longer effectively "vote with my dollar" when the information I'm provided is deceptive.

This impact extends beyond just my personal choice. Companies that are genuinely investing in sustainable practices deserve to stand out in the marketplace. When competitors can freely make unsubstantiated environmental claims without consequence, it undermines the efforts of businesses making legitimate strides toward sustainability. This bill helps level the playing field for honest businesses while protecting the integrity of environmental marketing as a whole.

Additionally, many consumers like myself pay premium prices for supposedly "green" products. We deserve assurance that we're getting what we pay for, not funding a marketing exercise in deception. The financial impact of these misleading claims affects millions of consumers who are trying to make responsible choices.

This legislation is not anti-business—it's pro-honesty. It doesn't prevent companies from making environmental claims; it simply requires those claims to be truthful. We all learned as toddlers that lying and misleading others for personal gain is wrong and immoral. Corporations should not be exempt from these basic ethical standards.

I strongly urge you to support this bill to protect consumers like me, reward honest businesses, and contribute to meaningful environmental progress built on transparency. Because at its core, greenwashing is simply lying for profit—and that should have no place in our marketplace.

Respectfully submitted,
Stephanie