



350PDX
3625 N. Mississippi Avenue
Portland, OR 97227
350pdx.org

February 26, 2025
Re: Support SB 680

Dear Chair Prozanski, Vice Chair Thatcher, and members of the Senate Judiciary Committee,

350PDX represents thousands of members in the Portland area who organize to create a healthy and sustainable climate and to ensure we enact environmental justice. We support SB 680, which outlaws corporate greenwashing, and encourage you to pass it out of committee.

As we have been working over the last decade toward the goal of a sustainable planet for Oregonians today and for future generations, we have witnessed intense misinformation from fossil fuel companies and other polluting industries who have used marketing and lobbying tactics that mislead consumers and lawmakers about the sustainability or climate friendliness of their products and services. These claims are often known as “greenwashing,” including but not limited to so-called “net zero plans” that allow continued emissions today with the promise of currently nonexistent or dubious carbon capture “solutions” in future years.

Nonprofit organizations like ours operate on small budgets and through the impressive efforts of engaged volunteers. We do our best to provide accurate information and education about the climate crisis and the impact of greenhouse gas emissions, and to warn individuals and lawmakers about other aspects of environmental harms, biodiversity loss, and injustices due to climate and environmental concerns. It is incredibly disheartening to have to continuously work to dismantle public misperceptions based on the massive marketing and lobbying budgets of multinational corporations and big oil companies. Fossil fuel companies have known about the climate impact of their products since at least 1954 and have been intentionally covering up the findings — and in many cases misleading the public about the impacts of fossil fuels for three-quarters of a century.¹

2023 was the hottest year on record — until 2024. January 2025 continued the upward global temperature trend, though this stage of the El Niño-La Niña cycle would generally be expected to move toward cooler temperatures.² We cannot wait any longer to take meaningful action to address the climate crisis. Businesses and industries cannot be allowed to deceive and mislead the public about their environmental and climate impact. Please vote for SB 680 in support of the truth.

Dr. Cherice Bock
Climate Policy Manager
350PDX

¹ See, for example: Oliver Milman, “Smoking gun proof: fossil fuel industry knew of climate danger as early as 1954, documents show,” *The Guardian*, January 30, 2024, <https://www.theguardian.com/us-news/2024/jan/30/fossil-fuel-industry-air-pollution-fund-research-caltech-climate-change-denial>.

² “It’s official: January was the warmest on record,” *UN News*, February 6, 2025, <https://news.un.org/en/story/2025/02/1159846>.

Building the climate justice movement.