Environmental Responsibility - Guides

The purpose of these guides is to provide guidelines, protocols and procedures for documenting and implementing individual corporate responsibility (social/product/environmental) programs at organizations conducting business within the promotional products industry.

**Glossary Of Product Safety Compliance Terms** for promotional products professionals.

**Green Guides - Federal Trade Commission (FTC)**

**Environmental Claims Summary of the Green Guides**
This guide will provide you with a summary of the Green Guides, information for business and legal resources related to environmental marketing.

**FTC Guides for the Use of Environmental Marketing Claims**
The Federal Trade Commission (FTC) provides guidance to marketers to help them avoid making misleading environmental claims. The Green Guides help businesses better align product claims with consumer expectations.

**A Green Guide**
Green is not a trend. Green is not a fad. The earth's resources are limited and it is up to everyone to preserve and protect them.

**End Buyer Guides**

**Distributor Guide To Communicating Environmental Responsibility**
By asking your customer and your supplier the right questions, you can ensure that you have the right product for the right audience. You’ll differentiate yourself from the competition by delivering memorable, engaging and sustainable solutions.

**Corporate Compliance Guides**

**Guide To Responsible Sourcing In The Promotional Products Industry**
This guide will provide you with direction and clarity in assessing and meeting product safety, social and environmental compliance challenges with self-assessment tools, best practices, checklists and frequently asked questions in the promotional products industry.

**Product Safety and Social Responsibility Presentation**
Learn more about international labor standards and environmental and social expectations with this comprehensive presentation.

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