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2024

### [ESG Landscape: Continued Focus on Sustainability](#)

08.27.2024

In this issue of the Perkins Coie Summer Sustainability Series, we delve into the adaptation of corporate

strategies to encompass environmental and social impacts, the reevaluation of ESG as a concept, and the significant rise in sustainability reporting among major companies.

### **[PFAS\[t\] and Furious: Racing To Comply With the New Reporting Rule](#)**

08.13.2024

In this issue of the Perkins Coie Summer Sustainability Series, we provide an in-depth analysis of who is required to report, the reporting standard, what information can be protected as confidential business information, and potential penalties for failure to report.

### **[Unpacking Packaging Extended Producer Responsibility Laws](#)**

08.08.2024

In this issue of the Perkins Coie Summer Sustainability Series, we outline the current regulatory process and stage for EPR packaging laws in the United States, highlights new developments, and identifies upcoming compliance responsibilities producers should be aware of.

## **2023**

### **[Extended Producer Responsibility Packaging Laws in the United States](#)**

08.31.2023

In this issue of the Perkins Coie Summer Sustainability Series, we outline the current EPR packaging laws in the United States, highlight proposed EPR packaging legislation, and identify key compliance responsibilities for which product manufacturers should prepare.

### **[Sustainability Advertising: US and EU Regulators Boost Guidance and Enforcement](#)**

07.27.2023

In this issue of the Perkins Coie Summer Sustainability Series, we summarize certain regulatory developments in the United States and EU related to green claims.

### **[Navigating the PFAS Regulatory Landscape: Insights for Consumer Brands and Retailers](#)**

07.06.2023

In this issue of the Perkins Coie Summer Sustainability Series, we examine current state law developments in regulating PFAS chemicals in consumer products and food packaging, summarize recent litigation against product manufacturers, and outline next steps that manufacturers, retailers, and distributors of consumer products should consider to minimize their potential liability and risk.

### **[Nature-Based Carbon Offsets—Race to Quality?](#)**

06.23.2023

In this issue of the Perkins Coie Summer Sustainability Series, we dig into the areas companies need to know to make credible sustainability claims.

### **[ESG and the Apparel Industry: Always in Fashion](#)**

06.14.2023

In this issue of the Perkins Coie Summer Sustainability Series, we provide guidance on mitigating emerging ESG risks.

## **2022**

### **[Aspiring To Be Green? Avoid Common Advertising Pitfalls](#)**

08.15.2022

In this issue of the Perkins Coie Summer Sustainability Series, we share key principles for truthful green

advertising, highlight recent challenges against aspirational and broad, unqualified environmental claims, and offer tips to reduce the risk of challenge.

### **Sustainability Trends and IP Issues for Fashion Brands**

08.08.2022

In this issue of the Perkins Coie Summer Sustainability Series, we discuss a few ecocentric trends and related intellectual property (IP) issues that fashion brands should consider to further their sustainability goals while preserving brand value.

### **So, What Is Sustainable Investing Anyway?**

07.15.2022

In this issue of the Perkins Coie Summer Sustainability Series, we discuss how the U.S. Securities and Exchange Commission is stepping in with new disclosure-based regimes in investment tools used to assess public company environmental, social and governance practices.

**2021**

### **Regenerative Agriculture: Sustainability in Farming**

09.14.2021

In this issue of the Perkins Coie Summer Sustainability Series, we discuss how regenerative agriculture practices affect the farming and food distribution industries, as well as some of the novel legal issues that may arise.

### **Sustainability Advertising: Key Takeaways**

09.08.2021

In this issue of the Perkins Coie Summer Sustainability Series, we discuss best practices based on Federal Trade Commission guidance and the most recent green advertising litigation trends.

### **ESG Claims in an Era of Heightened Regulatory and Litigation Risks**

07.21.2021

In this issue of the Perkins Coie Summer Sustainability Series, we discuss risk mitigation for both regulatory enforcement and private litigation.

### **Sustainability Disclosures: What Is Material?**

07.13.2021

In this issue of the Perkins Coie Summer Sustainability Series, we discuss the debate over the materiality of ESG disclosures to investors and suggest action items for companies considering increased disclosures on these topics.

### **Upcycled Goods: How Fashion and Apparel Brands Can Promote Sustainability While Protecting Brand Value**

07.06.2021

The fashion industry is the world's second largest polluter behind big oil, and is responsible for around 10% of global greenhouse gas emissions. There are a number of contributing factors to this problem, ranging from "fast fashion"—a model based on producing low-cost garments intended to be worn only a handful of times—to disposal of luxury overstock merchandise.

### **Supply Chain Compliance: Products From China**

06.25.2021

There has been much attention on Beijing's labor policies and practices toward the Uyghur Muslim population and other minority groups in China. Given that the western Xinjiang region is responsible for approximately

one-fifth of the world's cotton supply, many industry players are finding compliance issues a challenge.

### [2021 Summer Sustainability Series](#)

06.10.2021

This year's series will discuss topics including Chinese cotton and slave labor, key components of the circular economy, sustainability litigation, and advertising related to sustainable products and programs. It will also touch on how the sustainability discussion is moving beyond environmental components and expanding to address other elements of environmental, social, and governance (ESG) criteria.

**2020**

### [Brand Sustainability: Practical Considerations for Creating IP Enforcement Programs](#)

09.01.2020

In this final issue of the Summer Sustainability Series, we address important considerations in designing and implementing an enforcement program.

### [Sustainable Apparel: Using Trademarks to Communicate Ecological Commitments](#)

08.20.2020

Trademarks play an important role in marketing eco-friendly products and engendering consumer trust. This update highlights that role, potential pitfalls to avoid, and best practices to consider.

### [Investor Focus on Sustainability](#)

08.10.2020

Companies across industries—from retail to high tech to financial services—are touting their sustainability initiatives to attract and retain customers and employees. But investors are similarly clamoring for regular reporting on corporate sustainability efforts and achievements. Particularly for public companies, investor-facing sustainability disclosures are a pressing concern.

### [Making Sustainability a Stakeholder](#)

08.04.2020

Consumers increasingly are aware of, and make value assessments and purchase decisions based on, the environmental and social impact of brands. Brands, in turn, are evaluating and embarking on sustainability programs.

### [Sustainability in Advertising Law](#)

07.22.2020

Brands continue to build their sustainability and environmental marketing programs in response to consumer demand. But it is easy to run afoul of state and federal regulations and to receive unwanted attention from regulators, competitors, and class action attorneys when engaging in eco-friendly marketing. This update highlights important pitfalls to avoid.

### [Tackling Enhanced Supply Chain & Forced Labor Risks During the Time of COVID-19](#)

07.09.2020

The positive economic value of environmentally sustainable supply chain practices is broadly understood and accepted by the outdoor industry.

### [2020 Summer Sustainability Series](#)

06.23.2020

"Sustainability" is more than just a buzzword or corporate initiative in the outdoor industry.

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