



The Long View

Law of Science and Sustainability: A Framework for Dialog



By Daniel J. Rohlf

“Paper or plastic?”

We’ve probably all heard this familiar question at the grocery store and silently launched into the mental debate it provokes (hopefully only on the rare occasion when we forget our reusable bags!). The City of San Francisco moved the paper versus plastic debate into the legal arena in 2007 by banning plastic shopping bags altogether, citing their petroleum origins and the fact that they are not readily recyclable and do not decompose. On the other hand, critics of this approach note that making paper bags requires cutting trees as well as using many harmful chemicals and about 50 times more water than in manufacturing their plastic counterparts. How should we make tradeoffs between overflowing landfills and clearcuts, oil spills and water pollution? And who should make such choices?

The humble grocery bag thus provides an example of a fundamental challenge in moving toward a more sustainable society. Even when people agree on a general policy goal – in this case reducing the environmental footprint of an everyday activity – achieving that policy aim first requires blazing a pathway through a tangle of scientific and legal questions.

At a larger scale, many crucial initiatives toward creating a more sustainable society raise similar issues at the intersection of law and science. For example, if we wish to promote or even require increased production of “renewable” energy, what exactly should lawmakers do? Such a question raises

both technical and legal issues that are much more challenging than they might first appear. Congress and state legislatures have passed laws to mandate or encourage domestic production of biofuels as an alternative to petroleum, but recent sophisticated assessments of this “renewable” resource indicate that its ability to reduce greenhouse gas emissions and provide other environmental benefits may be minimal when considering lifecycle impacts such as land use changes, fertilizer input, transportation and refining. At the same time, biofuels advocates question these studies’ reliability, point to the economic and national security benefits of finding alternatives to oil, and argue that land now used to grow biofuel crops

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Watch for the announcement of two programs this Fall related to carbon and energy.

The Law Office Sustainability Policy

By Dick Roy

Law offices of all sizes are adopting sustainable practices. Example: replacing disposable cups with ceramic mugs. To begin or add energy to a sustainability initiative within your office, an excellent first step is to adopt a written policy.

As a resource for law offices, Oregon Lawyers for a Sustainable Future (OLSF) created a model policy. Key features of an effective sustainability policy include the following:

Management approval. The policy is a commitment by management to the staff that suggestions to alter practices will be seriously considered, subject to economic considerations. In contrast, law-firm green teams of the 80s and 90s often had essentially no support from the management group. A thoughtful policy tends to raise morale of employees and law-

Provided by Oregon Lawyers for a Sustainable Future

After practicing corporate law at Stoel Rives for 23 years, in 1993 Dick Roy left his firm to join his wife Jeanne as a full-time volunteer in the emergent sustainability movement. Together they have founded the Center for Earth Leadership, the Natural Step Network, and the Northwest Earth Institute—three Portland-based nonprofits.

yers as it becomes part of the culture of the office.

Responsible person. The policy calls for one person to coordinate efforts to operate the office more sustainably, often with assistance from a small sustainability team. Absent one person with responsibility, sustainability will likely be overlooked in the press of office work to meet client deadlines.

Internal education. A commitment to educate employees at some level is important. In announcing the policy, brown bag lunches might be organized to discuss details and answer questions. When a new employee arrives, part of the orientation should be an introduction

A thoughtful law office sustainability policy tends to raise morale of the employees and lawyers as it becomes part of the office culture.

to the sustainability policy and efforts within the office to operate more sustainably.

Although the OLSF model policy is a useful tool, it can be modified to reflect the unique culture of your law office. As an example of one of the first policies adopted and published by an Oregon law office (April 2007), see the Stoel Rives Policy.

Creating a Law Firm Sustainability Practice

By Max Miller

At Tonkon Torp LLP, an 84 lawyer Portland firm, we have considered sustainability as it relates both to office practices and the practice of law. Our initial interest came in the Spring of 1999 when the firm hosted a seven-week NW Earth Institute discussion course: "Choices for Sustainable Living." The discussion in the sixth week was on sustainable business and the economy. One question posed was: "How can we encourage business to adopt sustainable practices and perspectives?" That prompted several of us to form a green committee that ultimately convinced firm management to join The Natural Step framework and to embark on several initiatives, including creating internal office practices geared toward fostering sustainability. At that time,

though, despite several of our business clients being visible champions of sustainability, neither firm management nor the legal services market generally were quite ready for business lawyers focused on a sustainability practice. So, our green committee focused on internal sustainability measures instead.

Eight years later, in early 2007, business interest in sustainability had increased, Portland as a community was courting sustainability as a brand, and our management was beginning to see the importance of being able to speak coherently and succinctly about sustainability issues to many varied clients. We quickly discovered that many of our clients had positioned their businesses to manufacture and sell products and services geared toward consumers interested in sustainability. We also found that firm lawyers were already

involved in rendering legal advice related to sustainability, for example, tax lawyers counseling on sustainability incentives, real estate lawyers advising on green buildings.

In spring, 2007, we hosted a CLE program by the Center for Earth Leadership: "Dimensions of Sustainability: Emerging Context for the Practice of Law." Around the same time, Tonkon Torp officially launched its sustainability practice group to more sharply focus on practice areas related to sustainability: renewable energy, sustainable forestry, green building, advocating and lobbying on sustainability issues, and counseling clients who were launching or expanding businesses selling sustainable products or services or catering to consumers interested in sustainability. Tonkon Torp also formally adopted its own internal sustain-

ability policy.

Organizing the sustainability practice group has been beneficial to the firm in the same way that our real estate practice group or our labor and employment practice group have. Some of our underlying assumptions in organizing the group were that (a) a law firm is not a mere collection of sole practitioners, (b) we likely provide better service to our sustainability clients if our wind energy development lawyers confer regularly with our business energy tax credit lawyers and our government relations specialists that are following or promoting legislation, and (c) formally gathering lawyers together that share an interest and background in sustainability issues should make us better lawyers. Convening the practice group has also helped us identify needs. For example, we found

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Signaling Sustainability Through Eco-Certifications

By Cheyenne Chapman

An industrial sector trade association recently created a confidential work group to assist industry (suppliers, brands, retail, media, and consumers) to achieve practical awareness of relevant existing and emerging legislation, standards, labels and frameworks related to chemical and product safety, and environmental performance. Why? Because there are hundreds of labels purporting to guarantee that a product is “green” or sustainable but many are unverified claims.¹ As *Fast Company* succinctly put it, “We’re Drowning in Green Label Glut”² referring to an infographic published in *The Washington Post* related to a survey that identified about 600 labels that denote an “environmentally friendly” process or product.³



Market forces and regulation both provide incentives for business to more fully understand and evaluate eco-certification opportunities, as well as to signal – and document – that the business and product is genuinely green, and not engaging in greenwashing. Signaling sustainable practices and products is a strong driver for eco-certifications. Eco-certifications may apply to internal operations and corporate practices of an organization, and may apply to environmental impacts or attributes of products.

From the industry, supplier and business perspective it may be difficult to determine what eco-certifications are available and which are most suitable. From a purchaser and consumer perspective it is difficult to know what a particular eco-label actually means and whether the claims made are documented. There are several types of resources available to help identify and evaluate eco-certification programs.

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that we needed more depth of experience in water law issues, and we recently recruited a water-law specialist to the firm.

Since 2007, the practice group has shifted its focus some. It initially started (and struggled to maintain) a sustainability law blog. We found over time that it was more efficient for individual lawyers to post on Twitter, rather than for the practice group to try to maintain a group blog. In addition, several sustainability issues have simply become mainstream within our other law practice disciplines. For example, our renewable

energy practice is now an integral part of our overall energy law practice group, and our green buildings practice is an integral part of the real estate practice group.

As sustainability has become integrated into the practices of many lawyers and several practice groups, the sustainability practice group itself has found that it can cut back on the number of times it meets. Nevertheless, the Tonkon Torp sustainability practice group continues to meet regularly to discuss ways to better provide legal services and to learn from one another about the very diverse aspects of sustainability in the law.

Max Miller is a partner at Tonkon Torp.

Government regulation: In the United States eco-certification related issues are handled by the Federal Trade Commission (FTC) under laws protecting against misleading advertising. The FTC has adopted the FTC Green Guides at 16 C.F.R. Part 260 that address some aspects of eco-labeling.⁴ Originally adopted in 1992 and updated in 1998, the Guide is currently under accelerated review for another update in response to the growing need to address greenwashing.

Greenwashing refers to eco-labels and advertisements that promise more than they deliver by way of environmental benefit. Enforcement actions may be initiated by the FTC.⁵ Both consumers and competitors have initiated complaints, and several consumer initiated lawsuits are now underway.

Eco-certification Issuers:

“Lawyers can play a key role in reducing the green label glut and ensuring maximum effectiveness of eco-certifications for industry, suppliers, business, media and consumers by assisting clients in due diligence or by challenging greenwashing claims.”

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Oregon Certified Sustainable Wine

By Hannelore Buckenmeyer

“You guys are all so green, why not just call yourselves “Oregreen” or “Oregonic?”” This was the sentiment often heard during the *Bugs, Weeds and Pinot Noir* session at Oregon Pinot Camp. For the past ten years, 50 Oregon wineries have joined together to host sommeliers, wine stewards and other wine buyers in the heart of the Willamette Valley. During this highly coveted, invite-only event, wineries educate attendees about all aspects of wine growing and wine making in Oregon. The session about sustainability is always especially fascinating to wine buyers.

“We tried to talk about Oregon’s sustainability programs in many different ways over the years, but the end results were always very similar. The buyers were fully convinced that the growers and winemakers are committed to sustainable practices and that they were doing it for the right reasons. However, you could just

watch their heads begin to spin as we were explaining the nuances of Low Input Viticulture and Enology vs. Demeter Biodynamic vs. USDA Organic vs. Food Alliance,” explained Pat Dudley, former chair of Oregon Pinot Camp. “We heard the feedback time and time again that the program differences were not important to them. They fully understood that the industry is continually moving toward true sustainability, and that the methods for getting there were all more similar than different. They urged us to find a way to unify the program so that they could succinctly communicate it to their consumers. This was the genesis of Oregon Certified Sustainable Wine®.”

While the concept of creating a unifying program was simple, the process was much more challenging. There were quite a number of decisions to be made: which certifiers would be included; who would administer the program; could it just be a marketing

program or would a new certification have to be created; would it apply to products other than wine; could it be expanded to other states; what would the program be called; and what would the requirements be?

The Oregon Wine Board’s board of directors took the lead on answering these questions. Once it was determined that the Oregon Wine Board had the legislative mandate to own the program many of the other questions were determined by laws and regulations. Because the intention was to create a marketing program with a distinctive logo that could be placed on the back label of a wine bottle, it could not simply be a general marketing program; it needed to be a certification program. And, because the name “Certified Sustainable” was too descriptive to be trademarked, a geographic indicator was incorporated, which necessitated that the grapes in the wine be 100% grown in Oregon.

The branding first created was for a program called “Oregon Certified Sustainable.” The Oregon Wine Board’s vision was that it would begin with the wine industry, but then expand to other products, likely administered by an independent organization. While in the process of working with the Oregon Department of Justice (DOJ) to develop the certification program standards, the Oregon Wine Board was noti-

Wines can qualify to carry the Oregon Certified Sustainable Wine® (OCSW) logo if:

97% of fruit in the bottle comes from vineyards certified by LIVE, USDA Organic, Demeter Biodynamic®, and/or Food Alliance;

AND

The wine is produced in a facility certified by LIVE, USDA Organic, Demeter Biodynamic®, or Food Alliance.

fied that the Oregon Department of Agriculture was also working with DOJ to create a sustainable certification program. After many months of negotiations, DOJ filed the USPTO application on behalf of the state of Oregon, for Oregon Certified Sustainable Wine, leaving the door open for the Department of Agriculture to create “Oregon Certified Sustainable X” programs for other commodities.

The program standards and the online application process were finalized in late 2008 and launched to the Oregon Wine industry.

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would be farmed and fertilized regardless. How, then, should we decide whether biofuels are indeed a more sustainable energy option, and by what criteria?

Scientific expertise alone cannot answer such a question. The net carbon impact of biofuels often depends on which assumptions and methodologies are used to make the calculations, and there is no technical formula for weighing tradeoffs between decreased reliance on fossil fuel imports and increases in the rate of decline of wildlife habitat in the United States due to more farming activity. Ultimately, therefore, decision-makers must integrate scientific knowledge with policy acumen to put in place economic and regulatory structures capable of creating a technically and socially optimal mix of energy resources. The same need for integration holds true in developing workable and acceptable approaches to greenhouse gas reductions, using and protecting natural resources, and even encouraging “green” businesses.

Society’s success in fostering sustainability thus depends to a significant degree on our ability to understand the interactions between science, law, and policy, as well as on successfully engaging decision-makers, regulators, the business community, and the public in a dialog about the choices and tradeoffs involved in moving toward a more sustainable economy and a more sustainable relationship between people and the planet. In order to foster such a dialog, it is useful to have a framework for understanding how law and science fit together. By using the following three-part framework for integrating science and law, those interested in advancing steps toward sustainability that are sound from both technical and public policy stand points can maximize opportunities for success.

Standards. A standard sets forth a measuring stick or threshold that governs a type of conduct or a set of decisions. For example, many proponents of sustainable agricultural practices often advocate growing and consuming organic crops. But what does it mean for a something to meet this standard – for example, what makes an apple “organic”?

In order to be useful in actually promoting organic practices

and in providing the consumer products that are in fact organic, a standard must be both meaningful and enforceable. In other words, an organic apple should meet a minimum set of criteria for absence of manufactured fertilizers and pesticides, not simply what an individual grower decides can suffice as organic. Toward this end, the federal government has stepped in to regulate use of the term “organic” in fruits, vegetables, and processed foods. Significantly, however, regulations governing organic labeling illustrate that setting legal standards is rarely a purely technical, black and white exercise. For example, the U.S. Department of Agriculture allows up to 5% of foods labeled with the organic seal to contain conventional ingredients if those constituents are not readily available in organic form. Additionally, current regulations allow a product such as applesauce to be labeled “Made with Organic Apples” even though it contains up to 30% non-organic corn sugar or other ingredients in addition to organic apples.

Developing legal standards that govern many aspects of sustainability, therefore, involves making policy choices about where to draw specific technically-based lines in the sand. The USDA could have outlawed *all* non-organic ingredients from products using the term organic, or it could have allowed products with an even greater percentage of non-organic ingredients to use the organic label; the agency simply made a policy call as to how “pure” it believed a product should be to qualify as organic. It is important to recognize that establishing legal standards almost always involves making these sorts of important value choices.

Regulators may not always explicitly acknowledge that standards involve making both technical and policy judgments. This is because regulatory decisions typically get more deference from affected parties, the public, and reviewing courts if everyone believes that only scientific experts can make important standards decisions. Therefore, carefully identifying the policy elements of a standard, who makes those value-based decisions, and the process through which those decisions are made can help an interested party understand – and participate in – the policy choices that go into the process of formulating the thresholds that govern the sustainability of a wide variety of activities.

Science Process. Even determinations that are primarily scientific in nature still raise a host of important issues at the law/science intersection. For example, many landowners and a host of other entities are interest in selling carbon credits. Carbon offsets

“Using a simple but effective framework to understand the integration of science and law can assist any interested party in participating making the choices that shape our world.”



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Oregon Certified Sustainable Wine

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All of the grapes must be grown in Oregon, but the wine can be produced in a cross-state certified facility, as long as that facility is located within an American Viticultural Area which has boundaries that extend into Oregon (i.e. Walla Walla Valley, Columbia Valley, Snake River Valley and Columbia Gorge).

The Oregon Wine Board charges \$.01 for each bottle certified. These fees are used for marketing, public relations, trademark registration and trademark protection. The word mark and the logo are registered in the US. A trademark registration applica-

tion is pending in Canada. The next applications will be submitted in Hong Kong and China in the coming year.

To date, 20 Oregon producers have over 200 OCSW wines, totaling nearly 2 million bottles. Though the program is very new, there has been quite a bit of buzz about it in the media. As more and more wines are released into the marketplace, consumers will become increasingly aware of them. They will see the logo on the bottle and they will hear about the program from their favorite sommelier, wine steward or retailer because at the 2010 Oregon Pinot Camp, the vision of "Oregreen" will finally be a reality.

For more details about the program, please visit www.ocsw.org and <http://industry.oregonwine.org/oregon-wine-board/sustainability/ocsw/>

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are a key element of most regulatory strategies to tackle climate change, and may allow society to efficiently reduce greenhouse gas emissions at relatively low cost by facilitating trades between emissions producers and entities whose actions can capture or store carbon. However, carbon offsets aid in the fight against climate change only to the extent that the amount of carbon credits on paper equals the actual amount of carbon captured or carbon releases prevented as the result of the credited action. Determining whether this is indeed the case for a given carbon credit or class of credits requires scientific calculations. However, significant policy choices are embedded in the manner in which we choose carry out these scientific calculations. For instance, who should calculate the carbon credits associated with a given activity – the entity carrying out action? A third party certification entity? A regulatory agency? What methodology should the scientists calculating carbon credits employ and what assumptions can they make in the face of uncertainties? Should scientists' conclusions be subject to peer review? Should their findings be subject to appeal by those who disagree with the answers?

These sorts of questions – sorting out who makes scientific determinations, the methods used to make these determinations, and what happens in the case of disputes about them – raise issues of science process. Designing a workable science process for a given set of determinations nearly always involves a mix of science calls and value judgments. For example, subjecting a regulator's decisions about carbon credits to scientific peer review would almost certainly produce a more accurate system for including carbon offsets as part of a greenhouse gas reduction strategy. However, peer review is often both time-consuming and expensive. Is the marginal increase in accuracy of carbon

credit calculations worth this extra time and cost? Answering this question requires a value-based science process decision.

Millions of dollars, as well as the effectiveness of efforts to combat climate change, hinge on the answers to such science process questions involving carbon credit schemes. The same holds true for many other science process issues in other contexts affecting sustainability. Effective participants in these sorts of decisions will understand the mix of science and policy issues in designing and implementing science processes.

Implementation. This is perhaps the most obvious – but ironically often most overlooked – element of a law/science framework. At its core, the element of the framework is based on a very simple idea: even brilliantly designed standards and effective science processes to carry out those standards will be ineffective if they are not faithfully implemented. For example, a state or local government may decide to provide generous tax breaks to encourage use of green building techniques. However, unless that jurisdiction also invests in inspectors or other methods of ensuring that builders receiving tax breaks actually employ the green techniques they are supposed to use, it is likely that the tax incentives will fall short of producing their intended energy efficiency benefits when careless or unscrupulous builders cut corners. In addition to enforcement, effective implementation also involves monitoring and adaptation. For instance, a government that provides tax breaks for green buildings should continually monitor results to determine whether targeted strategies produce expected energy saving over time, and adjust its program to account for new information and advances in technology.

Finally, implementation considerations should also inform decisions about standards and science process. A regulatory scheme may include sophisticated standards and a meticulously-designed science process, but if these standards and

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process are too complicated or too expensive to successfully implement over time in the real world, they will merely be paper tigers.



Such implementation strategies are not conceptually difficult, but they require qualities sometimes in short supply: planning, attention to detail, follow-through, willingness to change or make adjustments, and self evaluation. A challenge indeed.

Conclusion. Law and science both play crucial roles in efforts to craft a more sustainable society, but perhaps most important in making the decisions and tradeoffs involved in this transition is an understanding of the ways in which these two disciplines interact. Using a simple but effective framework to understand the integration of science and law can assist any interested party in participating making the choices that shape our world.

Daniel J. Rohlf is a professor of law at Lewis and Clark Law School.

Office Practice Tip



- Bioplastic utensils, made from plant material (usually corn starch) rather than petroleum, are being promoted as biodegradable or compostable.
- Those claims are simplistic and do not address fundamental questions. For example, bioplastics must be composted in a commercial facility in order to break down properly.
- Only some of the many available bioplastics have been tested and approved by specific commercial facilities that turn organic materials into compost.
- Production and disposal creates warming gases. And the utensils can contaminate the regular plastic recycling system.
- Although single-use items are convenient, they are not sustainable. Even considering water, soap and energy, durable service ware is the most sustainable food service choice.
- www.portlandonline.com/index.cfm?a=229521&c=42022

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Signaling Sustainability through Eco-Certifications

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Eco-certifications can be issued by a wide variety of entities, including governments, academic institutions, industry trade associations, and nonprofit organizations. One criterion to use to check a nonprofit organization that issues an eco-certification is membership in the Global Ecolabelling Network (GEN). GEN is a network of 26 nonprofit organizations around the world that issue various environmental performance labels, recognitions and certifications to volunteer applicants. Membership in GEN is an indicator that the issuing organization subscribes to the ISO (International Organization for Standardization) codes of practice for eco-labeling.

Reports on Eco-labels: TerraChoice Environmental Marketing provides independent third party research and reporting on eco-labels around the world including recent publication of “The Seven Sins of Greenwashing”⁶ and the “Eco Markets Summary Report.”⁷ Consumer Reports maintains the Eco-Labels Center.⁸ Greenpeace offers evaluations of eco-certification groups and eco-labels. There is even an iPhone application Good Guide to help consumers find ratings and select products. A variety of online tools are being developed to help compare eco-certifications for specific product categories.

Documentation and Transparency: In addition to carefully evaluating eco-certification opportunities, there are other steps

a business can take to document efforts to provide responsible environmental management, prevent pollution and achieve sustainability. Thomas P. Lyon, business professor at the University of Michigan, suggests incorporating an Environmental Management System (EMS) under the ISO standards. “When a company has an EMS in place, you have a greater expectation that they actually do know what their environmental results are.”⁹ A business can also provide accountability and transparency through publication of a company sustainability report under the Global Reporting Initiative (GRI) or other measures to indicate corporate social responsibility (CSR) intent and progress.

Signaling environmentally preferable practices and products is likely to remain a high priority. Eco-certifications are proliferating, as are resources devoted to independently evaluating them. While the future may bring more standardization and coordination to the field, in the meantime businesses and consumers both are responsible for accomplishing their own due diligence when claiming or relying on an eco-certification. Lawyers can play a key role in reducing the green label glut and ensuring maximum effectiveness of eco-certifications for industry, suppliers, business, media and consumers by assisting clients in due diligence¹⁰ or by challenging greenwashing claims.

Cheyenne Chapman, JD, LL.M., is the Executive Director of Zero Waste Alliance (www.zerowaste.org). ZWA, a nonprofit organization, is an alliance of professionals dedicated to helping organizations and society become more sustainable. ZWA focuses on standards development, education and training, and applied solutions. Founded in 1999 by Larry Chalfan, ZWA is a program of the International Sustainable Development Foundation (ISDF).

Footnotes:

¹ See Jeff Rodgers, *New Website and Survey Look Behind-the-Scenes at Ecolabels' Environmental Claims*, World Resources Institute, July 1, 2010 (describing new database from survey of 340 ecolabels in 42 countries), <http://www.wri.org/stories/2010/07/new-website-and-survey-look-behind-scenes-ecolabels-environmental-claims>.

² Suzanne LaBarre, *Infographic of the Day: We're Drowning in Green Label Glut*, Fast Company, May 4, 2010, <http://www.fastcompany.com/1637347/infographic-of-the-day-were-drowning-in-green-labels>.

³ Bonnie Berkiwitz & Laura Stanton, *Eco-friendly Labeling*, Washington Post, May 3, 2010, <http://www.washingtonpost.com/wp-dyn/content/graphic/2010/05/03/GR2010050301056.html?sid=ST2010050301057>.

⁴ <http://www.ftc.gov/bcp/grnrule/guides980427.htm>.

⁵ Vanessa O'Connell, *“Green” Goods, Red Flags*, Wall Street Journal, Apr. 24, 2010, <http://online.wsj.com/article/SB10001424052702304506904575180210758367310.html> (Rash of Earth-Friendly Claims Spurs Rising Number of Lawsuits and FTC Actions); Gabriel Nelson, *FTC Moves May Signal Start of “Greenwashing” Crackdown*, Greenwire, Feb. 3, 2010, <http://www.nytimes.com/gwire/2010/02/03/03greenwire-ftc-moves-may-signal-start-of-greenwashing-cra-90834.html>.

⁶ <http://sinsofgreenwashing.org/findings/greenwashing-report-2009/>.

⁷ <http://www.terrachoice.com/files/2009%20EcoMarkets%20Summary%20Report%20-%20September%2018,%202009.pdf>.

⁸ <http://www.greenerchoices.org/eco-labels/>.

⁹ Quoted in Richard Dahl, *Green Washing: Do You Know What You're Buying?* Environmental Health Perspective, June 1, 2010.

¹⁰ See, e.g., Beveridge & Diamond, P.C., *Making Sense of Eco-labels: A Primer on “Green” Seals of Approval*, Feb. 23, 2010, <http://www.bdlaw.com/news-813.html>.

The Long View

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Announcements

LEADERSHIP AWARDS

The Sustainable Future Section (SFS) is pleased to announce a **new Sustainable Leadership Award Program**.

The program will recognize leadership in two categories: law office and individual lawyer. The intent of these awards is to recognize demonstrated leadership by law offices and individual lawyers in moving the legal profession and law office practices along the path of sustainability.

The SFS is currently accepting nominations. If you know of an extraordinary bar member or law office that is deserving of recognition, please consider nominating them for an award.

Award descriptions, nomination criteria and forms are available on the Section's Web site.

The deadline for nominations is **5:00 pm on Friday, July 23rd**. The first honorees of these annual awards will be recognized at the SFS Annual Meeting in the Fall.

Consider This...

"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change."

- Charles Darwin

**Check out our new
Web site!**
osbsustainablefuture.org

Editor's Note:

Thank you for reading *The Long View*. Your input and suggestions on content are welcome.

E-mail SFSeditor@millernash.com to comment.

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