



Talking Trash at the FTC: **Recyclable Claims** **and the Green Guides**

AN FTC WORKSHOP

May 23, 2023

7:45-8:30 am

Registration

Enter at 7th and D Streets, SW. Proceed through airport-style security.

8:30-8:50 am

Opening Remarks and Welcome

James Kohm, Associate Director, Division of Enforcement, Bureau of Consumer Protection, FTC

8:50-10:05 am

Panel 1: Current State of Recycling Market and Claims

Moderators:

Julia Solomon Ensor and **Hampton Newsome**, Attorneys, Division of Enforcement, Bureau of Consumer Protection, FTC

Panelists:

Kate Bailey, Chief Policy Officer, Association of Plastic Recyclers

Anne Germain, Chief Operating Officer and Senior Vice President of Regulatory Affairs, National Waste & Recycling Association

Adam Riedel, Manager, Environmental Management Office, Arlington VA County Government

Kaelah Smith, Assistant Attorney General, State of Connecticut

Anthony Tusino, Senior Program Officer for Plastic Policy Advocacy, WWF

Eric Unis, Senior Attorney, National Advertising Division of BBB National Programs

10:05-10:15 am

Break

10:15-11:05 am **Panel 2: Consumer Perception of Recycling Claims**

Moderators:

Julia Solomon Ensor and **Hampton Newsome**, Attorneys, Division of Enforcement, Bureau of Consumer Protection, FTC

Panelists:

Sarah Dearman, Chief Innovation Officer, The Recycling Partnership

Karen Hagerman, Director, How2Recycle, GreenBlue

Brian Hawkinson, Executive Director, Recovered Fiber, American Forest & Paper Association (AF&PA)

Kim Holmes, Owner and Principal Consultant, 4R Sustainability, and research consultant for the Recycled Material Standard

Bonnie Patten, Executive Director, Truth in Advertising (TINA.org)

11:05-11:15 am **Break**

11:15 am-12:30 pm **Panel 3: Future of the Green Guides**

Moderators:

Julia Solomon Ensor and **Hampton Newsome**, Attorneys, Division of Enforcement, Bureau of Consumer Protection, FTC

Panelists:

Peter Blair, Policy Director, Just Zero

Jeffrey A. Greenbaum, Managing Partner, Frankfurt Kurnit Klein & Selz

Patrick Krieger, Vice President, Sustainability, Plastics Industry Association

Raissa Lerner, Deputy Attorney General, State of California

Peter DePasquale, Vice President of Government Affairs, Keurig Dr Pepper

Quinta Warren, Associate Director of Sustainability Policy, Consumer Reports

12:30-12:45 pm **Closing Remarks and Invitation to Comment**

James Kohm, Associate Director, Division of Enforcement, Bureau of Consumer Protection, FTC
