



Institut suisse de droit comparé
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Rencontres informelles de l'Institut suisse de droit comparé

Legal transplants in the self-regulation of environmental claims in advertising: an interdisciplinary approach

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In the field of environmental law and, more generally, of sustainable development, a particularly fertile and always topical theme stands out: that of the dissemination of legal models, also known by the name of legal transplants.

With particular reference to commercial communication and the making of environmental claims, it seems opportune to identify and examine how self-regulatory advertising authorities act, first, in the role of guarantors of accurate and fair commercial communication, particularly with regard to how companies make green claims and, secondly, as that of 'guardians' of consumer rights.

In the European context, one can find a number of self-regulatory codes that have laid down clear provisions on advertising with an environmental theme. These regulations aim to guide advertisers to use environmental claims responsibly and, in a general sense, also aim to steer consumers towards more sustainable purchasing choices.

A comparison will be made of the rules laid down in some of self-regulatory advertising codes concerning environmental claims, starting with an analysis of those adopted by the Italian Institute of Advertising Self-Discipline (IAP).

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