

Assignment prior to Information Disclosure class - individually or in a group of 2

1. At any store, on the Internet, or on tv, find at least 2 products that make environmental claims in their marketing. Take pictures of the products and their claims, provide a link to the website where the company makes the claims for their product, or provide a brief summary of the product claims if it is not possible to provide weblinks or pictures. If possible, try to find examples of claims that are extreme or claims that might violate the FTC's Green Marketing Guidelines. Those Guidelines are available at:

https://www.ftc.gov/sites/default/files/documents/federal_register_notices/guides-use-environmental-marketing-claims-green-guides/greenguidesfrn.pdf

2. Go to a store that sells appliances and look at the appliances on display in a category for which Energy Star ratings (the blue star - not the yellow energy efficiency label) are provided (i.e. dishwashers, refrigerators, etc.). What percentage of the appliances on display have an Energy Star label? Are the prices for Energy Star appliances similar to models with similar features that do not have the Energy Star label? If it is not possible to visit the stores in person, some stores have websites that allow you to search for products that are currently stocked at specific locations. If you are ambitious, you could also compare the percentage of appliances with Energy Star labels on display at stores that target different socioeconomic customer bases.