

NOTE

Self-Regulatory adjudications relating to environmental claims late 2021

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This is reference to two late 2021 Self-Regulatory cases, one from the U.K. and one from Sweden. The UK case relates to [Lipton Ice Tea](#) for which a complaint about a '100% recycled' claim was upheld despite [the advertising](#) including a qualification; an interesting commentary [here](#) from GALA/ Mondaq with reference to a similar case in the U.S. The [Swedish case](#) concerns a complaint against an Innocent Drinks 'greenwashing' claim ('fixing the planet'); the commercial has been withdrawn, but there's (not entirely objective) reference to it in this [activist video](#).

