

NOTE: The Dutch Advertising Code Section B: Code for Environmental Advertising.  
<http://www.gregsregs.com/downloads/DACEnvironmentCode.pdf>

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Explanation of Article 1. The Code applies to the entire life cycle of all goods and services, i.e. from production (including the processing of raw materials) up to and including waste processing. Whether the Code is applicable in borderline cases is a matter to be decided by the Advertising Code Committee and the Board of Appeal. It should be borne in mind that each advertising message is assessed in terms of the General Code, even if it is not classified as an environmental claim and the Code for Environmental Advertising is therefore not applicable