

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 11. The Code is intended to ensure and encourage a justified use of environmental claims. A logical corollary here is that advertisers refrain from needlessly encouraging or setting examples of behaviour that causes gratuitously damage to the environment, such as pictures of environmentally harmful waste being discarded in the countryside. The article is not intended to prohibit advertisements for products that are to some extent harmful to the environment, since ultimately that refers to almost all products. It is also not intended to make the provision of factual product information impossible.