

Shawn Obi Speaks on Webinar Hosted by BBB National Programs: Avoid Greenwashing—Align ESG Aspirations with Results

FEBRUARY 17, 2022

Winston & Strawn Partner Shawn Obi and leaders from [BBB](#) National Programs and its National Advertising Division spoke on an in-depth panel discussion on current issues facing companies as they drive consumer loyalty in 2022 through dedication to social and environmental responsibility.

Participants earned CLE credit while learning how to mitigate risks associated with advertising sustainability initiatives, how brands can avoid overstating the positive environmental impacts of their products and services, and the types of far-reaching and vague environmental claims that can get brands accused of [greenwashing](#) by consumers.

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Shawn R. Obi