



ESG Policies & Legislation

Focus: Greenwashing

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Before we start...

Remember to always seek your
own legal counsel.

DISCLAIMER





About Quantum Lifecycle Partners

Quantum is both an electronics recycler and ITAD (IT asset disposition) company, capable of handling anything with a battery or a plug.



Certifications:
R2:V3, NAID AAA, ISO 9001, ISO 14001, ISO 45001, WISE



We're a team of 600+
“Sustainability Superheroes”



83,604 Tonnes of CO₂e
saved through reuse and recycling
of electronics in 2023

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New ESG Legislation in Canada

- Mandatory climate disclosures for federally regulated banks, publicly traded companies and signaling large private companies for future
- Climate taxonomy – Made in Canada sustainable investment guidelines
- Bill S-211 – Fighting Against Forced Labour & Child Labour in Supply Chains (“Modern Slavery”)
 - Mandatory reporters are those who are either listed on stock exchange in Canada; or has a place of business or does business in Canada
 - Meets two of the following: \$20M in assets; \$40+ million in revenue; and/or 250+ employees





Greenwashing Legislation – Bill C-59

Bill C-59 addresses "greenwashing" – the practice of making false or misleading environmental and social claims to promote products, services and/or business interests.

2 key aspects:

- For environmental and social claims for products and services: Proof must be provided by the company making the claim based on an "adequate and proper test."
- For environmental claims for companies and brands: the company must prove that the claim is based on an "internationally recognized methodology."

The legislation came into effect on **June 20, 2024** – and is effective immediately.

Who does it apply to?

All Canadian businesses and any international company who is doing business or advertising in Canada.





Greenwashing Legislation – Bill C-59

What are the penalties of Bill C-59?

- up to \$10 million, or
- 3x the value of the benefit derived from the claim, or
- 3% of the company's global annual gross revenue

Whichever is greatest.



Another important factor:

This bill is characterized by **Reverse Onus**.

The onus is on you to prove your claims. In other words, the burden is on you, the advertiser, to ensure everything you say is substantiated.





Greenwashing – Common Types

1. Empty or exaggerated claims
2. Selective disclosure or hidden trade-offs
3. Omitting data or having outdated info
4. Irrelevant or misleading graphics or visuals
5. Vague wording or unspecific goals or targets



What are some of the words or terms to be cautious around?

clean, sustainable, green, low-carbon, climate leader, carbon neutral, climate friendly, net-zero





Greenwashing legislation in Europe

- Aim is to limit unfair commercial practices, level the playing field and ensure consumers receive reliable information about their products
- Businesses must take proactive measures to ensure claims are accurate, transparent and backed by credible evidence
- Key steps include thorough lifecycle assessments, using approved certification schemes, using widely-recognized scientific evidence, and training staff
- Compliments the EU Green Claims Directive, streamlining the evaluation of voluntary environmental claims
- Set to take effect from early 2026





Preventing Greenwashing

- 1 Review your current communications to ensure everything you say is substantiated. If you can't prove it, take it down.
- 2 Focus on high quality data and information by using existing standards, frameworks and certifications.
- 3 Be transparent in your communications, the good and the not-so-good. Explain what you mean - don't assume your audience knows your terms.
- 4 Keep educating yourself. This whole space of ESG and circularity is constantly evolving.





Thank you!

- **The Circular Future podcast**

- Access to thought leaders and innovations to help you be a business sustainability champion – even if it's not your core job
- Released biweekly on our website, Apple, Spotify and wherever you get your podcasts from



- **Monthly LinkedIn newsletter “The Circular Future”**

- A roundup of podcasts, trends we're watching and news



NEWSLETTER

The Circular Future

Helping business managers and leaders be sustainability champions – especially when ESG isn't their core job

- Reach out with any questions!

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