

Voluntary Report – Voluntary - Public Distribution

Date: January 21, 2025

Report Number: CA2025-0002

Report Name: Canada Consults on Guidelines for Environmental Claims -
Greenwashing

Country: Canada

Post: Ottawa

Report Category: Agriculture in the Economy, Climate Change/Global Warming/Food Security,
Policy and Program Announcements, FAIRS Subject Report

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Report Highlights:

Building upon initial consultations held in summer 2024, Canada’s Competition Bureau seeks public comments on new guidelines regarding environmental claims. Interested stakeholders have until February 28, 2025, to send their comments.

Following up on an initial round of public consultations related to new greenwashing provisions in Canada's Competition Act (for details, please see GAIN Report [CA2024-0032](#)), the Competition Bureau [announced](#) it is seeking public feedback on [newly developed guidance](#) regarding environmental claims. Interested stakeholders have until **February 28, 2025**, to submit their comments at the following coordinates:

Email: environmentalclaims-declarationsenvironnementales@cb-bc.gc.ca

According to the press release, each submission received will be published on the Competition Bureau [website](#), unless the provider requests that it be kept confidential. Following this round of consultations, the Competition Bureau will publish final guidelines.

The proposed guidelines for environmental claims are centered around six principles:

- Environmental claims should be truthful, and not false or misleading
- Environmental benefit of a product and performance claims should be adequately and properly tested
- Comparative environmental claims should be specific about what is being compared
- Environmental claims should avoid exaggeration
- Environmental claims should be clear and specific – not vague
- Environmental claims about the future should be supported by substantiation and a clear plan

The consultation document includes the reminder that these guidelines “do not constitute a binding statement of how the [Competition] Commissioner will proceed in specific matters. The decisions of the Commissioner and the ultimate resolution of issues will depend on the particular circumstances of the matter in question. The Commissioner has broad discretion in determining whether to proceed with enforcement action in a particular case.”

Attachments:

No Attachments.