

Anti-Greenwashing Resources

Document	Source	Link
Bill C-59 - Division 6	Parliament of Canada	Bill C-59 Legislation
Deceptive Marketing Practices Digest	Canadian Competition Bureau	The Deceptive Marketing Practices Digest — Volume 7 (canada.ca)
Setting Net Zero Commitments	United Nations	UN High Level Expert Group, 2022. Integrity Matters:Net Zero Commitments by Businesses, Financial Institutions, Cities, and Regions
Stand’s press release on Lululemon claim	Stand Earth Website	Stand Earth Competition Bureau Claim Against Lululemon
Gen Z and Millennial Survey	Deloitte 2024	Gen Z and Millennials - Expectations at work and in the world
Consumer research on sustainability claims	McKinsey & NielsenIQ 2023	Consumers care about sustainability and back it up with their wallets
Environmental Claims: Summary of Green Guides	U.S. Federal Trade Commission (FTC)	Environmental Claims: Summary of the Green Guides Federal Trade Commission (ftc.gov)
Anti-Greenwashing Guide for Advertising	Creatives for Climate (UK)	Creative for Climate: Creatives for Climate (UK). 2024. The Anti Greenwash Guide for Agency Leaders