



**THE INDEPENDENT VOICE OF TRUST**

**TIC Council Webinar – Value of TIC**  
**Substantiating green claims in the age of greenwashing**  
**28 May 2021**

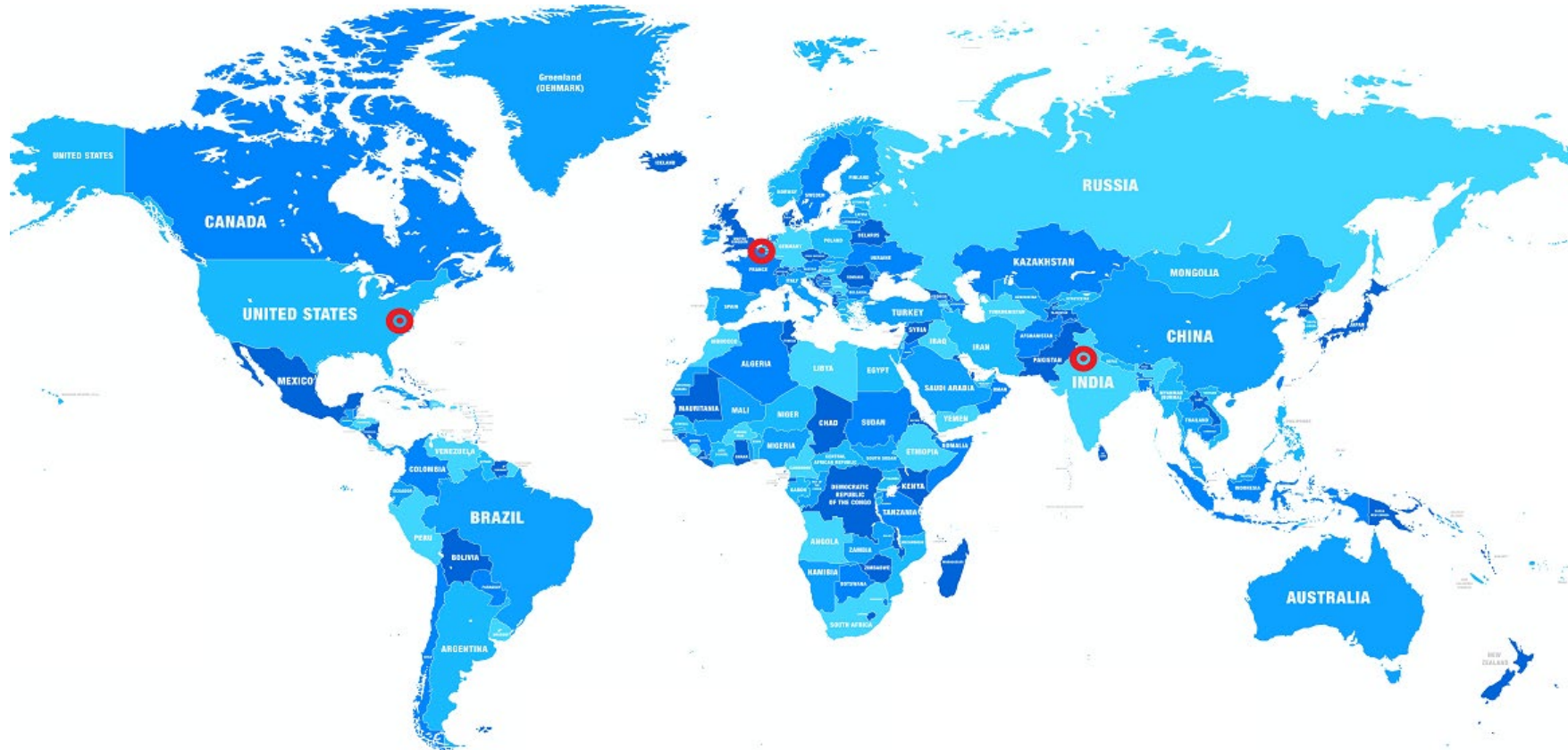


# TIC Council

## The Independent Voice of Trust



- Born from the merger of IFIA and CEOC
- ~90 member companies & organizations active in more than 160 countries (HQ mapped)
- TIC Council has its head office in Brussels. It also has an office in Washington and presence in India.



# TIC Council Mission



*As the voice of the global independent testing, inspection and certification industry, the TIC Council engages governments and key stakeholders to advocate for effective solutions that protect the public, support innovation and facilitate trade.*

*The TIC Council works with its members to promote best practices in safety, quality, health, ethics and sustainability*

# Substantiating green claims in the age of greenwashing



Moderator



**Hanane Taidi**  
Director-  
General, TIC  
Council





# Substantiating green claims in the age of greenwashing



## Speakers



**Mr. Christian Holzleitner,**  
Head of Unit for Land Use  
and Finance for Innovation,  
Directorate-General for  
Climate Action, European  
Commission



**Mr. Anthony Cox,**  
Deputy Director,  
Environment  
Directorate, OECD



**Dr. Michael FÜbi,**  
President, TIC Council



## Audience Question

Post your answer in the chat box, in one word or two

***What springs in your mind when you hear the word “greenwashing”?***





**Christian Holzleitner,**  
Head of Unit for Land Use and  
Finance for Innovation, Directorate-  
General for Climate Action,  
European Commission

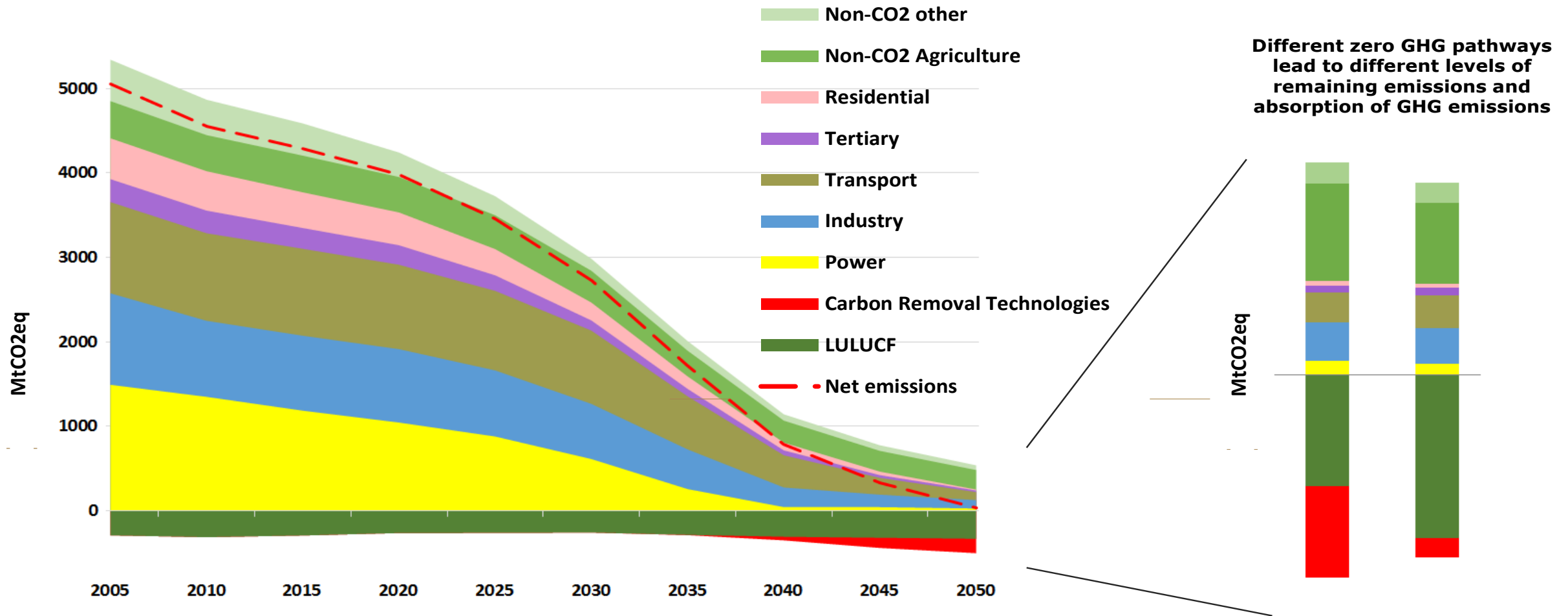


# EU policy on certification of carbon removals

*Christian Holzleitner, DG CLIMA*



# Pathway to climate neutrality



# What are carbon removals?

**Carbon  
capture and  
storage**

**Soils and forests**

**CO<sub>2</sub>  
captured  
from  
industry  
production  
(e.g. cement  
or steel)**

**CO<sub>2</sub>  
captured  
from  
bioenergy  
production  
(e.g. biogas)**

**Afforestation**

**Sustainable  
forest  
management**

**Rewetting of  
drained  
peatlands**

**Long-lived  
woody  
construction  
materials**

# Key concerns on carbon removals



The diagram consists of two large, teal-colored arrows pointing in opposite directions, one to the left and one to the right. They are positioned side-by-side, with a small gap between them. The left arrow contains the text 'Incentives to generate carbon removals' and the right arrow contains the text 'Concerns on environmental integrity'. The arrows are stylized with a slight 3D effect, showing a darker shade on the top and bottom edges.

Incentives to  
generate carbon  
removals

Concerns on  
environmental  
integrity

# Creating credible incentives for carbon removals

## Certification of carbon removals

EU-wide standards for carbon removals

Voluntary or regulatory carbon markets

Product labelling  
Corporate social responsibility

## Carbon farming

Showcasing initiatives and blueprints

Technical handbook

Funding under EU programmes like LIFE or Horizon

# Certification of Carbon Removals

## Scope

- Source of CO2
- Type of storage
- Maturity, scalability
- Impact on existing policies?

## Governance

- Common rules across EU
- Which role for EU? Member States? Private actors?
- Limiting administrative burden
- Step wise approach

## Certification and MRV

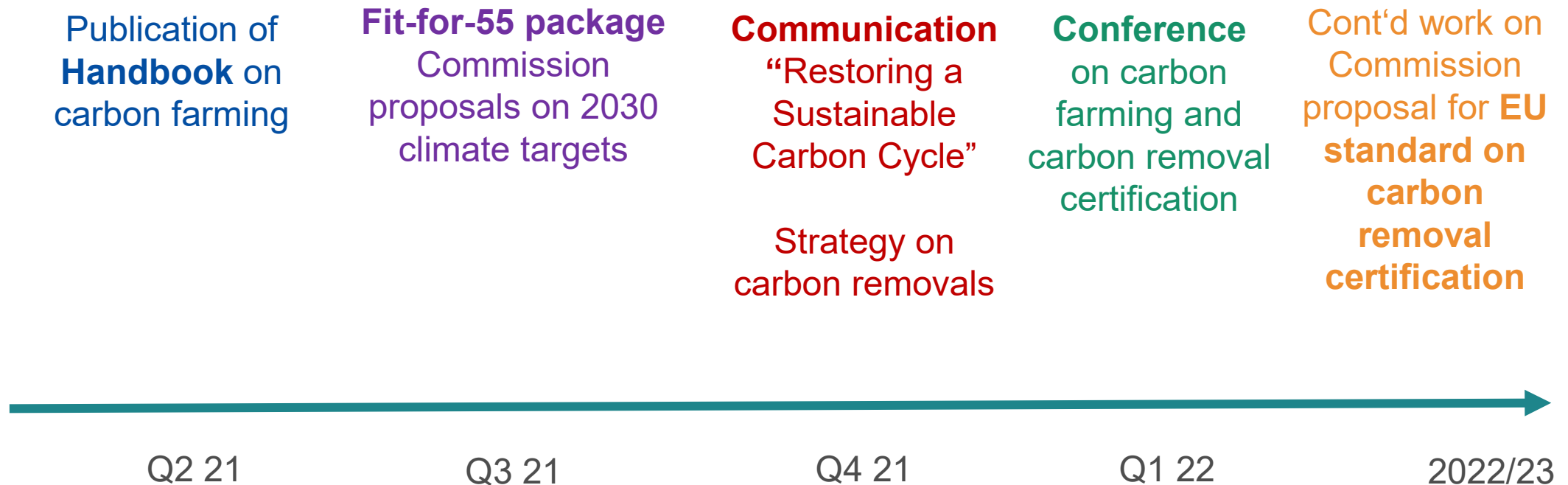
- Boundaries of the system, robustness
- Permanence, liability
- Additionality, link with inventories
- Differentiation

# Certification of Carbon Removals

- **Regulatory framework** for the certification of carbon removals
- **Robust and transparent carbon accounting** to monitor and verify the authenticity of carbon removals
- **Step-wise development** and integration of carbon removals in a EU climate policy architecture
- **Long-lasting framework** will require some changes to incorporate lessons while regulatory stability is also important



# Timeline



# Links

- Our webpage on [Carbon Farming | Climate Action \(europa.eu\)](https://ec.europa.eu/clima/news/commission-sets-carbon-farming-initiative-motion_en)
- Press release on the publication of the Handbook  
[https://ec.europa.eu/clima/news/commission-sets-carbon-farming-initiative-motion\\_en](https://ec.europa.eu/clima/news/commission-sets-carbon-farming-initiative-motion_en)
- Executive summary of Handbook  
<https://op.europa.eu/en/publication-detail/-/publication/b7b20495-a73e-11eb-9585-01aa75ed71a1/language-en>
- Technical Handbook  
<https://op.europa.eu/en/publication-detail/-/publication/10acfd66-a740-11eb-9585-01aa75ed71a1/language-en>
- Annexes with the case studies  
<https://op.europa.eu/en/publication-detail/-/publication/99138c98-a741-11eb-9585-01aa75ed71a1/language-en>



**Anthony Cox,**  
Deputy Director,  
Environment  
Directorate, OECD



# GREENING THE RECOVERY WHILE AVOIDING GREENWASHING

Anthony Cox

Deputy Director, Environment Directorate

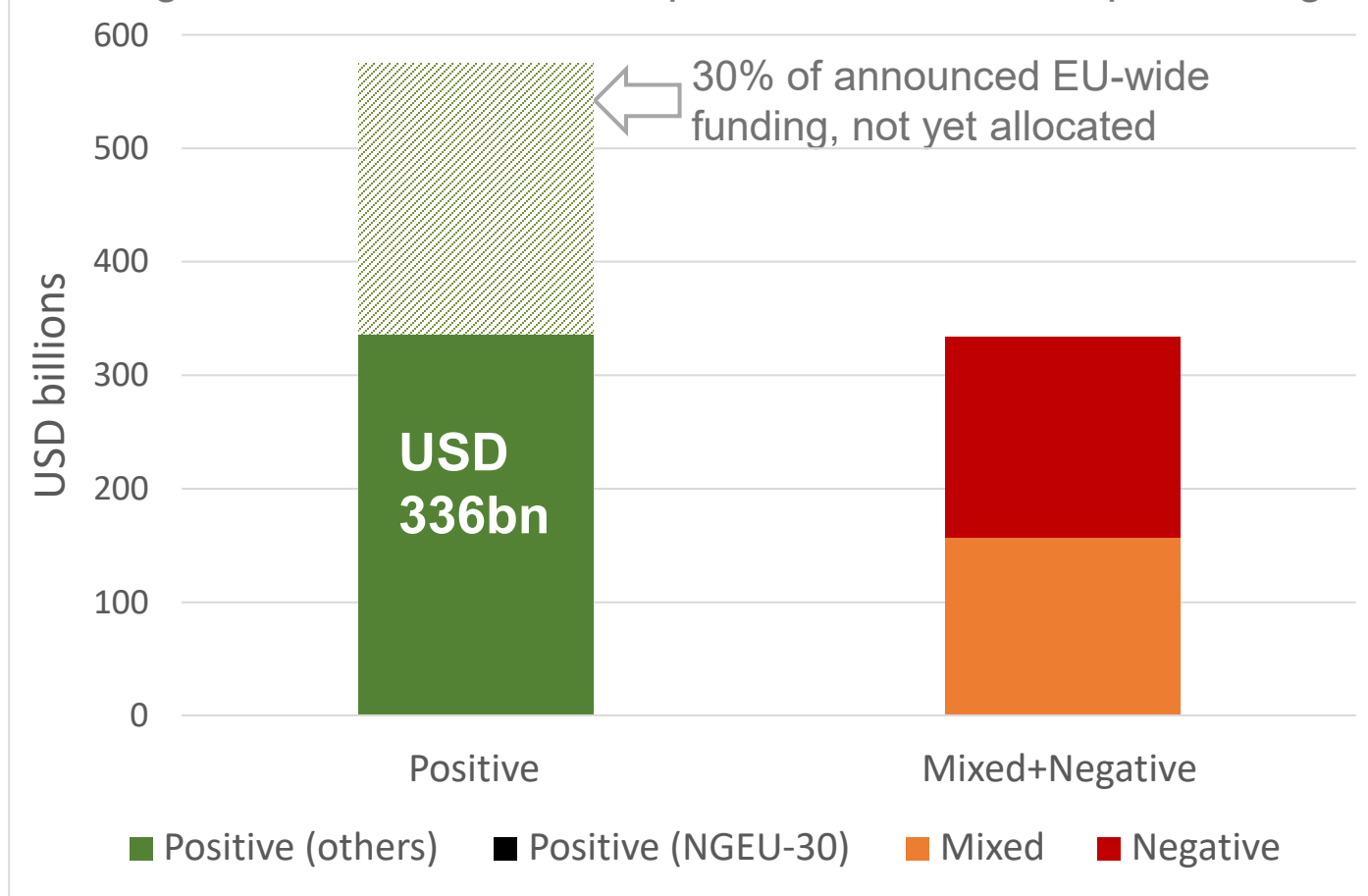
TIC Council Webinar on “Substantiating green claims in the age of greenwashing”

Friday 28 May 2021

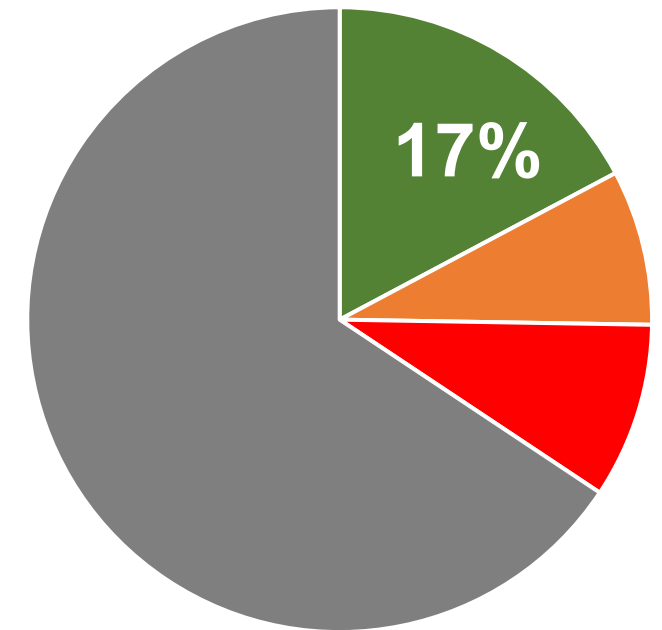


# Green recovery - How are we doing so far?

Funding allocated to measures per environmental impact category



Share of total recovery-related spending to up to 1 March 2021 (USD1.95 trillion)



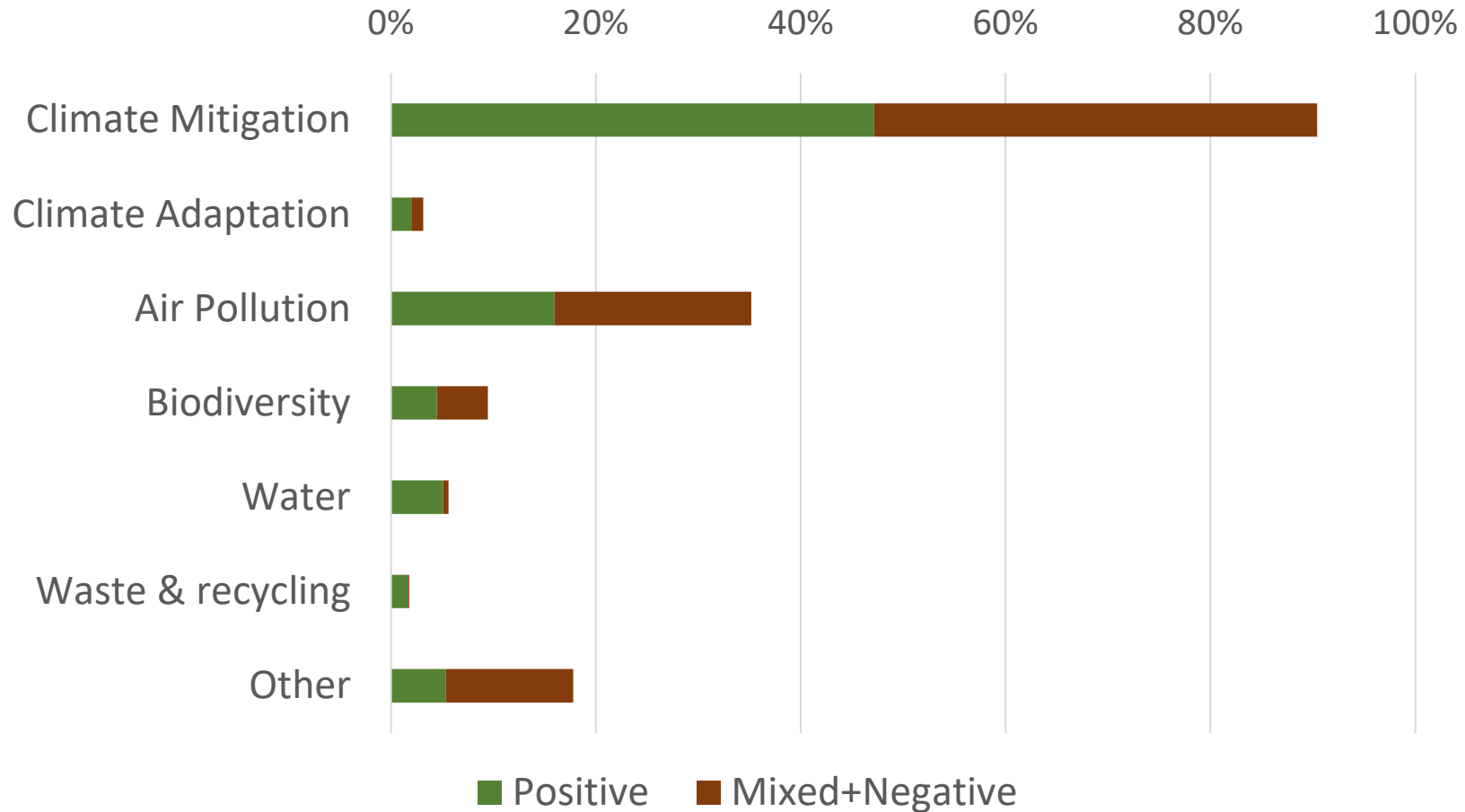
Explore and download the database at :

<http://www.oecd.org/coronavirus/en/themes/green-recovery>



# Climate change mitigation dominates measures

Proportion of total funding allocated to measures impacting different environmental dimensions







# Challenges and opportunities

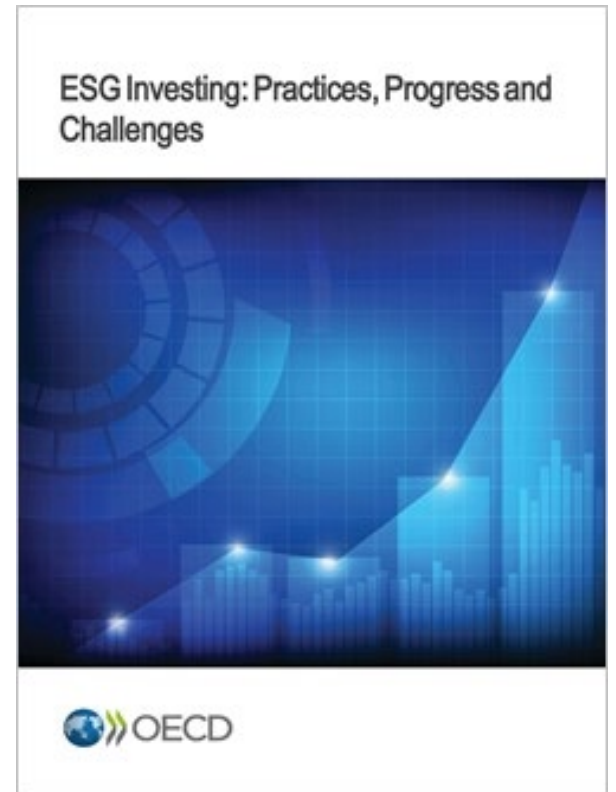
- What do we mean by “green” and “sustainable”?
- Ex ante and ex post evaluation of policies and assessment against longer-term objectives
- Keep a strong emphasis on “just transition” and distributional effects of a green recovery
- Look beyond the recovery phase: ramping up “green budgeting” approaches and strengthening disclosure requirements
- Leveraging private finance and investment





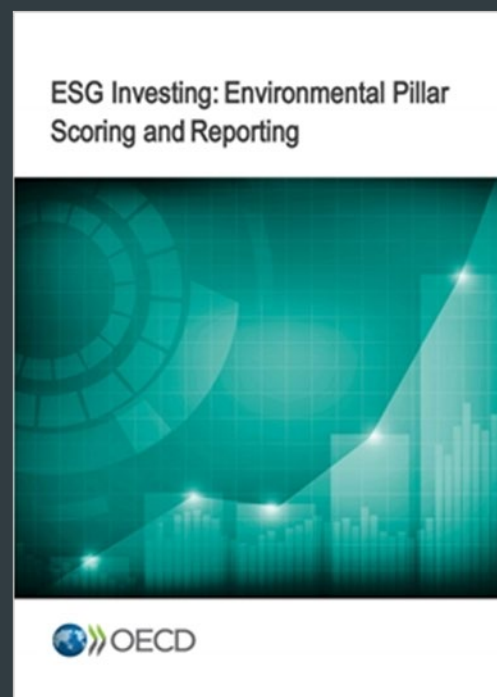
# Reducing the risk of greenwashing

- Increased use of scenario analysis and stress testing
- Aligning metrics with financial materiality
- Ensuring global consistency of sustainability reporting
- Increasing focus on ESG investing and environmental materiality
- Developing the tools to support regulatory authorities and private investors





# THANK YOU



[www.oecd.org/finance](http://www.oecd.org/finance)





**Dr. Michael Fübi,**  
President, TIC Council





# Greenwashing

“clean”

“non-toxic”

“good for  
the planet”

“plant-based”

“earth  
friendly”

“carbon  
neutral”

“sustainably  
sourced”

“recyclable”

“environmentally  
friendly”

“carbon  
footprint”



# Greenwashing and the TIC Sector





# **The importance of substantiating green claims**

- Actively mitigating the impact of exaggerated claims which are on the rise.
- Upholding regulatory framework through third-party TIC validation.
- Supporting policymakers' implementation of disclosure policies.



**4 in 5**

businesses reported  
that TIC plays a role  
in supporting them to  
comply with legal  
requirements



**65%**

of business surveyed  
stated that third party  
TIC increases the  
consistency of their  
products







**Questions?**



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Wikipedia page:  
Testing, inspection and  
certification

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