



FREE SPEECH



What's the big deal about the Liberals' greenwashing law? Isn't greenwashing bad?

Of course. But false claims by companies were already illegal. What the Liberals did is stack the deck against Canadian businesses by exposing them to the very real risk of malicious prosecution.

How does it threaten businesses?

Let's say you own a business – a small accounting practice, a manufacturing firm, a hot dog truck – anything at all. You want to do your part to reduce waste and pollution, so you do your best: source responsible vendors, reduce emissions, recycle, and whatever else you can. But if you tell your customers that you're taking steps to be more sustainable, suddenly you're vulnerable. A complaint from anyone – a competitor, activist, bored neighbour – and you can be hauled in front of a federal commission.

Okay, but doesn't everyone have to prove what they're saying is true?

Not the way the Liberals wrote things, because their law is completely one-sided. On the one hand, businesses must rigorously prove any environmental claims meet government standards, which aren't even defined. How do you possibly meet standards that can't be measured?

But those high and moving standards don't apply to complainants, or to activist groups making hyperbolic claims. We've all seen groups say things like like human beings will go extinct if a natural gas pipeline gets built – even though it would likely help reduce global emissions. Under the Liberals' new law, they can make any wild claim they want, and never have to back it up. Proving you're telling the truth only applies to the business, not the critic.

Aren't Canadian businesses under enough threat right now?

Exactly. If Canada is going to withstand the serious economic challenge of Donald Trump's tariffs and whatever else he comes up with, we need to support Canadian business. Exposing them to harassment from often foreign-funded activist groups is the exact opposite.