

SUSTAINABILITY CLAIMS POLICY FRAMEWORK 30-30-30 GUIDANCE

30 CORE PRINCIPLES, 30 DAY IMPLEMENTATION, 30 RECOMMENDED TARGETS

A Policy Framework for Malaysian Businesses & Leaders to Help Demonstrate Greater Accountability in Communicating their Sustainability Principles, Plans and Performance.

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CALL TO ACTION

**WHY AND WHO
SHOULD USE THIS
POLICY GUIDANCE?**

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IN SUMMARY

This framework represents 18+ months of research, consultation, and refinement. But it's not "our" framework - it's meant to belong to Malaysian sustainability ecosystem.

The ultimate success metric isn't adoption of this specific document—it's transformation of sustainability communications culture. If five years from now, Malaysian companies instinctively substantiate claims, engage stakeholders genuinely, and acknowledge trade-offs transparently, then framework succeeded even if no one explicitly cites it.

Greenwashing and social washing aren't just marketing problems—they're trust deficits that undermine genuine sustainability progress. Every misleading claim makes consumers cynical, investors cautious, and authentic sustainability leaders less credible.

We believe Malaysian businesses are capable of better. This framework is our contribution to making "better" systematic, scalable, and standard.

For Companies Reading This:

Join our pilot program or adopt independently. Contact us for implementation support. Early adopters will gain competitive advantage and influence framework refinement.

For Investors:

Use framework as due diligence checklist. Ask companies in your portfolios about compliance. Preference framework-compliant companies in ESG screens.

For Regulators:

Let's talk. We're offering technical expertise to support policy development at no cost (non-profit advisory). Framework can be starting template for official guidance.

For Civil Society:

Use framework to strengthen complaints and advocacy. We'll provide training workshops for NGOs on identifying violations and filing technical reports.

For Media:

Reference framework when evaluating sustainability stories. Ask companies pointed questions from our substantiation requirements. Hold us accountable too - scrutinize whether framework delivers promised results.

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WHY : BENEFITS OF THIS POLICY GUIDANCE

-  **Risk Mitigation - Regulatory and Legal Protection :** The framework provides defensive value against increasing regulatory scrutiny:
 - **Regulatory compliance assurance:** Helps to avoid the common trap of satisfying one regulator while violating another's standards.
 - **Litigation risk reduction:** Our documented 7-step approval process creates defensible audit trails if claims are challenged.
 - **Penalty avoidance:** Companies adopting this framework proactively will avoid retrospective compliance costs.
-  **Market Differentiation and Competitive Advantage:** Authentic sustainability credentials create tangible business value:
 - **Export market access:** Our framework aligns with EU Green Claims Directive and IFRS standards, positioning Malaysian exporters ahead of competition.
 - **ESG investor appeal:** Companies demonstrating rigorous claim verification attract sustainability-linked financing at better rates.
 - **Brand trust premium:** Companies acknowledging trade-offs and limitations gain more trust than those claiming perfection.
 - **Talent attraction:** Employees, especially younger generations, seek employers with authentic sustainability commitments.
-  **Operational Excellence and Strategic Clarity:** The framework improves internal management:
 - **Evidence-based decision-making:** Enables companies to actually measure and understand their impacts—often revealing operational improvement opportunities.
 - **Stakeholder alignment:** Helps address what communities, workers, and customers actually care about.
 - **Supply chain visibility:** Tiered verification requirements drive deeper understanding of value chain risks and opportunities.
 - **Resource efficiency:** With standardized templates and processes, teams know exactly what evidence is needed.
-  **Future-Proofing Against Regulatory Evolution:** Early adopters gain positioning advantage:
 - **Regulatory credit:** When mandatory standards emerge, companies already compliant will face minimal adjustment costs.
 - **Industry standard-setting:** Early adopters can shape sector norms rather than responding to externally imposed rules.
 - **Investor readiness:** As mandatory sustainability disclosure tightens, companies with mature systems have head start.

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WHO : STAKEHOLDERS USING THIS POLICY GUIDANCE

Investors and Financial Analysts:

- **Due diligence tool:** Assess company sustainability claims against framework standards during investment evaluations
- **Red flag identification:** Companies unable to provide evidence meeting framework requirements signal higher greenwashing risk

Civil Society Organizations and NGOs:

- **Accountability mechanism:** Compare public corporate claims against framework requirements to identify violations
- **Campaign targeting:** Focus advocacy on companies making prohibited patterns without substantiation
- **Reporting template:** File complaints with regulators using framework's evidence standards—making complaints more specific and actionable

Media and Journalists:

- **Investigation framework:** Evaluate corporate sustainability stories against framework standards—asking "Does this claim meet substantiation requirements?"
- **Fact-checking template:** Use prohibited patterns list to identify misleading claims for investigative reporting
- **Expert sourcing:** Framework provides technical language for interviewing sustainability professionals

Consumers and Communities:

- **Literacy tool:** Understand what credible sustainability claims should include, recognize misleading patterns
- **Verification requests:** Use framework's evidence repository requirements to demand proof when companies make claims
- **Purchasing decisions:** Preference companies demonstrating framework compliance over generic "green" marketing

Regulators and Policymakers:

- **Policy template:** Adopt framework principles into formal regulations—our 30 Core Principles can be converted into enforceable standards
- **Enforcement guidance:** Use substantiation requirements as basis for investigating greenwashing complaints
- **Capacity building:** Train enforcement officers on framework methodology to improve complaint assessment

Industry Associations:

- **Sector-specific adaptation:** Customize framework for palm oil, electronics, textiles, or other Malaysian export sectors
- **Peer benchmarking:** Create industry standards based on framework principles, establishing competitive baseline
- **Collective assurance:** Develop sector-wide verification mechanisms to reduce individual company costs

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IMPACTO Ethics Advisory

... works hand-in-glove with IMPACTO Foundation to help businesses cultivate a sustainable, trustworthy, and legally compliant operational environment grounded in ethical principles.

Our services include:

- » Development and implementation of codes of sustainability claims policies as well as code of conduct / ethics that set clear expectations for employee behavior and organisational practices.
- » Assessment of current published communications (typically a Sustainability Report) of the organisation to arrive at Greenwashing and Socialwashing Risk Quotient & Integrity Score.
- » Coaching on the Malaysian Sustainability Claims Policy Framework.