

Sustainable Insurance Claims



MEET THE HOSTS

Sustainable
development

Greenhouse
gas

Climate
change

Environment

CO₂

Your EcoClaim Host

Dale Middleton

| Analyst & Success Coach

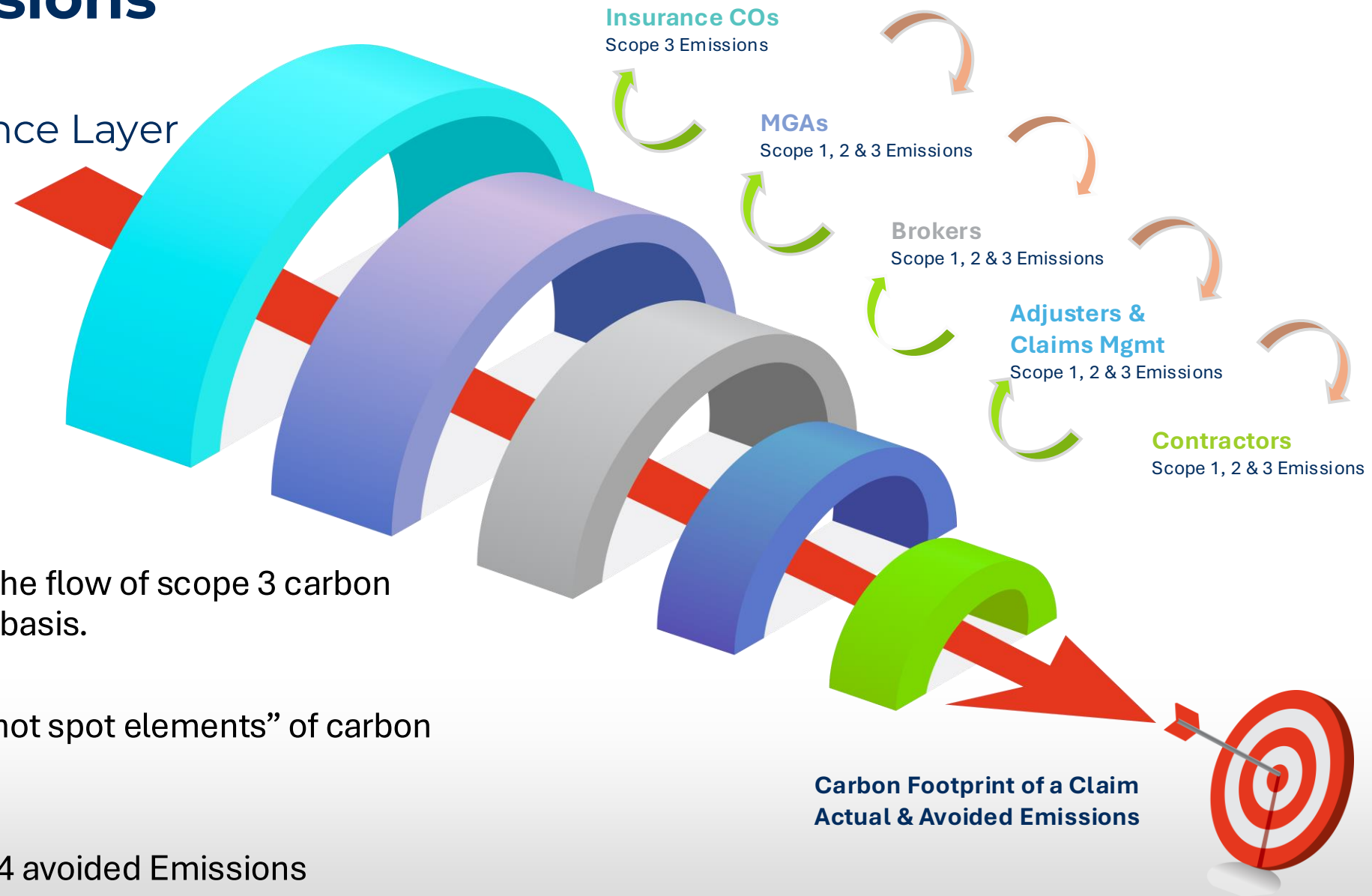
What is EcoClaim?

- EcoClaim is software platform (EcoClaim TRAX[™]) **and** a training and certification body
- EcoClaim is a tool for measuring, managing, and reducing greenhouse gas emissions in insurance property claims supply chain
- EcoClaim helps insurance companies and their supply chain partners to:
 - Measure Scope 3 emissions with actual data
 - Reduce emissions on each claim
 - Drive down claims cost
- EcoClaim launched programs with AMA and Northbridge in 2025
- Over 100 contractors across Canada have registered and become certified to date in 9 provinces and all the major markets
- Launching in Quebec April 2025 with our French modules








Scope 3 Emissions Reporting

The Carbon Intelligence Layer



- Defining the supply chain
- Building software to track the flow of scope 3 carbon information on a per claim basis.
- Defining the key “material hot spot elements” of carbon footprint of a claim
- Tracking Scope 3 & Scope 4 avoided Emissions

Benefits to Supply Chain Partners

-  **Develop a Credible ESG Strategy:** Deliver tangible, measurable results that meet the sustainability expectations of your insurance partners and national accounts and allow your sustainability marketing claims to stand up to greenwashing regulations.
-  **Win More Business & Differentiate Yourself:** Position your business to stand out by embedding sustainability into your operations. More RFPs are prioritizing sustainability, and this is your plug-in strategy to differentiate your business and win more jobs.
-  **Standardize Your Processes:** Adopt a unified system that allows you to follow one consistent process for all your insurance partners, reducing complexity and saving time.
-  **Receive Implementation Support:** Benefit from ongoing guidance to ensure successful integration and performance.
-  **Reduce Operational Costs:** Efficient practices avoid costs related to waste and landfill fees.

Benefits to Insurers



Enable Emissions Reductions: Get tangible action and measurable results on GhG reductions throughout the supply chain.



Elevate Reporting with REAL Scope 3 Data: Transition from benchmarks to actual emissions data, ensuring reports are future-ready and aligned with upcoming regulations.



Save Costs on Claims: The low carbon way and the low-cost way are often the same way! Achieve cost reductions by minimizing waste and avoiding costly replacements.



Equip Your Supply Chain: Provide essential tools and training to all vendors, empowering them to successfully implement sustainable practices.






Get Verifiable Claim Level Insights: Get detailed per-claim emissions reporting and contractor GhG reduction performance insights that will allow sustainability marketing claims to stand up to Greenwashing regulations.

EcoClaim Certification



EcoClaim[™]
CERTIFIED

-  Register your firm at ecoclaim.ca
-  Train your team
-  Use existing tools to collect information and send to EcoClaim TRAX to get started measuring and diverting waste



Part 1 – EcoAware: ESG Awareness for the Insurance Industry

- Define elements of sustainability & ESG.
- Discuss the importance of measuring & disclosing sustainability performance.
- Explain the greenhouse effect.
- Differentiate between climate mitigation & adaptation.
- Identify Scope 1, 2 and 3 sources of greenhouse gas emissions (GhGs).
- Explain the meaning of Net Zero GhG emissions.



Part 2 – EcoDivert: A Waste Diversion Blueprint for Contractors

- Explain the waste and greenhouse gas emissions connection.
- Plan waste reduction and diversion activities and processes.
- Identify equipment to aid waste reduction and diversion.
- Explain the Zero Waste hierarchy and use it to prioritize waste avoidance and reduction.
- Discuss how to engage employees in your zero-waste journey.

Cost for Contractors:



The product card features the EcoClaim logo at the top left. The main image shows a lush green forest with a circular path leading through it. Overlaid on the image is the text 'EXPRESS CERTIFICATION' in large white letters, with 'REAL DATA | ACTION | RESULTS' in smaller white letters below it. To the right of the text is a circular badge with a green leaf icon and the text '2024 EcoClaim CERTIFIED'.

Express Certification

Express Certification Package

Includes:

- Firm Certification
- 2x EcoAware Sustainability Training
- 2x EcoDivert Sustainability Training

Price \$1499 + Tax (Regular Price: \$1680)

SAVE: \$181

~~\$1,680.00~~ **\$1,499.00 +tax**

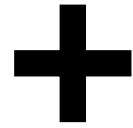
ADD TO CART

- Full branch certification packages for branches < 15 people starting at \$1499.
- System wide pricing available on request. Email: info@ecoclaim.ca
- Firms must maintain certification requirements annually.
- Individuals require CE credits every two years.
- <https://ecoclaim.ca/register-firm/>



EcoClaim

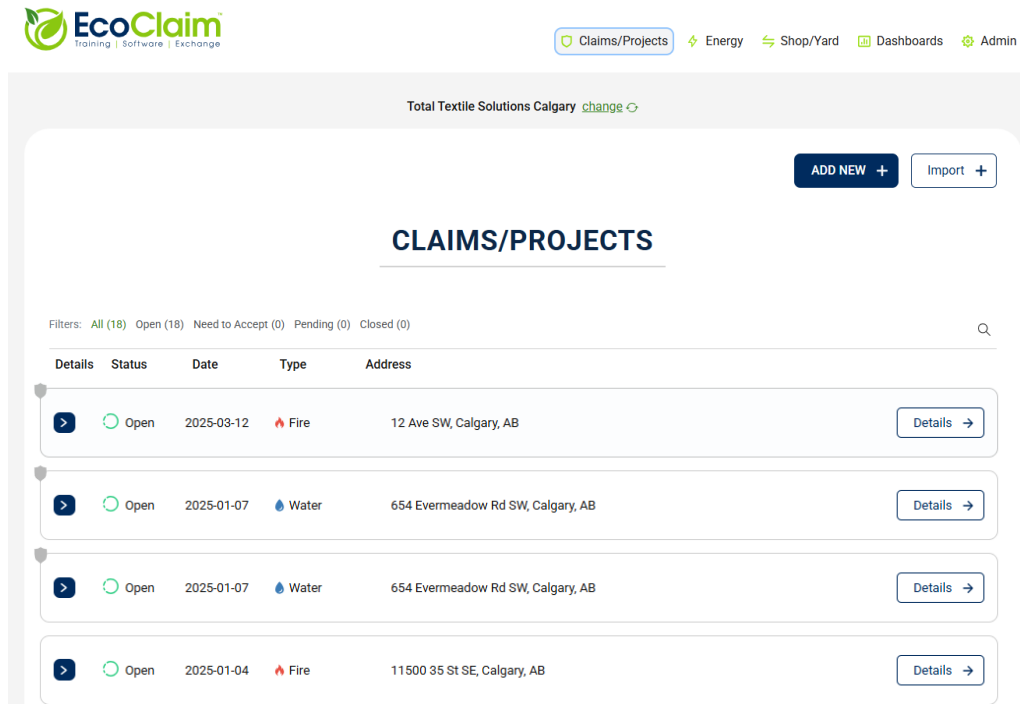
Training | Software | Exchange



**TOTAL
TEXTILE**
SOLUTIONS

Total Textiles and EcoClaim

- Total Textiles restores contents and prevents them from being written off and sent to landfill
- EcoClaim TRAX is a tool for reporting Scope 3 emissions on claims, which includes materials sent to and diverted from landfill



The screenshot displays the EcoClaim web application interface. At the top left is the EcoClaim logo. The navigation bar includes 'Claims/Projects', 'Energy', 'Shop/Yard', 'Dashboards', and 'Admin'. The main content area is titled 'Total Textile Solutions Calgary' and features 'ADD NEW +' and 'Import +' buttons. Below this is the 'CLAIMS/PROJECTS' section, which includes a filter bar showing 'All (18)', 'Open (18)', 'Need to Accept (0)', 'Pending (0)', and 'Closed (0)'. A search icon is also present. The table below lists four claims with columns for Details, Status, Date, Type, and Address. Each row has a 'Details' button.

Details	Status	Date	Type	Address	Details
>	Open	2025-03-12	Fire	12 Ave SW, Calgary, AB	Details →
>	Open	2025-01-07	Water	654 Evermeadow Rd SW, Calgary, AB	Details →
>	Open	2025-01-07	Water	654 Evermeadow Rd SW, Calgary, AB	Details →
>	Open	2025-01-04	Fire	11500 35 St SE, Calgary, AB	Details →



Total Textiles Calgary Timeline

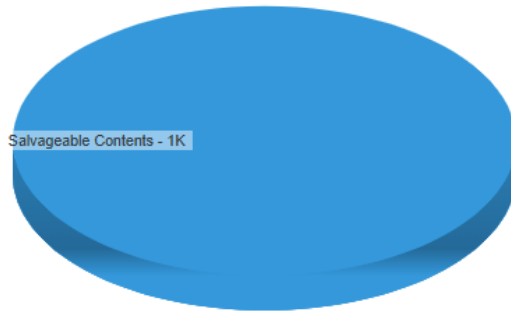
-  **Met in St. John's October 2024**
-  **Facility tour December 2024**
-  **Registered with EcoClaim December 2024**
-  **Completed certification January 2025**
-  **Added 18 claims in TRAX up to April 2025**
-  **Reported 1,249.87 KgCO₂e avoided emissions by way of textile restoration**

Total Textile Solutions Calgary [change](#) ↻

← Change Report

Date Range 25.Jan.01 - 25.Apr.10

Top 5 Diverted Materials by Type



Total to Landfill (kg)	Total Diverted (kg)	Combined Total (kg)
0.00	1,136.25	1,136.25
Total # Claims)	Claims With Materials	Total CO2e (kg)
18	100.00%	1,249.87

Material Type	Diverted (Kg)	Landfill (Kg)	% Diverted
Salvageable Contents	1,136.25	0.00	100.00

	1,136.25	0.00	
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↻ 📄 🔍 🗑️ Close 🗨️

Diverted Percentage





Avoided CO2e (kg)


1,249.87 ♻️


Claim Date	Claim Address	Claim Number	Insurance Company	Diverted (Kg)	Landfill (Kg)	Diverted %
4/7/2025	176 Riverstone Blvd W	25-20-433156		69.40	0.00	100.00%
4/7/2025	178 Patterson Blvd SW	25-20-431878		32.66	0.00	100.00%
4/7/2025	1862 Baywater St SW	000-00-010780		273.97	0.00	100.00%
4/7/2025	21 Cranwell Crescent SE	CA162069		5.44	0.00	100.00%
4/7/2025	2200 Range Rd 254	25-20-430484		202.30	0.00	100.00%
4/7/2025	2223 17 St SW	25-20-432879		32.66	0.00	100.00%
4/7/2025	223 52 Ave W	80424-3208CON-PO		144.24	0.00	100.00%
4/7/2025	239 Lake Moraine PI SE	25-20-431299		6.80	0.00	100.00%
				1,136.25	0.00	

Total Textiles Calgary and TRAX

- 

We report the Bulk Laundry items by weight
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Inventory reports are sent to ecodivert@ecoclaim.ca, and automatically uploaded to TRAX
- 

Integration to input this basic data directly from Tromis is possible
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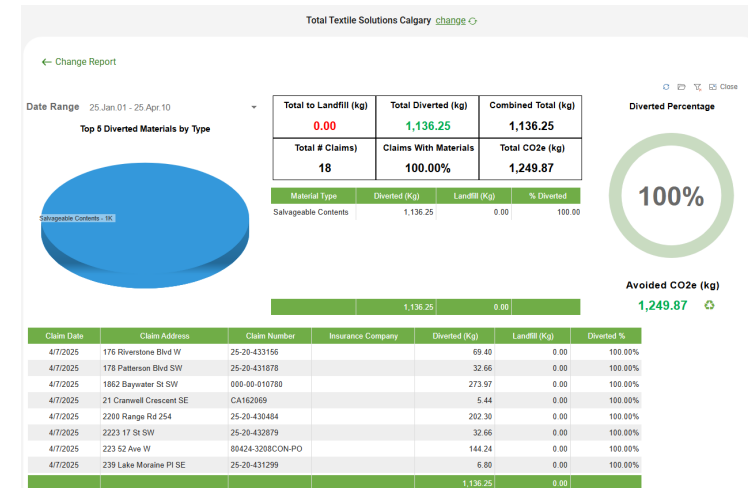
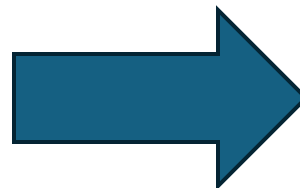
Future Roadmap: New module to assign emissions data to the unweighed article listings on the Inventory Reports to capture more of the avoided emissions

TOTAL TEXTILE SOLUTIONS
 Total Textile Solutions
 37 McPhillips Street
 Winnipeg, MB R3E-2J5
 855-303-2273
 Total Textile Solutions of Calgary

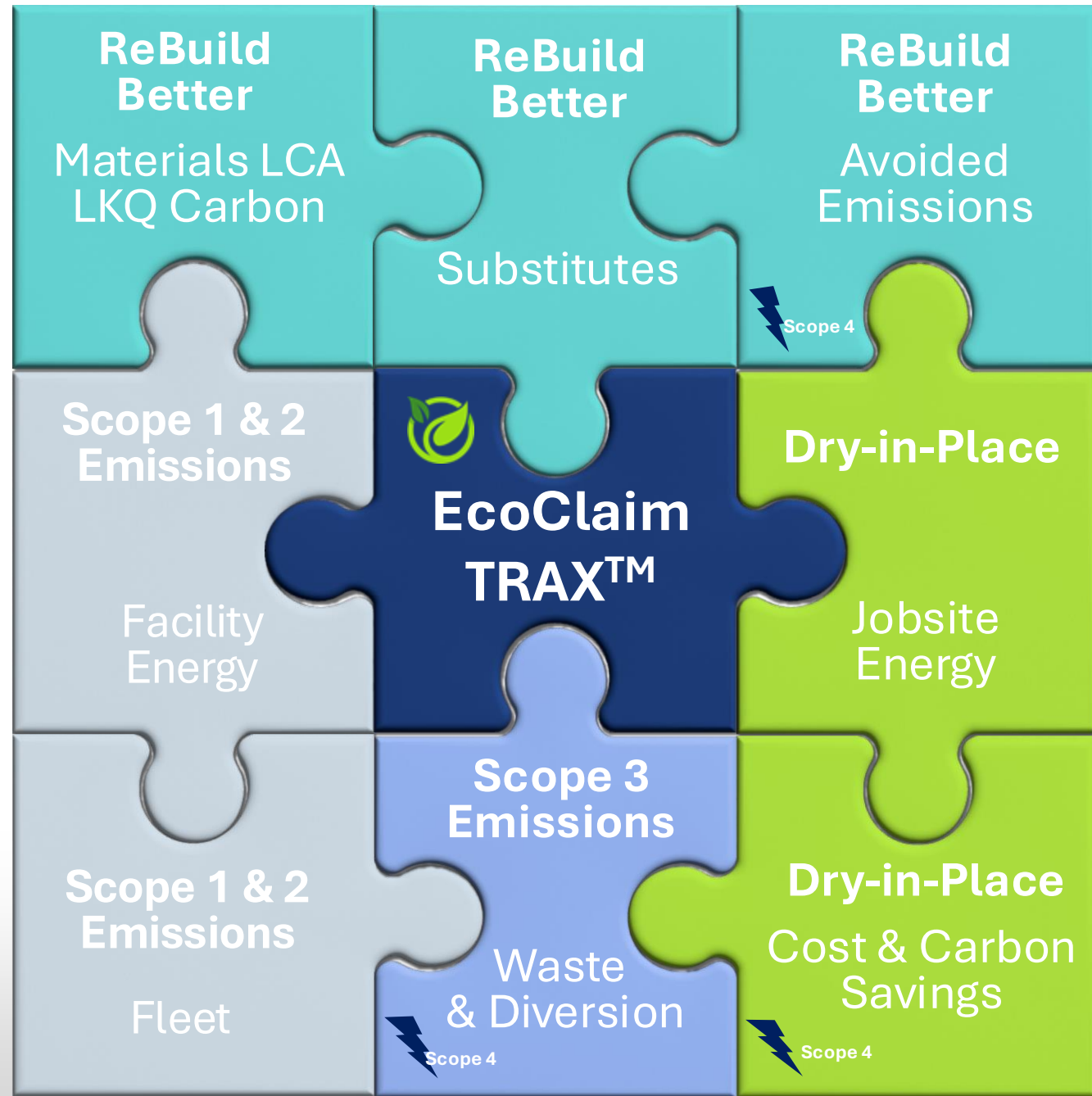
Inventory TTS
 Claim: 25-20-433156
 Project Manager: [Redacted]
 Our Lead: Tanja [Redacted]
 Insured: [Redacted], Calgary
 [Redacted] Street SW

Article	Tags	Qty	Units
Bed Skirt - Medium		1	
Blouse		3	
Cap - baseball		1	
Curfains - Plain - Medium		2	
Dress - lined		1	
Earmuffs		1	
Laundry - wash/dry/fold - per pound		1	41 Pounds
Mittens		3	
Pillow - bed		2	
Scarf		2	
Shirt		3	
Shirt - pullover		2	12
Skirt - Flair - Lined		1	
Sweater		6	9

Article	Tags	Qty	Units
Blanket		1	
Blouse - tank top		7	
Cardigan		2	
Dress		3	
Duvet Cover - Quilted		1	
Jeans		1	
Mattress Cover - Queen		1	
Pants		2	
Quilt		1	
Scarf - large		5	
Shirt - knit		1	24
Skirt		1	
Skirt - Sequined		1	
Toque		1	

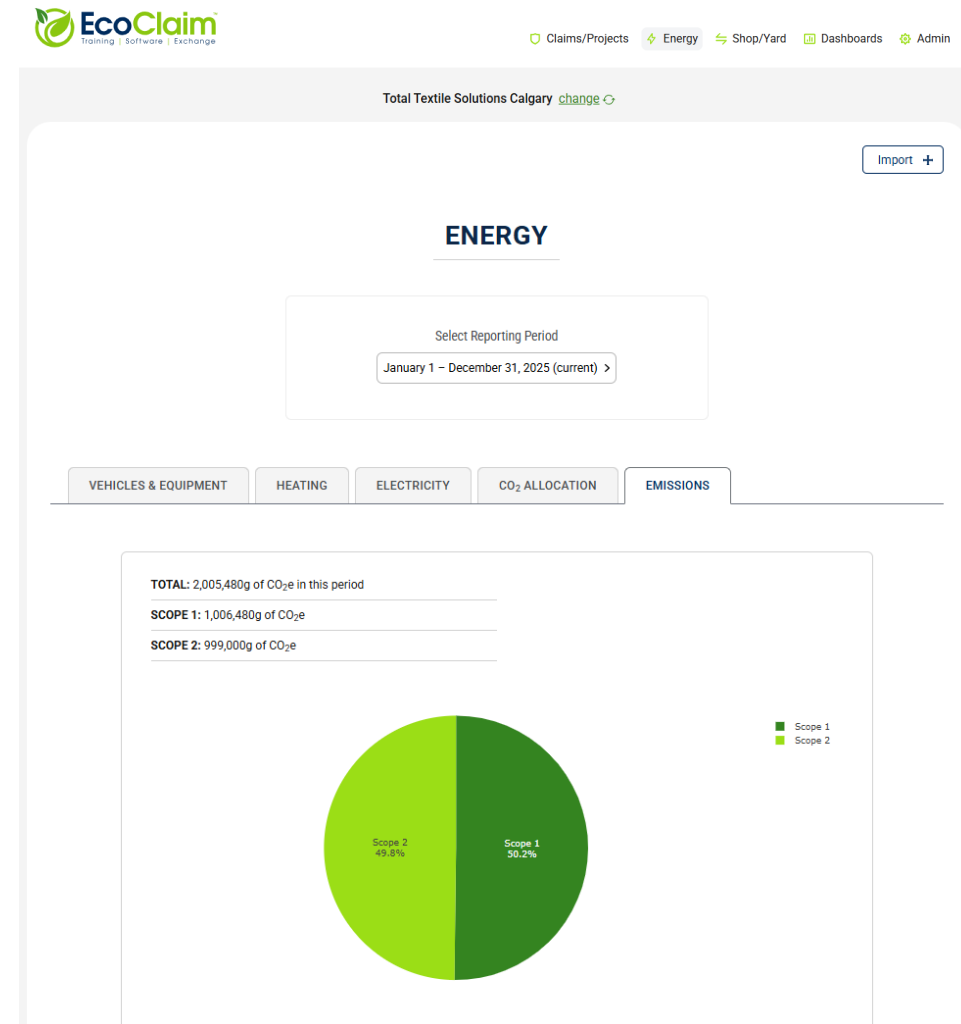


Carbon Footprint of a Claim – Product Roadmap



TRAX Energy Module for Scope 1 & 2 Reporting

- Currently in Beta Testing phase
- Designed for the insurance claims supply chain
- Reports on emissions from facility and fleet
- Aggregates data on a per-claim basis
- Part of any sustainability or ESG strategy
- Included in TRAX account



FAQ:

How can I see my results?

- You can log in to TRAX 2.0 to see your company Analytics Panel.
- The information shown on this panel shows contractors their progress and opportunities to make waste diversion more efficient.

What support is available?

- Aldrin the EcoBee will buzz by with tips and reminders
- Weekly newsletter
- Best practice tips library
- National recycling directory
- Training videos
- EcoEssentials store
- Social media recognition and awards
- 1:1 Success Coach consultations





Questions?



- Download a PDF copy of the FAQ
- Book a 1:1 meeting with Coach Dale
- Pricing Calculator: <https://ecoclaim.ca/pricing-calculator/>

THANK YOU!



EcoClaim
Training | Software | Exchange