



UK Financial Regulator Publishes Guidance on New Anti-Greenwashing Rule

April 30, 2024

Greenwashing remains at the top of enforcement agendas in 2024. There is growing awareness that many corporate claims regarding positive environmental impacts, sustainability and carbon-neutrality do not tell the whole story or are simply inaccurate. In light of that growing awareness, regulatory authorities are taking action to minimise greenwashing and enhance consumer protection. Among these is the UK's Financial Conduct Authority (FCA). In our recent Client & Friends Memo, we take a detailed look at the FCA's recently published guidance for companies outlining how they can ensure they comply with the authority's new anti-greenwashing rule.

Read the memo from Jason Halper, Duncan Grieve, Alix Prentice and Sharon Takhar [here](#).