

Lucy Blake Reacts to FCA Anti-Greenwashing Guidance

News

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By: Lucy Blake

London Partner Lucy Blake is a sought-after thought leader on the hot topic of greenwashing as the Financial Conduct Authority's proposals to broaden sustainability rules are set to come into effect. In comments to five media outlets, Lucy explains the implications of the FCA's proposals to combat the practice of greenwashing, the term that describes when companies make false or misleading statements about the environmental benefits of their products or practices. The FCA's measures, which go into effect 31 May, require firms to ensure their environmental claims are fair, clear, and not misleading.

In Money Marketing, Lucy says, "The FCA's action is part of a wider trend of UK authorities taking action against greenwashing and the message to financial institutions is clear – the temperature is rising and green statements need to be meticulously substantiated."

In two media outlets IFA Magazine and Portfolio Adviser, Lucy further explains, "Companies face increasing pressure from investors, shareholders, consumers, and regulators to operate ethically and sustainably, while remaining profitable."

Lucy then discusses the matter in the Solicitors Journal warning, "that withholding information could be viewed as misleading investors and the market."

Finally in the Fund Operator, Lucy emphasises the challenge ahead, stating, "This is no easy way out. If companies remain tight-lipped about how they are mitigating environmental problems, they risk accusations of misleading investors and the market by obscuring the risks."

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