

# Lucy Blake Offers Insights on the New FCA Anti-Greenwashing Rule

## News

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By: Lucy Blake

London Partner Lucy Blake, a highly regarded thought leader on greenwashing and ESG, has provided insights as the Financial Conduct Authority (FCA) extends anti-greenwashing investment rules. In comments appearing in ten articles, Lucy explains the implications of these rules for firms and highlights the necessity for fair, clear, and non-misleading statements.

In a Bloomberg article, Lucy states, “Under the new UK rules, firms will need to avoid cherry-picking data and ensure transparency by considering the full life cycle of products in sustainability claims.” She continues, “It’s not a one-time tick-box exercise either—continuous monitoring and updating of a product’s sustainability status is required to maintain compliance.”

In City AM, Lucy advises that firms should be “specific about what they do and don’t know,” highlighting that, “transparency is critical in combating allegations of greenwashing.”

Lucy also provided comments for additional articles—Bloomberg, IFA Magazine, Professional Adviser, ENDS Report, Proactive Investors, Edward Fennell's Legal Diary, Insurance Journal, and International Financial Law Review—reinforcing the importance of transparency in complying with the FCA’s rules.

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