GREENWASHING — in the financial sector —

“... a practice where sustainability-related statements, declarations, actions or communications do not clearly and fairly reflect the underlying sustainability profile of an entity, a financial product or financial services. This practice may be misleading to consumers, investors or other market participants.”

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GREENWASHING — in the financial sector —

Greenwashing may result:

- from the omission of information
- or from the actual provision of information, that is false, deceives or is likely to deceive
- in misleading actions

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GREENWASHING
—in the financial sector—

Greenwashing can occur:

- intentionally or unintentionally
- at entity, financial product or financial service level

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GREENWASHING in the financial sector

Greenwashing can occur:

- at different stages of the business cycle of financial products or services or of the sustainable finance value chain
- in relation to entities and products that are either under or outside the remit of the EU regulatory framework
Greenwashing:

- can be triggered by the entity to which the sustainability communications relate or by third parties
- may or may not result in immediate damage to individual consumers or investors
- may or may not result in the gain of an unfair competitive advantage