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Environmental Social Governance: greenwashing? No, thanks

ESG - The pandemic has accelerated the urgency for the real economy and finance to implement new business models and standards that are 'ESG - Environmental Social Governance - compliant', i.e. respectful of environmental social and governance factors.

The big step forward is the substantial importance given to sustainability disclosure as the basis for an informed market where consumers, investors and operators can properly rely on the communications provided to them across sectors.

Now, greenwashing and green marketing are in the crosshairs of legal authorities, even though there is still a lack of fully agreed criteria to protect consumers and give unambiguous guidance to operators.

To read the article of Milena Prisco published by Marketing Exchange Review
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