

Dentons Lee Newsletter

December 2023

Grow | Protect | Operate | Finance

Greenwashing, the next “big thing”?

A comparative snapshot of laws applicable to voluntary corporate ESG disclosures

As the demand for eco-friendly sustainable and socially responsible products and services grows, companies around the globe are increasingly promoting their ESG credentials through various forms of public communications – from press releases to packaging. Claiming to be “green” or sustainable (including in relation to governance or social aspects, such as diversity and inclusion and gender advancement) has become a competitiveness factor among global businesses. This presents a range of legal and reputational risks, including allegations of “greenwashing” and “ESG washing,” and liability risks resulting from misrepresentation, breach of contract, loss of business and possibly even fraud and criminal sanctions. Civil society and regulators have become more aggressive in seeking to hold companies accountable for greenwashing.

Based on survey input from Dentons lawyers around the world, Dentons’ latest ESG publication examines laws related to voluntary corporate ESG disclosures as well as greenwashing regulations in 19 jurisdictions around the globe. The report explores how existing laws apply to voluntary communications made by multinational corporations with regard to environmental, social and governance (ESG) aspects of their internal operations, products, services, supply chains and broader value chains.

Key Contact



Yong-Moon Kim
Senior Attorney
D+82 2 2262 6192
yongmoon.kim@dentons.com