

PwC Plus Article

By Europäische Union | 14. Februar 2024

Greenwashing: how EU firms can validate their green claims

The Internal Market and Environment committees adopted on Wednesday their position on the rules on how firms can validate their environmental marketing claims.

Schlagwörter

ESG, Emissionen (Treibhausgase), Small and Medium Enterprises (SME), Wettbewerb

Themen

Sustainability

Verfasser

Europäische Union