

## PwC Plus Article

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# ESAs launch joint Call for Evidence on greenwashing

**Due to the growing demand for sustainability-related products and the rapidly evolving regulatory regimes and sustainability-related product offerings, the call is also motivated by the need to better understand which areas may become more prone to greenwashing risks.**

## Keywords

Asset & Wealth Management Aufsicht, Bankenaufsicht (Europäische und Internationale Organisationen), ESG, Sustainability Risk, Sustainable Finance (SF), Versicherungsaufsicht (Europäische und Internationale Organisationen), Wertpapieraufsicht (International)

## FS-sector(s)

Banking & Capital Markets, Insurance, Asset & Wealth Management

## Topics

Risk & Regulation  
Sustainability

## Issuing Body

Joint Committee