

400+ Greenwashing Enforcement Actions in 2026: New Data Shows Regulators Targeting ESG Claims

Ecoappraise releases free global tracker revealing how regulators are enforcing environmental claims in real time

400+ Greenwashing Enforcement Actions in 2026



- ✓ **Global** U.S., UK, EU, Canada, AU, India
- ✓ **FTC, UK CMA, EU Regulators**
- ✓ **Carbon Neutral Claims**
- ✓ Terms like “Eco-Friendly”, “Sustainable”
- ✓ Mandates, Penalties, Investigations
- ✓ EcoAppraise

EcoAppraise Global Enforcement Tracker

London, United Kingdom Apr 26, 2026 ([IssueWire.com](https://www.issuewire.com)) - More than 400 greenwashing-related enforcement actions have already been recorded globally in 2026, according to new data released by [ecoappraise.com](https://www.ecoappraise.com).

The data, compiled across the United States, United Kingdom, European Union, Canada, Australia, and India, highlights a clear shift in regulatory focus. Enforcement is no longer centered on sustainability strategies or corporate intent. Instead, regulators are increasingly targeting the specific language used in environmental and ESG claims.

Terms such as “eco-friendly,” “sustainable,” and “carbon neutral” are now being scrutinized for clarity, substantiation, and their potential to mislead consumers. Regulatory authorities including the U.S. Federal Trade Commission (FTC), the UK’s Competition and Markets Authority (CMA), and EU regulators are actively enforcing standards through investigations, rulings, and penalties.

With over 400 enforcement actions already recorded globally in 2026, regulators are actively redefining how environmental claims are judged and enforced.

“Most organizations are still focused on sustainability strategy. Regulators are focused on the words,” said a spokesperson for ecoappraise.com. “That gap is where the majority of current risk exists.”

Ecoappraise.com has released its Global Enforcement Tracker to provide direct visibility into how environmental claims are being challenged and enforced in practice. The database is updated daily and allows users to filter enforcement actions by jurisdiction, regulator, company, and type of action.

The findings reinforce a broader trend: while sustainability initiatives continue to expand, regulatory attention is increasingly focused on how those initiatives are communicated to consumers and investors.

This shift has significant implications. Enforcement actions now commonly involve mandated changes to marketing language, formal investigations, and financial penalties, as well as reputational consequences for organizations found to have made misleading claims.

With enforcement activity accelerating globally, access to real-world regulatory data is becoming essential for any organization making environmental or ESG-related claims.

The data suggests that regulatory risk is no longer theoretical—it is already being enforced at scale.

The Global Enforcement Tracker is available free at:
<https://www.ecoappraise.com/global-enforcement-tracker>

For more information, visit:
<https://www.ecoappraise.com>

Contact:
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