

# Greenhushing: Why Some Companies Are Keeping Quiet On ESG

[Gonzalo E. Mon](#), [Katie Rogers](#)

September 23, 2024

Partner [Gonzalo Mon](#) and Special Counsel [Katie Rogers](#) were recently published in *Law360*. *Greenhushing: Why Some Companies Are Keeping Quiet On ESG* discusses how many companies would like to communicate their ESG goals to their consumers, although the wave of recent ESG-related litigation and regulatory actions are causing companies to rethink what, how, and where they communicate these commitments to consumers. In fact, some companies are retreating altogether from any public statement about their environmental, social and governance goals, a trend that is known as "greenhushing." This article also notes the August 29<sup>th</sup> D.C. Court of Appeals decision in *Earth Island Institute v. The Coca-Cola Co.* what this decision means for advertisers.

Click [here](#) to read the full article.

*Law360 login is required.*