

To: Corporate Reporting - Investments & Sustainable Finance WG, Distribution PG, PRIIPs PG  
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Date: 23-08-2024  
Reference: ECO-CRISF-24-140

Subject: Translations and application of ESMA Guidelines for the use of ESG and sustainability terms

## Summary

On 14 May 2024, the European Securities and Markets Authority (**ESMA**) published its final report containing **Guidelines on funds' names using ESG or sustainability-related terms** ([ECO-CRISF-24-081](#)).

The Guidelines aim to ensure that investors are protected against unsubstantiated or exaggerated sustainability claims in fund names, and to provide asset managers with clear and measurable criteria to assess their ability to use ESG or sustainability-related terms in fund names.

On 21 August 2024, ESMA published the [translations](#) in all official EU languages of its Guidelines: [here](#) (publication date). According to ESMA procedures, this step was necessary for applying the Guidelines.

## Next steps

The Guidelines will start applying three months after the publication date, i.e. on **21 November 2024 (application date)**.

Within two months from the publication date of the Guidelines, i.e. on 21 October 2024, national competent authorities must notify ESMA whether they (i) comply, (ii) do not comply but intend to comply, or (iii) do not comply and do not intend to comply with the Guidelines.

The transitional period for funds already existing will be six months after the application date, i.e. until 21 May 2025. Any new funds created on or after the application date should apply the Guidelines immediately.