

Welcome to our first edition of 2022. Our newsletter highlights some key trends, legislation updates and best practices to protect and enhance your business.

In this edition, we cover:

- Supply Chain Risk and Increasing Costs
- People at the Centre
- UK Regulator Ramps Up Action Against Greenwashing
- Five Global Digital Markets Regulatory Issues to Watch in 2022

We also provide space for you to catch up on things you may have missed.

Matthew Lewis

Head of Retail

T +44 113 284 7525

E matthew.lewis@squirepb.com



Supply Chain Risk and Increasing Costs

Supply chain issues are not new, but following the lifting of COVID-19 restrictions in the UK and the hope that UK businesses will bounce back from a prolonged period of suppressed trading, they are having an acute impact on recovery.

Disruption, delay and increased costs were compounded by the pandemic. However, these issues have arguably been brought into even sharper focus now that business has re-opened and the true impact of the UK leaving the EU is being felt. Indeed, supply chain challenges are at the very top of many C-suite agendas right now, having recently caused some very high-profile operational disruptions and lost sales for a good number of household name brands, such as McDonald's, IKEA, Nandos and JD Wetherspoons to name but a few.

Our full article can be accessed [here](#) or contact [Simon Garbett](#) for further information.

In addition, our dispute resolution lawyers are specialists in helping clients navigate complex issues. Our team understands that this role includes helping you to be in the best position to address issues as they arise or, better yet, avoid them altogether. With that aim in mind, we have designed an "on demand" programme of talks on the topics we see arise most frequently in practice. All talks can be delivered to your team at a time and place to suit you, either remotely or in person.

Download a copy of our available [training topics](#) now.



People at the Centre

The people agenda is now a pressing concern for global corporates as environmental, social and governance (ESG) pressures start to mount. From the drive towards diversity and inclusion, to instilling a culture that attracts and retains top talent, global employers must navigate a number of key legal and practical challenges in order to address these big-picture issues successfully. How they do so is the focus of our "People at the Centre" approach as we set out the key considerations and provide the forums for discussion.

Our latest edition of People at the Centre highlights these issues, along with our programme of events to address them. It is also packed with practical considerations for employers on handling workplace investigations, along with a summary of recent employment law changes that have taken place in a number of key jurisdictions.

Our guide can be accessed [here](#) or contact [Matthew Lewis](#) for further information.



UK Regulator Ramps Up Action Against Greenwashing

Following the Competition and Markets Authority’s (CMA) publication of the [Green Claims Code](#) (as discussed in our earlier [blog](#)), the UK regulator is now moving forward with its greenwashing [investigation](#), currently focusing on the fashion industry, with additional industries expected to be reviewed in future.

Greenwashing is the use of disingenuous environmental or eco-friendly claims (for example, “natural”; “recyclable” or “organic”) by businesses to market products to consumers. This may be done via “statements, symbols, emblems, logos, graphics, colours and product brand names” as noted on the government’s Green Claims Campaign [site](#). Greenwashing has become more prevalent as consumers increasingly prioritise the impact of their environmental footprint and consider the sustainability of their purchases.

In September 2021, the CMA [warned](#) businesses that they would be carrying out a “full review” of misleading green claims in 2022.

Subsequently, this January, the CMA announced it had commenced its investigation into the fashion retail sector. The investigation will scrutinise green claims in light of consumer protection law and, in particular, consider claims concerning the use of recycled materials, as well as claimed “sustainable” branded clothing ranges. Action is expected against infringing businesses.

While the fashion industry is the first under the spotlight, the CMA reported that any sector where they found “significant concerns” could be prioritised.

For further information on the advertising regulator’s rulings on green claims, enforcement powers and further thoughts, please access our [full article](#) or contact [Carlton Daniel](#).



Five Global Digital Markets Regulatory Issues to Watch in 2022

Developments in digital markets regulation show no signs of slowing down in 2022. The sector has experienced accelerated growth and acquired reinvigorated strategic importance throughout the ongoing global pandemic.

With more vigorous enforcement, a number of significant policy reviews and broader political movements, such as political elections across Europe and the midterm elections in the US, there are plenty of regulatory developments affecting the industry in the year ahead.

International businesses will want to keep a close eye on the developments in 2022, given their impact on operations globally.

For further information, read our [insight](#) or contact [Francesco Liberatore](#).

Catch Up

Advertising, Media and Brands Global Compliance Challenges

Aside from the impact of the pandemic, we are seeing a changing and challenging landscape due to increasing economic, consumer, regulatory and compliance pressures.

With increased exposure as a result of these pressures, in partnership with BDO, we recently hosted four webinars to support the closely aligned , advertising, media and brands industry in navigating these challenges.

	Catch Up	Read
Global Data, Technology and Tax	YouTube Channel	Event Summary
M&A Landscape, Post-COVID-19 Transaction Trends and Top Due Diligence Risks	YouTube Channel	Event Summary
Global Anti-counterfeiting and Brand Protection Trends, and the Top Five AMB Hot Topics	YouTube Channel	Event Summary
The Rise of ESG and Global Workforce Challenges	YouTube Channel	Event Summary

Global HR Audit

Newly launched Global HR Audit is a simple-to-use, free of charge innovative tool that helps employers determine the HR documents and policies they should have in 29 countries around the world, as well as any they should consider having on a global basis.

[Access our Global HR Audit Tool here.](#)

For further information, please contact [Matthew Lewis](#).

