# Implementation times

**Publication**

28 November 2023

**Anti-greenwashing rule and guidance** comes into force

31 May 2024

Firms can **begin to use labels**, with accompanying disclosures

31 July 2024

**Naming and marketing rules** come into force, with accompanying disclosures

2 December 2024

**Ongoing product-level and entity-level disclosures** for firms with AUM > £50bn

2 December 2025

**Entity-level** disclosure rules extended to firms with AUM > £5bn

2 December 2026