

# PLMJ LAUNCHES RESPONSIBLE BUSINESS AREA

*Posted on 19/05/2021*



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**PLMJ has launched a new client service area, which offers Legal and strategic advice, to companies in the development of their activity in compliance with the rules of responsible conduct**



As a result of the legal market's most recent focus on the consideration of ESG factors, PLMJ'S new practice area brings together the firm's experience in topics related to Sustainable and Social Financing, Companies and Human Rights and Business Ethics.

PLMJ's Responsible Business area will be led by Bruno Ferreira (pictured), managing partner of the firm and partner in the Banking, Financial and Capital Markets area. He will be leading the area with André Figueiredo, coordinating partner. The team is multidisciplinary and includes lawyers from a range of practice areas that are essential to offer a 360° approach to these themes, namely, Capital Markets, Banking & Finance, Energy, Dispute Resolution and Tax.

Bruno Ferreira said, "Business activity is subject to an increasing number of requirements that oblige managers to considerably expand their scope of vision. These requirements result from the pressure exerted by investors, consumers, workers and governments in the sense that companies must consider a set of other interests in addition to maximising shareholder profit and are framed at the Environmental, Social and Governance (ESG) level. Thinking and acting on the strategy of any company today must take into account the analysis of the activity under this perspective of responsible conduct. This new reality creates a wide range of risks that can result in very substantial negative impacts, particularly in terms of reputational damage, loss of business and even legal liability."

André Figueiredo adds, "We live in an increasingly sophisticated world in which companies have been called to place at the center of their strategy axes of sustainability that are transversal to issues such as Financing, Reputation and Governance. All these matters are no longer lateral, but become growth drivers. This framework is particularly essential in a context of increasing internationalisation and competition. Specialised legal advice is critical to the success of this strategy and PLMJ is especially prepared to support this movement".

The scope of legal advice in PLMJ's new Responsible Business area can be summarised in three pillars; Sustainable and Social Finance, Business and Human Rights and Business Ethics.