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Lisa Beth Lentini Walker ([lisabeth@lumen-we.com](mailto:lisabeth@lumen-we.com)) is the CEO of Lumen Worldwide Endeavors in Minneapolis, Minnesota, USA.

### Do not pass go: Talk doesn't always generate walk

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By Lisa Beth Lentini Walker

The truly inconvenient truth is that despite environmental, social, and governance (ESG) investing grabbing headlines right, left, and center, widespread awareness hasn't translated into widespread impact. Even more concerning is that there are true questions about the veracity and authenticity of corporate statements.

ESG demand has led to many ills in the race for dollars including “ESG-washing”—deceptive marketing which appears to conform to ESG expectations when the reality may fall far short. You have probably heard of “greenwashing” (environmental claims), “pink-washing” or “rainbow-washing” (LGBTQIA+), and other forms of misleading claims.

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