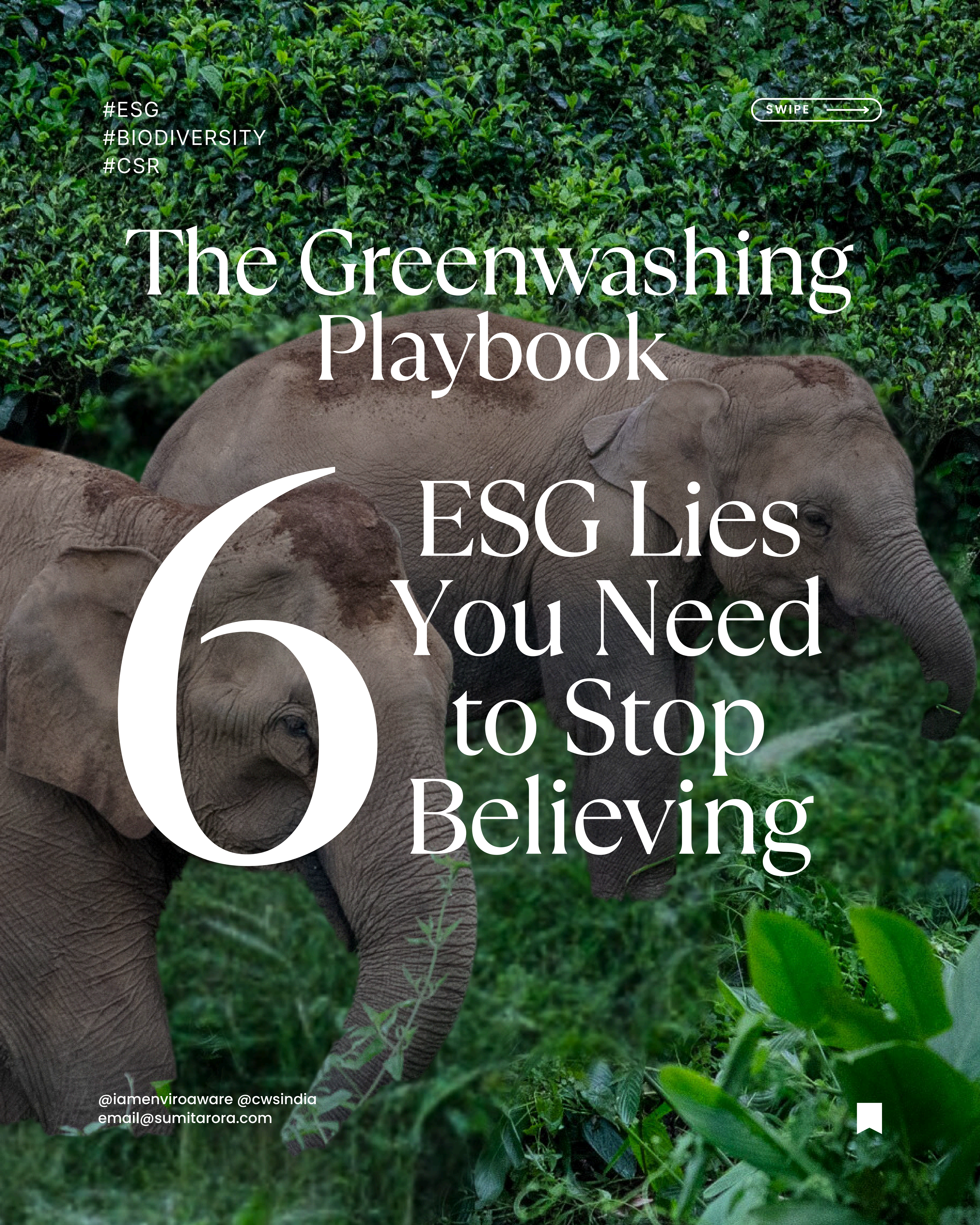

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The Greenwashing Playbook

6 ESG Lies You Need to Stop Believing

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email@sumitarora.com

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ESG isn't about what you claim—it's about what you prove.

Yet, businesses worldwide are getting caught in their own sustainability lies—and the cost is skyrocketing.

- **$4.5 billion in greenwashing fines** have been issued in just the last two years.
- **59% of investors don't trust ESG reports** anymore.
- The EU Green Claims Directive will require companies to legally **prove sustainability claims—or face heavy penalties**.

If your company is making vague ESG claims, relying on cheap carbon offsets, or publishing glossy reports with no real impact—you're at risk.

Here are 6 ESG lies businesses need to stop believing—before they get exposed.

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Lie # 1

We Buy Carbon Offsets, So We're Carbon Neutral.

The Truth: 90% of voluntary carbon offsets don't actually reduce emissions.

Companies love to buy their way out of emissions instead of reducing them.

How to Fix It:

- Cut emissions first—offsets should be a last resort, not the primary strategy.
- Invest in high-integrity offsets—like direct air capture and reforestation with biodiversity benefits.
- Use Science-Based Targets (SBTi) to align emissions reductions with climate goals.

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Lie # 2

Our Supply Chain is Sustainable

The Truth: 80% of corporate emissions come from supply chains, yet only 22% of businesses track them properly.

If your company doesn't monitor its suppliers, you have no idea if your products are actually sustainable.

How to Fix It:

- Audit your supply chain to identify ESG risks.
- Set biodiversity-positive sourcing policies (e.g., deforestation-free, regenerative agriculture).
- Eliminate modern slavery & unethical labor practices—sustainability isn't just about carbon.

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Lie # 3

We Have a Net Zero Goal, So We're on Track

The Truth: 93% of corporate net zero plans lack clear interim targets.

Without a clear roadmap, net zero is just a buzzword.

How to Fix It:

- Set milestone goals (not just vague 2040+ commitments).
- Publish annual emissions reductions data—transparency is key.
- Align net zero goals with real operational changes—not just PR statements.

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Lie # 4

We Plant Trees, So We're Helping the Planet

The Truth: Most corporate tree-planting efforts don't restore ecosystems—they just plant fast-growing monocultures.

If your trees aren't native species, don't support biodiversity, aren't protected long-term then your tree-planting project is a scam.

How to Fix It:

- Invest in nature-based solutions that restore entire ecosystems.
- Ensure afforestation projects plant native species, not commercial monocultures.
- Monitor reforestation impact with biodiversity tracking.

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Lie # 5

Our ESG Report Shows We're Making Progress

The Truth: 59% of investors don't trust ESG reports anymore because most lack real, measurable impact.

If your ESG report is full of feel-good stories but lacks hard data, investors and regulators will see through it.

How to Fix It:

- Disclose real, measurable impact data—not just cherry-picked success stories.
- Use globally recognized reporting frameworks (GRI, SASB, TNFD).
- Have ESG claims independently verified—self-reporting isn't enough anymore.

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Lie # 6

Greenwashing Won't Hurt Our Business

The Truth: Greenwashing is getting expensive—$4.5 billion in fines have already been issued for misleading ESG claims.

Regulators are cracking down, investors are pulling out, and consumers are exposing false claims.

How to Fix It:

- Be brutally honest about where you are today—transparency builds credibility.
- Invest in real, measurable impact instead of PR-driven ESG.
- Proactively address ESG risks before regulators force you to.

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The Future of ESG: Transparency or Consequences?

The Next ESG Leaders Will Prioritize:

- Transparency over marketing.
- Real impact over greenwashing.
- Proactive change over regulatory compliance.

The true cost of greenwashing isn't just a fine—it's lost credibility, lost investors, and lost customers.

Let's build an ESG strategy that is measurable, accountable, and future-proof.

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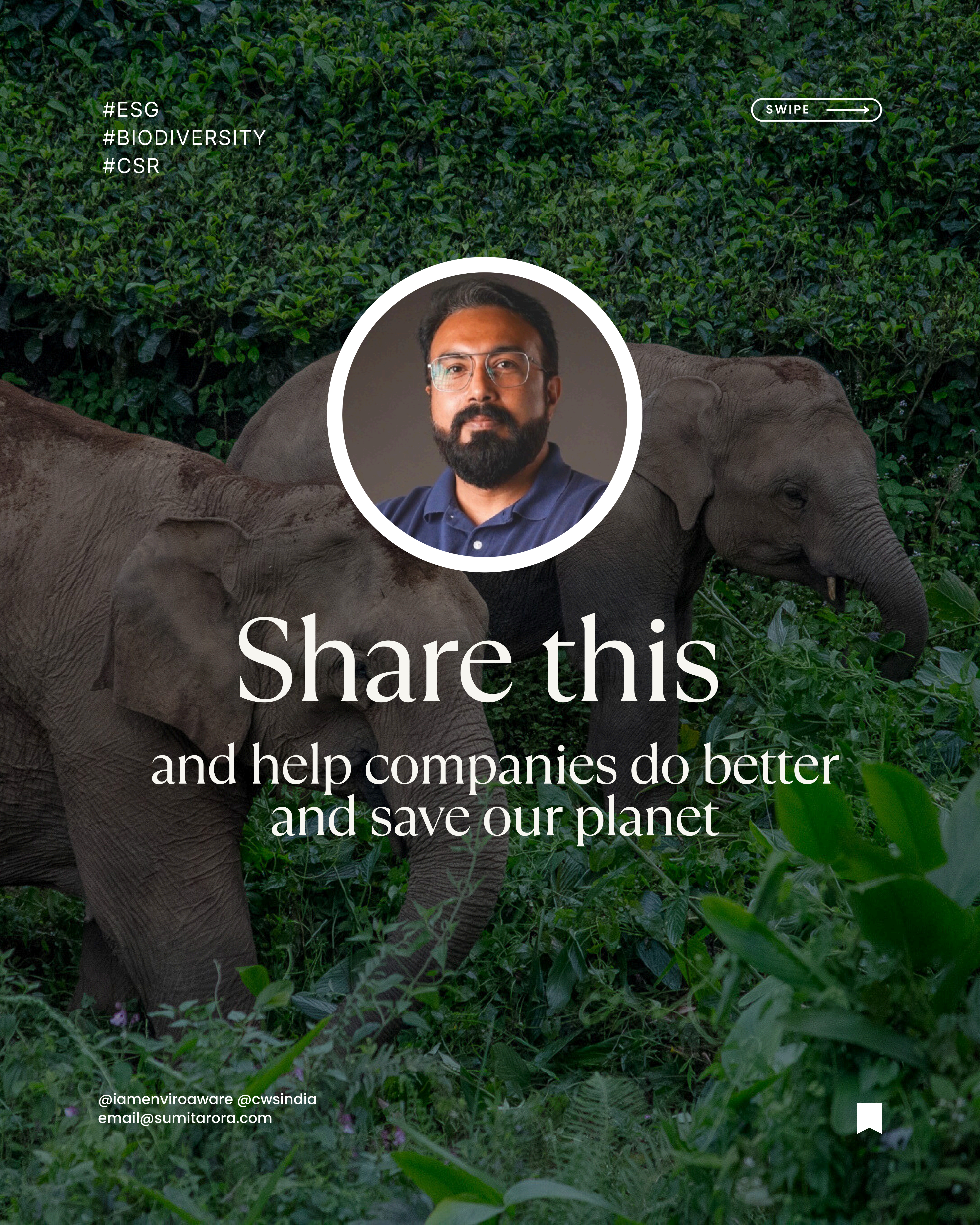
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