



What Is ESG?

Traditionally, the goal of investing is to maximize value for shareholders. ESG is a new form of investing by the Left. It stands for environmental, social and governance.

An ESG rating is a politically-based metric for how well a company or investment aligns with the Left's view of virtue and social good:

- Switching to wind and solar energy
- Divestment from politically disfavored industries (such as firearms)
- Diversity, Equity, and Inclusion initiatives (hiring quotas/mandates)
- Proxy voting or other “stakeholder-focused” initiatives

Why Does ESG Matter?

ESG investing is causing harm to retirees, pensioners, our economy, our national security and many industries we depend on every day.

- ESG investing is reducing returns for retirees's pension plans and 401Ks.
- Low ESG scores result in pressures that limit growth and put companies out of business, resulting in lost jobs and reduced tax revenue.
- If ESG standards are mandated across the federal government, it will [deter innovation and entrepreneurship](#).
- ESG standards often unfairly punish American companies while turning a blind eye to humanitarian and environmental atrocities in places like China. They weaken America and empower our enemies.

A Better Way Forward

The U.S. market must remain accessible for any entrepreneurial-minded person or industry, regardless of political ideology or affiliation.

We must prevent ESG alignment from becoming a mandatory standard for market participation.

When large investors make decisions on behalf of smaller investors, especially ones that impact retirement savings and plans, they must focus on maximizing value instead of bending to the whims of trendy politics.

Addressing Misperceptions

MISPERCEPTIONS	FACTS
The “E” preferences are vital to our nation’s environmental improvements.	ESG investing is designed to shift investments away from the fossil-fuel industry and curb related industrial development. This flawed approach ignores the reality that we lead the world in overall emissions reductions because of advancements in the oil and gas industry that make up 80% of the energy we need to fuel our economy and modern way of life.
ESG-supported energy sources are being underutilized.	ESG preferred technologies, like wind and solar, are not technically capable of meeting current energy needs much less future energy growth. Both wind and solar have become larger parts of our energy supply but they still only produce a small fraction of our total energy needs. Wind provides around 9% of U.S. electricity and solar a mere 2.8% .
The “S” and “G” push policies which most Americans already support.	<p>ESG investing is a tool to advance the Left’s broader agenda which remains unpopular with most Americans.</p> <ul style="list-style-type: none">■ 73% of Americans oppose racial quotas in hiring.■ 58% of Americans oppose defunding police.■ 51% of Americans believe bathroom use should match one’s biological sex.■ 43% of Americans believe CRT will worsen race relations compared to 23% that don’t; Latinos and Asians oppose Critical Race Theory by a 2-to-1 margin.