**The Truth Behind 5 ESG Myths**

**"ESG comes at the expense of investment performance"**

- **Fact Check:**
  - Market research shows that ESG has outperformed the S&P 500 in most years.
  - In a global study, 7 out of 10 investors believe ESG can enhance returns.

**"Investors talk about ESG but don't invest in it"**

- **Fact Check:**
  - 80% of institutional investors consider ESG in their investment decisions.
  - A recent survey found that 65% of individual investors are interested in ESG.

**"ESG investment strategies eliminate entire sectors"**

- **Fact Check:**
  - ESG strategies can diversify investments by focusing on sustainable practices.
  - A case study shows that ESG investors can achieve returns comparable to traditional portfolios.

**"ESG investing is only for millennials"**

- **Fact Check:**
  - ESG investing has become mainstream, with all age groups showing interest.
  - A global survey reveals that 4 out of 5 investors, across all age groups, consider ESG.

**"ESG investing is here to stay"**

- **Fact Check:**
  - ESG investing is driven by regulatory changes and societal expectations.
  - A forecast predicts that ESG assets will continue to grow at an annual rate of 15%.

**Why the facts matter**

- **MSCI**
  - MSCI publishes research on ESG performance, providing insights into sustainable investments.
  - MSCI offers tools to integrate ESG into investment decision-making.