

# Larry Fink Says ESG Narrative Has Become Ugly, Personal

- Fink says he's never experienced such personal attacks
- He is trying to change the narrative, address misconceptions

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“I’m taking this very seriously,” Fink said at Bloomberg’s The Year Ahead event in Davos. “We are trying to address the misconceptions. It’s hard because it’s not business any more, they’re doing it in a personal way. And for the first time in my professional career, attacks are now personal. They’re trying to demonize the issues.”

Fink, 70, has been outspoken about investing with environmental, social and governance goals, making it a focal point in his annual letters to the industry. The firm has become a political punching bag from forces on both ends of the spectrum, with some on the right alleging its policies harm the fossil-fuel industry and others on the left arguing it's not doing enough to respond to climate change.

## BlackRock Struggles to Escape From the ESG Crossfire: Timeline

“Let’s be clear, the narrative is ugly, the narrative is creating this huge polarization,” Fink said. “If you really read the CEO letters that I’ve written in the past I talk about a transition.”

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*(Updates with Elon Musk's tweet in the fourth paragraph)*

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