This talk addresses a key question related to sustainable organizing: as sustainability becomes increasingly mainstreamed, what exactly counts as sustainability work? I draw from practice-based, communicative perspectives to “doing” work, to examine how sustainability practitioners make sense of their experiences. The qualitative study has two phases of data collection. In Phase I, I solicited practitioners’ personal stories, interviewing 45 participants sourced from professional networking site LinkedIn. Phase II involved collecting and analyzing 35 practitioners’ CVs. While participants described a number of activities in their stories and CVs, they tried to distinguish between “actual work” and communicative work. The theme of “actual work” was used to establish that “real” sustainability work was tangible, deliverable and not communicative—which was often treated as greenwashing or immaterial. When participants did describe their work in communicative terms, 9 practices emerged, ranged along a continuum from one-way transmission-based conceptions of communication (i.e., communication as the transfer of information from source to receiver via a channel, sometimes with feedback) to constitutive views (i.e., communication as an ongoing process crucial to meaning-making). These practices were: fact-checking, instructing, preparing plans and reports, selling, translating, performing “thought leadership,” networking, engaging in interpersonal dialogue, and facilitating structural dialogue.