InfluenceMap Methodology

The Canadian Oil and Gas Industry and Climate Policy

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In 2015, InfluenceMap developed the world’s only platform analyzing corporate engagement on climate policy to bring clarity to the issue of corporate influence. InfluenceMap’s analysis and metrics inform the global institutional investor community including the Climate Action 100+ (CA100+) investor engagement process, representing 700 investors with over $68 trillion in assets collectively under management.

To define policy engagement, InfluenceMap relies on the 2013 UN Guide for Responsible Corporate Engagement in Climate Policy, which lists a number of activities that constitute corporate climate policy engagement. These range from advertising, social media, public relations, sponsoring research, direct contact with regulators and elected officials, funding of campaigns and political parties, and participation in policy advisory committees. Given that corporate disclosures on climate policy engagement generally exclude most of the activities covered in the UN Guide, providing a narrow view of a company’s influence, InfluenceMap’s methodology uses a range of data sources to capture the policy outcomes sought by companies.

While InfluenceMap’s system is unable to capture all information on corporate influence due to disclosure/data limitations, there is sufficient data to generate behavioral metrics on climate policy positions and the intensity of lobbying efforts. It is accepted that there are also a range of “unknown” lobbying activities underway and assumed that these are motivated by the same policy outcomes associated with the known activities, as in the “tip of the iceberg.”
InfluenceMap’s platform also covers over 200 industry associations engaged on climate-related policy. It assesses their climate policy engagement activities, as well as the links between them and the 400 corporate entities likewise assessed under the platform, providing a direct point of comparison between what companies are communicating on climate policy (their Organization Score) and the detailed lobbying activities of their industry associations (their Relationship Score). It produces four key metrics:

- **Organization Score** (0 to 100%) indicates how supportive or opposed a company is towards climate policy aligned with the Paris Agreement.

- **Engagement Intensity** (0 to 100%) indicates the intensity of this engagement activity, whether supportive or oppositional to climate policy.

- **Relationship Score** (0 to 100%) measures how supportive or opposed the aggregate of a company’s industry associations are toward climate policy aligned with the Paris Agreement.

- **Performance Band** (A+ to F) is calculated from the Organization Score and Relationship Score and represents the full measure of a company’s direct and indirect engagement with climate policy.