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InfluenceMap

Our Impact 2015-2025

The leading independent global think tank advancing
corporate accountability on climate and nature



Messages from the Executive Director and Chair



Dylan Tanner

Executive Director, InfluenceMap

We founded InfluenceMap just before the Paris Agreement in 2015 to expose how the corporate sector shapes climate policy, often behind the scenes. What began as a small initiative has grown into a global organization of 75 team members. Though our reach has expanded, our mission is unchanged: to produce impactful analysis and engage key stakeholders to drive corporate accountability and remove systemic barriers to action on climate and nature.

Our LobbyMap platform has shaped climate policy worldwide, supporting investors, media, NGOs, and corporate coalitions. FinanceMap continues to challenge greenwashing and inspire climate leadership in the financial sector. With a decade of experience, we advocate for stronger lobbying and financial disclosures within global accountability frameworks.

In the following pages, we share our work, approach, and the tangible impact we've made. As the climate and nature crises escalate, our role remains vital. Marking our ten-year milestone, I extend deep thanks to our team, board, advisors, funders, and partners. Thank you for being part of this journey.



Kyoko Altman

Non-executive Chair, InfluenceMap

Science-based data and rigorous analysis have been central to InfluenceMap's global impact on climate policy. Over the past decade, the organization has built the world's most comprehensive database tracking corporate and industry lobbying on climate—enabling investors, policymakers, media, and civil society to separate rhetoric from reality.

Since joining the organization, I've been encouraged by several key developments: our global expansion, including the Asia-Pacific region, the growing adoption of our insights by forward-thinking corporate leaders, and our embrace of cutting-edge technologies, including AI, to scale impact and enhance transparency.

At a time when climate policy is facing intensifying, coordinated opposition, InfluenceMap's growing influence—and the momentum behind it—offers a powerful source of optimism for the road ahead.

Our Mission

InfluenceMap's mission is to drive ambitious action from corporations, financial institutions, and governments worldwide to address the climate and biodiversity crises.

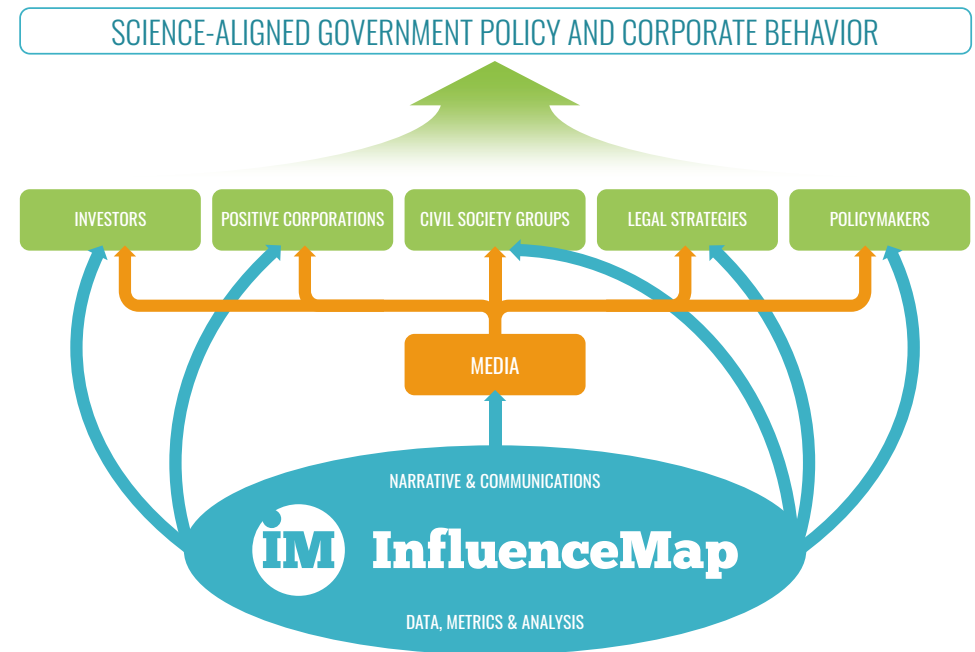
At the core of this mission is our critical and unique role in advancing the urgent adoption and implementation of science-based policy and regulation by governments.

As a global research and engagement organization, we deliver rigorous, compelling analysis to enable and substantiate the critical work of influential stakeholders. Our strategy is to promote corporate accountability and remove barriers to meaningful progress on climate and nature.

We focus on truly global, systemic challenges—such as the complex ways in which corporations influence public policy. Through our evidence-based, science-led methodologies and strategic engagement around our content, we bring much-needed clarity, empowering our partners and audiences to understand, measure, and ultimately drive systemic change.

As an independent think tank, our working style is rooted in deep collaboration with a diverse range of partners and stakeholders, each bringing their own strategies to drive change and create impact. We work closely with positive actors across investor networks, civil society, policymakers, the media, and the private sector to ensure they understand our work and can leverage it to maximum effect.

Our Theory of Change is grounded in the principle that meaningful system change begins with measurement and understanding. We rely on various tactics deployed by our partners, united by this foundational belief. Our strategy of multi-stakeholder collaboration is significantly strengthened by InfluenceMap's independence from political, commercial, or campaign-specific interests.



Our Values

Our Values Statement has been developed from the ground up, with input from our entire team. We recognize the linguistic and cultural diversity of our global team, as well as that of the ecosystems of stakeholders and partners we collaborate with, and that these values go beyond just words. For this reason, how we embed these in our day-to-day operations—both internally and externally—is of utmost importance.



TRANSPARENT

As advocates for greater corporate transparency, we hold ourselves to the same standard—our work is transparent and open-source.



MISSION-DRIVEN

Our team is united by a shared commitment to our mission.



SCIENCE-LED

Our analysis is grounded in the global scientific consensus on climate and nature.



INDEPENDENT

As a non-profit think tank, we operate free from commercial or political influence.

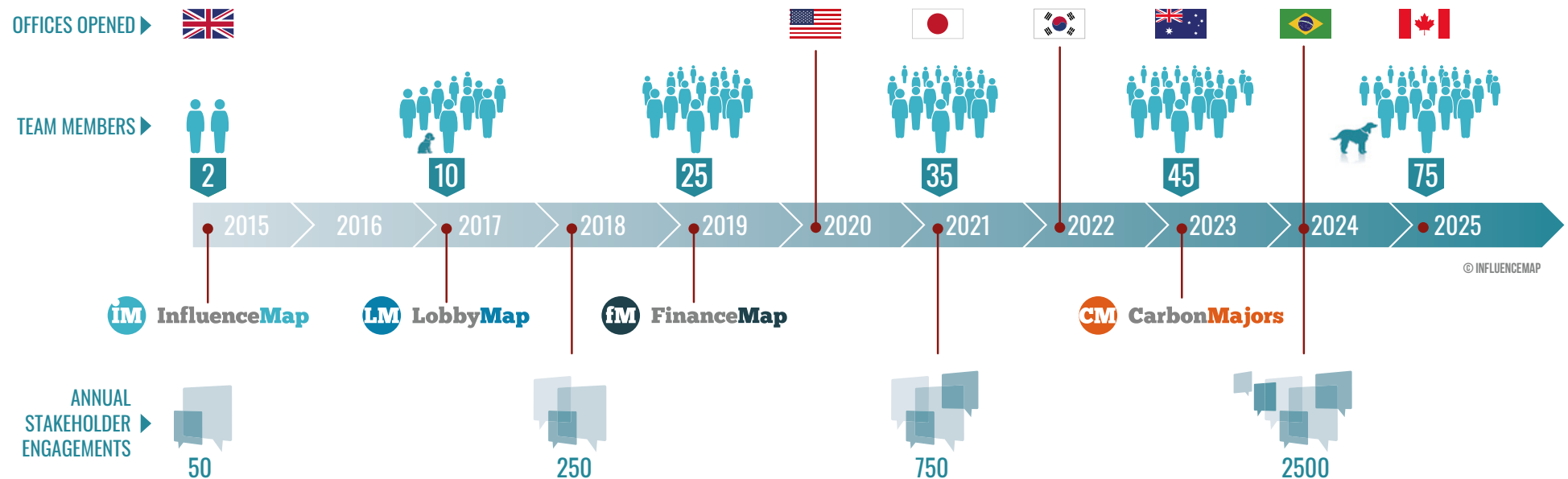


ACTIVELY INCLUSIVE

We believe that a diverse team, where performance is measured solely by contributions to our mission, is our greatest strength.

InfluenceMap Over 10 Years

"InfluenceMap was founded just before the Paris Agreement in 2015 to expose how the corporate sector shapes climate policy, often behind the scenes. What began as a small initiative has grown into a global organisation of 75 team members in seven countries."



How We Work

The way we work draws naturally from our mission, values, and collaborative approach. We operate the world's leading—and only—accountability mechanism for evaluating corporate engagement with climate policy. Our guiding benchmark is the scientific consensus on solutions for climate and nature, such as those put forward by the Intergovernmental Panel on Climate Change (IPCC).

While our work is grounded in transparent, factual data and evidence, we believe that simply providing this information is only the beginning. Often, we must tell a compelling story with this data—one that accurately reflects corporate behavior and its impact on broader systems. In a world where well-resourced corporations appear positive through greenwashing, our insights must be well-communicated, nuanced, objective, and defensible.

Achieving this requires a level of sophistication we've developed over the past decade. InfluenceMap has built an in-house technology team comprising data scientists, AI/ML specialists, developers, and user experience experts. This team ensures our platforms effectively support analysts, engagement professionals, and external users alike. In parallel, we've built world-class communications, media outreach, and multi-stakeholder engagement teams and strategies to ensure our work is understood and used.

We apply equally sophisticated methods to measuring our own impact—tracking our activities and their direct outcomes, such as media coverage, through to tangible changes in policy and corporate behavior driven by our engagement with a broad ecosystem of stakeholders.

Artificial Intelligence and Machine Learning at InfluenceMap

At InfluenceMap, innovation drives our strategies. From the outset, we've taken a data-led approach to assessing corporate climate policy engagement - and we continue adopting cutting-edge tools to enhance our efficiency and impact. Artificial Intelligence (AI) and Machine Learning (ML) help streamline data processes, reduce repetitive tasks, and deliver faster insights to the climate community. By integrating AI into workflows—from content generation to analysis—we increase both efficiency and reach.

Our tech team leads this organization-wide shift, ensuring AI is applied thoughtfully and in a manner aligned with our mission. Analysts remain essential, reviewing outputs for clarity, accuracy, and strategic relevance. This selective, strategic use of AI/ML within human-led processes strengthens our capacity and deepens our impact on climate accountability and transparency.

Real-World Policy Action from Governments

Scientific consensus is clear: resolving the climate and nature crises requires globally coordinated, binding policies that align with environmental science. Such action remains insufficient, largely due to persistent delay tactics and oppositional lobbying from segments of the corporate sector—most notably the fossil fuel industry.

Our platform, LobbyMap.org, is the world's leading—and only—source of accountability for corporate engagement on climate and nature policy. As an independent think tank, we provide metrics, reports, and analysis that are widely used by influential agents of change—shareholders, the media, civil society, and progressive corporate actors.

All these stakeholders are working toward positive outcomes for climate and nature. In a world where corporations and their representatives employ nuanced and highly complex strategies to delay climate action, InfluenceMap provides equally sophisticated, transparent, and independent insights to empower our users and partners.

Our focus is squarely on achieving climate policy outcomes, particularly in regions with the greatest potential to impact global emissions—namely the EU, North America, Japan, South Korea, Brazil, Australia, and our emerging programs in India and China. Our tactics reflect our working style: in-depth, effective engagement and collaboration with a wide range of stakeholders who rely on our open-source, globally unique data platform to drive positive, systemic change.



Ed Collins, Director, LobbyMap

InfluenceMap since 2015

“Since starting as an analyst in 2015, I have led the evolution of the LobbyMap program into the leading global accountability mechanism for corporate climate policy advocacy. Today, we continue to scale—expanding our coverage, strengthening global engagement, and enhancing our capacity to analyze vast data sets to generate actionable insights.”

1000 

THE LOBBYMAP PLATFORM
NOW COVERS 1,000
GLOBAL COMPANIES
ACROSS ALL MAJOR
ECONOMIES – INCLUDING
CHINA, INDIA, BRAZIL AND
BEYOND.

350 

THE LOBBYMAP PLATFORM
NOW COVERS 350
INDUSTRY ASSOCIATIONS,
REPRESENTING THE
GLOBAL CORPORATE
SECTOR ON CLIMATE
POLICY ADVOCACY.

250 

THROUGHOUT 2024,
THE LOBBYMAP
TEAM CONDUCTED
ENGAGEMENTS WITH
MORE THAN 250
INVESTORS AND INVESTOR
CONVENORS REGARDING
OUR CONTENT.

500 

IN 2024, OUR TEAMS
CARRIED OUT OVER 500
ENGAGEMENTS WITH
SCORED CORPORATIONS
TO ENSURE THEY CLEARLY
UNDERSTAND THE
BEHAVIOURAL CHANGES
REQUIRED TO ENHANCE
THEIR PERFORMANCE.

Real-World Policy Action from Governments

The Investor Agenda on Climate Change

Shareholders in listed companies hold a responsibility and mandate to ensure strong corporate governance. Long-term institutional investors, such as pension funds, are increasingly focused on how companies engage with climate policy—both to manage systemic climate risk of ineffective climate policy and to identify those delaying their own low-carbon transitions through lobbying instead of action.

InfluenceMap provides the global investor community with the only comprehensive, independent tool to assess these risks and support effective stewardship. Our transparent, open-source analysis is trusted by investors and accessible to the companies we evaluate.

We work with investor groups like the Principles for Responsible Investment, The Institutional Investors Group on Climate Change (IIGCC), Ceres, and Asian Investors Group on Climate Change (AIGCC), as well as hundreds of individual investors. They use our open-source data to file resolutions, guide engagement strategies, and benchmark corporate climate policy performance—driving accountability and ambition.

InfluenceMap's insights are a core resource for the [Climate Action 100+](#) initiative, helping investors make corporate policy engagement a key part of the climate agenda. This includes a strong focus on pushing companies to address misalignment with industry associations—an urgent issue, as trade groups are behind much of the negative lobbying on climate and nature yet are accountable only to their corporate members.

Shareholder resolutions remain a powerful escalation tool within investor stewardship strategies—and rely on independent, open-source data. Our insights have supported over [100 climate lobbying resolutions](#), contributing to high-impact engagements at companies such as Toyota, BHP, Nippon Steel, and major oil and gas firms.

MEDIA AND CAMPAIGN CITATIONS

4000 

SINCE 2015, OUR LOBBYMAP CONTENT—HOLDING COMPANIES TO ACCOUNT—HAS FEATURED IN OVER 4,000 MEDIA STORIES AND SUPPORTED NUMEROUS NGO CAMPAIGNS WORLDWIDE.

DIRECT IMPACTS

123 

SHAREHOLDER RESOLUTIONS BASED ON INFLUENCEMAP CONTENT SINCE 2020

90 

OF THE CLIMATE ACTION 100+ COMPANIES HAVE RELEASED LOBBYING REVIEWS SINCE 2018

REAL WORLD CHANGES

 **100%**

INDUSTRY ASSOCIATIONS SUPPORTING CLIMATE ACTION UP BY 100% SINCE 2020

 **40%**

INDUSTRY ASSOCIATIONS OPPOSING CLIMATE ACTION DOWN BY 40% SINCE 2020

Real-World Policy Action from Governments

The Investor Agenda on Climate Change



Laura Hillis

Director, Responsible Investment,
Church of England Pensions Board

“InfluenceMap is a vital tool for investors addressing corporate climate lobbying. For many years, companies were able to argue without any transparency at all for weakening, delaying or abolishing climate policy. Tragically, they have been very successful. This is not in the best interest of people, our planet, nor the companies’ long-term investors. InfluenceMap analysis has shone a light for us into these dark places and gives investors the tools to ask better questions, hold companies and their industry associations accountable and call for better practice. We have also drawn on InfluenceMap’s expertise to develop the Global Standard on Responsible Climate Lobbying, which has now been used by over 80 companies in their disclosures. Having comparable disclosures is essential to drive transparency, demonstrate best practice, and so investors can effectively engage to push for progress on this important issue.”

Case Study: Japan’s Green Transformation (GX) Policy, Ongoing

Our Japan program began in 2017 with a report exposing how heavy-emitting industries influenced climate policy in favor of fossil fuels. These trends persist, as seen in our [2023 analysis](#) of Japan’s Green Transformation (GX) Policy and related carbon pricing, widely covered in business media. Our Tokyo team engages with investors, policymakers, and groups like the Japan Climate Leaders’ Partnership to address corporate influence on climate goals. A promising step is Phase 2 of the GX emissions trading scheme, launching in 2026, mandating participation from major emitters. We continue working to shape a science-based GX policy aligned with Japan’s climate targets.



Aina Fukuda

Head of Investment Stewardship,
Japan & Oceania, Asset Management,
Legal & General Investment Management

“At L&G, we expect companies to support public policies aligned with a net-zero economy. As part of our Climate Impact Pledge and ESG Scores, we use insights from InfluenceMap to assess corporate climate policy engagement. InfluenceMap also highlights challenges in Japan’s climate policy, including resistance from certain sectors, gaps in fossil fuel phaseout and carbon pricing, and limited representation of demand-side voices. We share these concerns and continue engaging with policymakers and companies to promote alignment with the Paris Agreement.”

Real-World Policy Action from Governments

Responsible Corporate Policy Engagement (RPE)

For decades, the fossil fuel value chain has held significant global influence over climate policy—continuing to delay government action through narrative capture, regulatory lobbying, and strategic collaboration. Countering this influence requires an in-depth understanding of these tactics by civil society, policymakers, and non-fossil fuel companies that have committed to ambitious climate goals, including net zero and RE100. For renewable energy firms, in particular, investment depends on strong, binding climate policy. Like investors, these stakeholders need robust, evidence-based, open-source data to guide effective and collaborative climate policy engagement.

Our in-depth analysis of the policy engagement landscape—including our [Regional Platforms](#)—combined with [detailed assessments](#) of 350 of the world's most influential industry associations active on climate policy, provides organizations with critical, strategic intelligence. This includes best practice guidance for responsible policy engagement (RPE), enabling companies to engage positively and proactively.

There is currently a disconnect between how trade groups engage on climate and the positions of their member companies. A “lowest common denominator” effect often allows the most regressive voices to dominate. InfluenceMap's unique global dataset enables member companies to intervene and address these misalignments—an approach that has contributed to several recent policy wins. Central to this work is our real-time [online scoring platform](#)—the only global resource tracking hundreds of industry associations—used by companies, investors, civil society, media, and policymakers to drive transparency and accountability.

We partner with key corporate conveners—such as the We Mean Business Coalition and its members, including Ceres, the Corporate Leaders Group, and World Business Council for Sustainable Development (WBCSD)—to challenge the private sector to raise its ambition on collaborative climate policy and to hold industry associations accountable.

Working at the intersection of investors, civil society organizations, policymakers, and corporations, InfluenceMap's content and multi-stakeholder engagement strategy has had a profound and growing impact on advancing effective climate policy around the world. See some examples of this collaboration on the following pages:



María Mendiluce
CEO, We Mean Business Coalition

“The We Mean Business Coalition mobilizes companies globally to advocate for ambitious climate policy. Our RPE Framework offers practical steps and resources for consistent, effective advocacy. InfluenceMap's rigorous analysis underpins our work, bringing transparency to corporate advocacy and highlighting the influence of fossil fuel interests. Their insights help companies lead on climate and guide trade group positions. Companies trust and rely on InfluenceMap—and we're confident they'll remain essential in the critical years ahead.”

Real-World Policy Action from Governments

Case Study: Vehicle Efficiency Standards in Australia

When Australia's vehicle efficiency standards faced industry opposition, InfluenceMap investigated, analyzing 500 pages of previously unseen documents obtained via FOI requests. The [research](#) exposed a coordinated campaign by the Federal Chamber of Automotive Industries (FCAI) to weaken the standards. InfluenceMap's Australia team worked with policymakers, NGOs, and climate-focused businesses to amplify the findings. In response, Tesla and Polestar exited the FCAI, and Volkswagen left its policy committee. This corporate pushback signaled strong support for science-based policy and helped secure a significantly more ambitious fuel efficiency standard for Australia.



David Pocock

Independent Senator for the Australian Capital Territory

"Australia needs greater integrity and transparency in how lobbying influences public policy. InfluenceMap's research adds crucial insight to this conversation, revealing how vested interests continue to obstruct the development of science-aligned climate policy in Australia. I'll continue to push for an overhaul of our lobbying laws and system of sponsored passes in Parliament House."

Case Study: Advanced Clean Trucks Regulations in the US

The Advanced Clean Trucks (ACT) rule, proposed by CARB in 2021, aimed to boost zero emission vehicles (ZEVs) in the US truck fleet by 2035. As states like New York and New Jersey weighed adoption, the Truck and Engine Manufacturers Association (EMA) launched a lobbying and misleading PR campaign across eight states to block it. In late 2022, InfluenceMap exposed this through a [FOIA-based report](#), sparking media coverage and NGO advocacy. Ford exited the EMA in early 2023. Later, CARB and the EMA agreed to a revised 2036 ZEV target and ended state-level opposition to ACT and heavy-duty vehicles standards.



Sydney Vergis

Assistant Division Chief, Industrial Strategies Division, California Air Resources Board

"Transparent, constructive collaboration between industry and regulators is essential to shaping climate policies that drive innovation and protect public health. Initiatives like InfluenceMap enhance accountability by shedding light on corporate influencing activities and their relationship to public climate commitments and scientific benchmarks. This transparency supported the Clean Truck Partnership that CARB signed with manufacturers, reinforcing our shared commitment to zero-emission targets and science-based climate goals. Continued efforts to increase transparency are critical to ensuring that policymakers, industry, consumers, and investors can make informed decisions in support of broader goals to reduce emissions and build climate-resilient economies."

Driving Climate Action from Finance

The global financial sector plays a critical role in addressing the climate and nature crises — but it can also act as a barrier. While many financial institutions have made ambitious climate pledges, recent backtracking highlights a persistent issue: accountability and the gap between promises and real-world action.

Our [FinanceMap](#) platform is the world's leading and most comprehensive tool for assessing the financial sector through a climate lens. It evaluates high-level strategies, engagement with climate finance policy, as well as lending and underwriting flows and asset management portfolios. We rely on widely accepted industry benchmarks from the IEA, IPCC, Task Force on Climate-related Financial Disclosures (TCFD), International Financial Reporting Standards (IFRS), and others, alongside trusted financial databases.

The result is a detailed and transparent picture of leaders and laggards in the sector — all available online and open source. As with all of InfluenceMap's work, this content is deployed through a strategic, multi-stakeholder engagement approach that includes the media, regulators, civil society organizations, and the financial sector itself — particularly asset owners.

Asset Owners and Climate Change

Asset owners, such as pension funds, are central to the financial system as ultimate institutional holders of capital. With long-term mandates to protect savings, they drive climate and nature ambition, guided by systemic risk and beneficiary expectations. A critical relationship in finance is that between asset owners and the asset managers they employ. It is essential that asset owners can transmit their climate mandates down the investment chain. InfluenceMap's financial sector strategy prioritizes asset owner engagement, providing unique, open-source analysis to assess and compare asset managers' climate performance. Our [Asset Managers and Climate Change](#) initiative is the leading accountability source, assessing portfolios, stewardship, and policy engagement through a climate lens. It is widely used by media, NGOs, and regulators, and serves as a vital open-source reference for asset owners evaluating managers for new mandates.



Cleo Rank, Program Manager (US)
InfluenceMap since 2021

"I lead a global team evaluating how the financial sector engages with sustainable finance and climate policy. It's critical that governments embed climate in finance sector policy to address climate-related financial risks and ensure the sector truly "walks-the-talk". Uncovering and exposing the often-subtle forms of greenwashing within finance is a central part of our work."

Driving Climate Action from Finance

Climate Risk and Finance

FinanceMap's [Banking Analysis platform](#) provides ongoing assessments of major financial institutions, focusing on fossil fuel exposure, “green-to-fossil fuel ratios”, and alignment with net-zero goals in lending, underwriting, and asset management. Using industry-standard benchmarks and open-source data, we produce reports and engagement strategies identifying climate and financial risks.

Our 2024 report on [Canada's Big Five Banks](#) revealed fossil fuel exposure 2–3 times higher than US and European peers, with no robust climate plans or exclusion policies. The findings led to briefings with Canada's banking regulator The Office of the Superintendent of Financial Institutions (OSFI) and testimony before the House of Commons, supporting civil society calls for transparency in fossil fuel financing.



Alex Walker

Climate Finance Program Manager, Environmental Defence Canada

“At Environmental Defence we advocate for climate-aligned financial regulations in Canada to address the dual issues of fossil fuel financing and climate related financial risks. InfluenceMap's thorough research provides crucial evidence to support our campaign recommendations, and they have quickly become trusted experts in Canadian climate finance.”

RBC to boost renewable energy lending to reach climate goals



Climate progress? Can't bank on it

By John Woodside | News, Business, Energy, Politics | March 7th 2024



According to a new analysis of the portfolios of RBC, TD, Scotiabank, BMO and CIBC from U.K.-based non-profit think tank InfluenceMap, Canada's big five banks are undermining their own net-zero commitments. With the banks' annual general meetings set for next month, where shareholders vote on resolutions to shift how the companies do business, the findings provide a fresh look at the growing gulf between rhetoric and action.

THE CANADIAN PRESS
Canada's trusted news source

RBC raises renewable funding target, reports little progress on oil and gas emissions

1st B100 The Canadian Press Mar 6, 2024 updated Mar 6, 2024



Corporate Knights

FRANCE | SPRING 2024

Canada's Big Five banks keep moving further away from net-zero

A new report from U.K. org InfluenceMap shows that rather than move towards net-zero like their US and EU counterparts, Canada's big five banks have increased their exposure to oil and gas



ESG NEWS

Energy / Global news / News

New InfluenceMap Report Reveals Canadian Banks' Fossil-Fuel Exposure Outpaces US, European Peers

By ESG News - March 5, 2024



InfluenceMap, a non-profit organization dedicated to providing objective and data-driven analyses of corporate and financial institutions' impact on climate change and biodiversity loss, has released assessments evaluating the climate governance, financing activities, and policy engagement of Canada's five largest banks in relation to their progress toward achieving net-zero emissions.

Bloomberg UK

Green

Canadian Banks' Fossil-Fuel Exposure Outpaces US, European Peers

Climate change group's report highlights Canadian exposure
About 5% of the country's GDP stems from oil and gas sector



Canada was the world's fourth largest producer of crude and other petroleum liquids in 2023. Photographer: Jason Farnsworth/Bloomberg

Driving Fossil Fuel Accountability

Our analysis consistently shows that the fossil fuel production sector remains one of the most strategically oppositional forces working to delay climate policy progress globally, preventing governments to act decisively in line with scientific recommendations.

Through extensive use of strategic communications and powerful lobbying networks—such as the American Petroleum Institute—the sector exerts significant influence over the climate narrative and policymaking. Our LobbyMap platform tracks, in real time, the policy engagement and narrative strategies of dozens of oil and gas companies worldwide, providing critical insights to investors, campaigners, and policymakers. Our 2019 release, *Big Oil's Real Agenda on Climate Change*, was a landmark moment, exposing the sector's post-Paris agreement efforts to present itself as “part of the solution” while actively undermining progress. Today, the fossil fuel industry remains at the center of our corporate accountability work.

Case Study: The Gas Industry's Climate Playbook

In late 2022, InfluenceMap obtained internal documents outlining the International Gas Union's (IGU) communications, advocacy, and outreach strategies. We *published a detailed analysis* of these materials, supplementing it with our ongoing work tracking fossil fuel policy engagement. The findings offer unique and significant insights into how the fossil gas industry has worked to defend and advance its interests in the face of growing climate concerns and the accelerating energy transition. This includes region-specific narrative shaping, influence over mainstream energy and business institutions, and coordinated regulatory lobbying through a global network of industry associations. The documents starkly reveal the deep, strategic, and highly effective global collaboration the fossil fuel sector uses to delay climate action.



Sofia Basheer, Senior Analyst
InfluenceMap since 2021

“A key part of my role at InfluenceMap is investigating and unpacking the narratives the fossil fuel sector uses to persuade the media, the public, and policymakers that—contrary to IPCC guidance—binding regulations to limit fossil fuel use are not the solution to climate change. The IGU gas playbook offers a stark reminder of the scale and sophistication of efforts to shape the climate discourse in the industry's favor.”

Driving Fossil Fuel Accountability

The Carbon Majors Platform

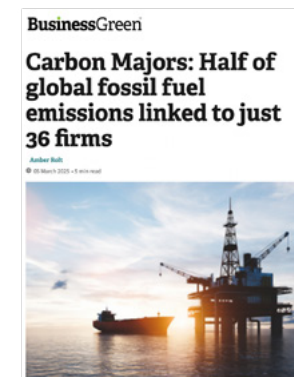
Legal efforts to hold the fossil fuel industry accountable for the growing costs of climate change are accelerating globally. These strategies, based on the “polluter pays” principle, require independent data to attribute historical emissions to responsible companies. *Carbon Majors* is the world’s leading dataset for this purpose, containing historical production data from 180 of the largest oil, gas, coal, and cement producers. It has informed accountability mechanisms such as New York and Vermont’s Climate Superfund laws, which require major emitters to fund climate damage reparations. Similar legislation is advancing in at least five other US states. The data is also widely used by media, campaigners, and academic institutions worldwide.



Tzeporah Berman

Founder and Co-chair, Fossil Fuel Non-Proliferation Treaty Initiative

“Maintaining a reliable, independent database of fossil fuel emissions is vital for accountability—supporting legal strategies for attribution to the responsible companies by documenting that major oil producers knew the risks yet continued polluting. InfluenceMap’s rigorous methodologies and data in the Carbon Majors platform help ensure data integrity, strengthening climate litigation and public pressure for systemic change.”



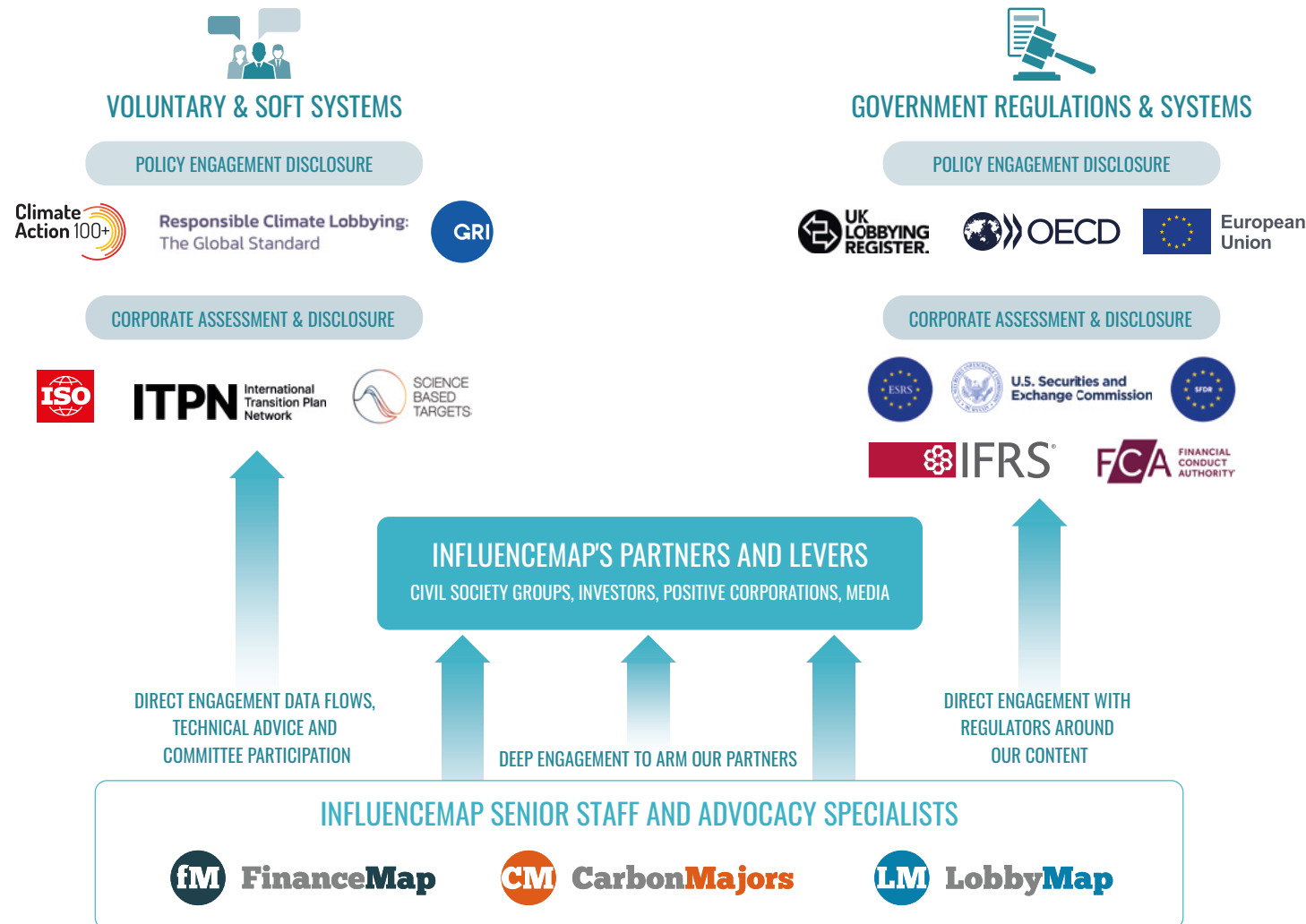
Driving Disclosure and Accountability Rules

Over the past decade, our analysis of the corporate and financial sectors has shown how many actors can navigate—and sometimes exploit—disclosure and accountability systems. This has given us valuable insight into strengthening these frameworks, especially regarding climate change.

We emphasize that credible corporate climate transition plans must include transparency on how companies engage with public policy. This principle was adopted in the UK's Transition Plan Taskforce framework, now part of the International Sustainability Standards Board (ISSB) system.

Our team continues to shape global standards, contributing to the EU's Sustainability Reporting Standards, ISSB adoption efforts, and the emerging International Organization for Standardization (ISO) Net Zero Guidelines. Our analysts frequently advise expert committees such as ISO, the UN High-Level Expert Group, and investor-led standard initiatives.

Looking forward, InfluenceMap aims to expand these transparency efforts beyond climate into broader policy areas, including social and economic policy lobbying, where corporate and public interests intersect.



Driving Disclosure and Accountability Rules

Case Study: The UN High-Level Expert Group on Net Zero

To address concerns about the credibility of net-zero plans by non-state actors, UN Secretary-General António Guterres established the High-Level Expert Group (HLEG) on the Net-Zero Emissions Commitments of Non-State Entities, chaired by Catherine McKenna. InfluenceMap contributed to the HLEG process, including a Dubai COP27 roundtable, drawing on our research into corporate policy engagement and disclosure. The group's [final report](#) listed “Aligning Lobbying and Advocacy” among its ten key recommendations. Guterres highlighted that transparency in lobbying and advertising is vital to credible net-zero plans—a principle that continues to shape InfluenceMap’s mission as demands for accountability increase.



Catherine McKenna

Chair of UN Secretary-General’s High-level Expert Group on Net-Zero Commitments, former Canadian Minister of Environment and Climate Change

“The corporate sector holds significant influence—either to accelerate or stall - global climate policy. As companies develop Net Zero transition plans, transparency in their government policy engagement is critical. InfluenceMap’s analysis has been essential in driving accountability, highlighting disconnects between public commitments and lobbying. Their input was invaluable in incorporating this agenda through the UN HLEG Net Zero ‘Integrity Matters’ process.”

Case Study: Driving Disclosure on Climate Policy Engagement

The lack of clear guidelines on corporate climate policy engagement led to a collaboration between the UN Principles for Responsible Investment, Ceres, IIGCC, InfluenceMap, and major investors to develop the Global Standard on Responsible Climate Lobbying. Now used by investee companies—especially via Climate Action 100+—this standard is backed by InfluenceMap’s data-driven analysis and investor engagement.

It promotes transparency in a typically opaque area, with InfluenceMap tracking over 100 corporate policy engagement reviews. As the process evolves, independent verification remains vital. [InfluenceMap’s Disclosure Scorecards](#) platform supports this effort and is now widely used by investors and companies like Unilever.



Rachel Crossley

Head of Stewardship, Europe,
BNP Paribas Asset Management

“Investor engagement with companies on climate lobbying has grown significantly in recent years. Investors are urging major emitters to disclose in line with the Global Standard on Responsible Climate Lobbying, ensuring their lobbying supports—not undermines—Paris-aligned climate goals. InfluenceMap’s independent, data-driven analysis brings essential transparency to this often opaque area. Tools like its Disclosure Scorecards, which assess corporate lobbying reports, provide valuable accountability and promote more comprehensive, standardised reporting.”

Changing the Script – InfluenceMap and the Media

The media plays a crucial role in the climate agenda, shaping how policymakers, corporate leaders, and the financial sector make decisions. Since our inception, InfluenceMap has prioritized in-depth engagement with the media around our content. Our goals have been twofold: to secure coverage of our reports and to build long-term partnerships with key journalists, ensuring accurate and informed reporting on the intersection of climate change, policy, and corporate accountability. More specifically, our LobbyMap and FinanceMap platforms offer transparent, independent, and evidence-based resources that are invaluable to the media. These tools provide insights that go beyond the capacity of any single media outlet to develop on their own, supporting high-quality journalism that holds power to account in the climate space.

Our first company ranking on climate policy engagement in 2015 gained global media attention, aligning with growing interest in corporate behavior ahead of COP21 in Paris. Since then, our work has appeared in over *5,000 stories* across major economies and outlets—including the Financial Times, Wall Street Journal, Bloomberg, Nikkei, The Guardian, and The New York Times. As well as spotlighting InfluenceMap content, our media strategy amplifies critical stories at the nexus of policy, business, and climate—offering trusted, transparent data as a counterweight to corporate influence.



Kitty Hatchley, Media Manager
InfluenceMap since 2024

“At InfluenceMap, our media strategy is built on long-term partnerships with key outlets around the world—helping them tell the real, unfolding story of how corporations are shaping the climate and nature crises. Our partnerships with outlets such as Reuters, The Financial Times, Nikkei, and The Guardian are especially critical in ensuring balanced coverage of corporations, finance and climate.”



Damian Carrington
Environment Editor, The Guardian

“InfluenceMap lifts the lid on corporate lobbying in a forensic and unmatched way, providing vital insight for the media aiming to hold power to account.”

Our Global Team

Our key strength is our focused and motivated team. We place a strong emphasis on personal development and are dedicated to fostering a balanced, enjoyable, and fulfilling work environment—one where our people can thrive as they pursue our shared mission.

While we tackle global challenges and assess the actions of multinational corporations, the evidence we gather and the narratives we craft must always be sensitive to national and local contexts.

Since our founding in 2015, we have made it a priority to build a diverse, multilingual team. Today, we have offices in Japan, South Korea, Australia, Brazil, the UK, and North America, reflecting our commitment to bridging global insights with local relevance.



A key priority for InfluenceMap has been expanding our content and engagement capacity in the Asia-Pacific region—a critical area for the climate and nature agendas—where we operate three offices and run programs focused on major economies such as China, India, and Indonesia.



Vivek Parekh
Program Manager - India
(UK)



Sejin Lee
Program Manager - Korea
(Seoul)



Muyun Zhang
Analyst - China
(UK)



Monica Nagashima
Director of East Asia
(Tokyo)

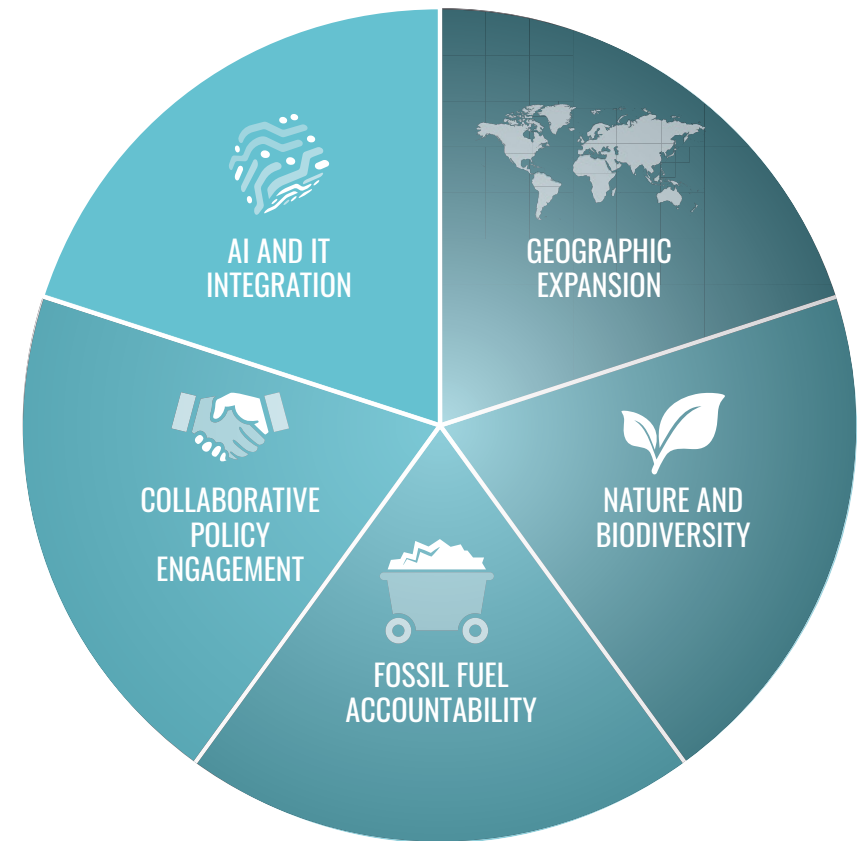


Jack Herring
Program Manager - Australia
(Canberra)

The Next 10 Years...

As this report shows, InfluenceMap has made a significant impact by collaborating with mission-driven partners to advance climate and nature agendas. Our strategy is shaped by evolving opportunities for impact and our unique strengths to drive meaningful change. Our continued success—and the persistence of systemic obstacles we address—reinforces the relevance of our strategy and highlights major opportunities for growth.

- **Geographic Expansion:** Alongside our core work in North America and Europe, we will grow content and engagement efforts in key regions where we can have the greatest impact—Asia-Pacific, Latin America, and Africa. China, India, and Indonesia are a particular priority for our organization.
- **Nature and Biodiversity:** As climate and nature agendas increasingly converge, especially around forests and land use, we will expand efforts to hold corporations and financial institutions accountable in supporting government action on nature.
- **Fossil Fuel Accountability:** The past five years have shown the fossil fuel sector continues to obstruct climate progress. Our LobbyMap and Carbon Majors programs will sharpen their focus on legal action, media exposure, and shareholder resolutions globally.
- **Collaborative Policy Engagement:** We will deepen the use of our LobbyMap knowledge base and global partner network to support strategic, collaborative policy advocacy—empowering civil society and the private sector through tools like our Influence+ platform.
- **AI and IT Integration:** Scaling our operations relies on leveraging cutting-edge technology to automate processes while upholding high standards in data quality, security, and mission alignment.



Our Funders

InfluenceMap's work has been made possible by the vision of our funders, whom we thank for their past and present support.















