

The A-List of Climate Policy Engagement

Which global companies lead in strategic lobbying for the ambitions of the Paris Agreement?

An InfluenceMap Special Report

April 2018

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Executive Summary

- InfluenceMap's analysis picks out 20 leaders advocating for ambitious climate policy across a range of sectors and regions - the *A-List of Climate Policy Engagement*. To qualify, a company must exhibit sector leadership, sufficient support for ambitious climate policy and must be strategically active. Strategic links to trade associations egregiously opposing climate policy could disqualify a company from the list. The list will be updated biannually, next in September 2018 with an additional 10 companies likely added.
- While the list includes established corporate sustainability leaders like IKEA, GSK and Unilever it also includes six European utilities EDP, EnBW, ENEL, SSE, National Grid and Iberdrola that between them operate significant renewable capacity in Europe and large slices of North and South American renewable power. They have a strategic interest to see a clear policy pipeline globally favouring low carbon energy.
- Technology-orientated companies Apple, Amazon and Google also make the list. Like the utilities, they have a strategic interest to see low carbon energy consistently and efficiently available globally. Microsoft narrowly misses the list due to its particularly strong network of powerful cross-sector trade groups opposing climate policy, like the US Chamber, which Apple has publicly denounced on climate.
- Tesla clearly seeks strong low-emission and electric vehicle policy. Two other automakers with generally positive climate policy engagement, Nissan and Honda, miss the list due to their memberships in trade associations currently opposing ambitious climate policy globally. For example, US trade group *Global Automakers*, who are part of an effort to dismantle US vehicle efficiency and greenhouse gas regulations.
- Other companies who appear to have integrated the energy transition into their products and processes that make the A-List are chemicals firms AkzoNobel and Royal DSM (who have comparatively less reliance on fossil fuel energy for their chemicals processes) and industrials ABB and Siemens (whose renewable technology and industrial efficiency systems are a growing part of their product portfolio).
- One factor in some of the A-List companies is strong CEO involvement in messaging to support ambitious climate policies - Unilever's Paul Polman, Apple's Tim Cook and DSM's Feike Sijbesma stand out.
- A number of companies may break into the A-List in the future given their current trajectory. Utilities Edison International, EDF and Verbund are supportive of climate policy but in a sector with many, supportive players. US blue-chip names Walmart, Johnson & Johnson and PepsiCo are likewise supportive but not as strategically active as their A-List counterparts. Energy and energy-intensive companies Suncor, Statoil, ENI, LafargeHolcim and BHP are sector leaders and strategically active but not yet supportive enough of climate policy aligned with the Paris Agreement.

The Corporate Policy Footprint

Measuring Corporate Support of Climate Policy

Research has shown that a corporation's influence on climate policy may be just as important as its physical emissions footprint in impacting climate change.¹ Investors and other stakeholders thus want some means of objectively measuring this. InfluenceMap's on-going analysis of corporate influence over climate policy globally has involved, to date, the examination of over 30,000 pieces of evidence on 300 global companies and 75 leading trade associations.² These entities have been assessed in a consistent manner and the results [archived online](#).

The evidence consists mostly of direct disclosures from the companies themselves or from their trade associations (which are individually assessed in the same manner as the companies). It includes inputs into regulatory consultations, comments on policy in financial filings, transcripts of CEO and senior management messaging in various contexts, as well as objective news reporting from legitimate media.

The scope of "policy influencing" is defined by a 2014 UN protocol [Guide to Responsible Corporate Engagement with Climate Policy](#) and the InfluenceMap methodology is overseen by an external board of stakeholders. Full details [can be found at this FAQ](#). The InfluenceMap analysis produces various metrics.

- The *Total Score* expresses how supportive or obstructive the company is towards state/national/regional climate policy aligned with the Paris Agreement, including an analysis of its trade association links.
- The *Engagement Intensity* expresses the intensity of this activity, whether positive or negative.

Who are the Climate Policy Leaders?

Based on this, InfluenceMap has compiled an *A-List* of 20 Climate Policy Leaders taken from this population of 300 global companies. To qualify for this A-List, a company needs to achieve all of the following criteria.

- Exhibit leadership in its sector (in the top 10% based on *Total Score*).
- Exhibit strategic commitment to climate policy engagement (an *Engagement Intensity* of 0.15 or above).
- Exhibit a mostly supportive position towards ambitious climate policy (a *Total Score* of 65% or above).

¹ What Environmental Ratings Miss, Schendler and Toffel, October 2011, Corporate Carbon Policy Footprint, InfluenceMap, Sept 2017

² InfluenceMap's scoring universe is based on non-financial, non-stated owned companies in the Forbes 2000 global list plus trade associations around the world deemed to be influential based on size, budget and external focus-group assessments.

All other factors being equal, companies are also assessed favourably for signing up to the [Commitment to responsible corporate engagement in climate policy](#), one of the enablers of climate action in the We Mean Business platform. Strategic links to trade associations egregiously opposing climate policy could disqualify a company from the list, as it does with automakers Honda and Nissan at present.

The A-List companies can be placed in a quadrant chart, with the two metrics, the *Total Score* and *Engagement Intensity* on the horizontal and vertical axes respectively. They can be seen in the green shaded area against a backdrop of global companies that are either not supporting ambitious climate policy or are not active in their climate policy engagement.

A company with a *low* Total Score and a *high* Engagement Intensity is actively opposing climate policy, as in the *upper left* of the quadrant chart below. *A-List* companies in the *upper right* quadrant clearly see the business case for more ambitious climate policy and are positive, active advocates. The companies in the lower quadrants are in between these extremes.

The list will be updated biannually, next in September 2018 with an additional 10 companies likely added.



Potential Future Leaders

A further list of 20 companies who seem likely to be on the path to climate policy engagement leadership and A-List status but are held back for a variety of reasons.

- Links to lobby and trade groups opposing climate policy - this holds back Nissan, Honda, Microsoft and Moller Maersk.
- While the company may be positive on climate this advocacy is not strategic, as evidenced by its low engagement intensity - this holds back Walmart, Vodafone and United Technologies.
- The companies may lead their sectors and are on the right path but the climate positions are not sufficiently ambitious enough for inclusion - this holds back Suncor, ENI, Statoil, LafargeHolcim and BHP.
- The companies are positive and strategically engaged on climate policy but are in a sector where many companies are likewise, such as Edison International, Verbund and EDF in the utilities sector.

These 20 potential leaders and others further behind on the path to climate policy leadership can be seen in a similar quadrant diagram below.



The A-List - 20 Climate Policy Leaders

 Indicates [Commitment to responsible corporate engagement in climate policy](#) ³

*Details of metrics can be found at the following [FAQ landing page](#). Links to the company profiles on InfluenceMap's online platform. Companies grouped by sectors placed in alphabetical order.*⁴

Company	Sector	Country	Total Score	Engagement Intensity	Comment
Tesla	Automotive	United States	89	0.26	Advocating strongly for EV policy in the US and globally.
AkzoNobel	Chemicals	Netherlands	71	0.2	Advocating for ambitious climate policy in the US, EU and within Europe.
Royal DSM	Chemicals	Netherlands	69	0.32	 Actively advocating for strong EU climate policy, led by CEO Feike Sijbesma.
Unilever	Consumer Staples	United Kingdom	86	0.41	 CEO Paul Polman has driven strong policy engagement as a strategic priority for many years.
Coca Cola	Consumer Staples	United States	79	0.21	Has supported strong climate change policy globally, citing water issues as a key risk.
Nestle	Consumer Staples	Switzerland	74	0.27	 The food giant continues to advocate for strong climate change policy globally.
GSK	Healthcare	United Kingdom	88	0.16	 GSK continues to support ambitious climate change, mainly in the EU.
ABB	Industrials	Switzerland	67	0.22	ABB advocates for stronger EU energy efficiency targets and removal of fossil fuel subsidies.

³ This is one of the enablers of climate action in the We Mean Business platform

⁴ InfluenceMap's scoring universe is the 300 largest non-financial, non-stated owned companies in the Forbes 2000 global list.

Siemens	Industrials	Germany	65	0.23	Siemens is advocating strongly for EU policy favouring renewables and penalising coal power.
Apple	Information Technology	United States	94	0.28	Led by CEO Tim Cook, the company advocates for strong renewables policy in the US and elsewhere.
Google	Information Technology	United States	74	0.19	Like Apple, Google is supporting strong renewables policy in the US.
IKEA	Retailing	Netherlands	91	0.33	✓ IKEA has a strategic mission to advocate for climate policy globally.
Amazon	Retailing	United States	83	0.15	Amazon's climate advocacy has expanded very recently with a focus on US renewables policy.
Deutsche Telekom	Telecomms	Germany	83	0.16	The company has supported a broad range of climate agendas within the EU.
EDP	Utilities	Portugal	86	0.29	A strong proponent of ambitious EU climate policy, including binding renewable targets.
EnBW	Utilities	Germany	86	0.3	✓ Strong proponent of ambitious EU and German national climate policy in the energy sector.
SSE	Utilities	United Kingdom	85	0.41	✓ Strong proponent of EU climate policy EU and, in particular, has supported ambition in the UK
National Grid	Utilities	United Kingdom	80	0.31	Strong proponent of EU climate policy EU and, in particular, has supported ambition in the UK.
Iberdrola	Utilities	Spain	73	0.41	✓ Proponent of ambitious EU GHG emissions targets and lobbying at state level in the US.
Enel	Utilities	Italy	73	0.35	Vocal proponent of ambitious EU renewable policy.

Potential Leaders - 20 in Contention



Indicates [Commitment to responsible corporate engagement in climate policy](#)⁵

Details of metrics can be found at the following [FAQ landing page](#). Links to the company profiles on InfluenceMap's online platform. Companies grouped by sectors placed in alphabetical order.⁶

Company	Sector	Country	Total Score	Engagement Intensity	What is the Gap
Deutsche Post	Airlines and Logistics	Germany	75	0.18	Positive on climate but its links to trade groups IATA and the US Chamber hold it back.
Moller Maersk Group	Airlines and Logistics	Denmark	63	0.16	Positive on climate but links to trade groups ICS (shipping) and the API (oil) hold it back.
Honda Motor	Automotive	Japan	57	0.16	Positive compared to its peers but links to auto trade groups in US/EU and Japan hold it back.
Nissan	Automotive	Japan	55	0.22	Positive compared to its peers but links to auto trade groups in US/EU and Japan hold it back.
Vinci	Commercial Services	France	76	0.11	Positive on climate but does not appear to be strategically engaging as much as the A-List companies.
PepsiCo	Consumer Staples	United States	65	0.15	Positive on climate but does not appear to be strategically engaging as much as the A-List companies.
Suncor Energy	Energy	Canada	56	0.23	Positions are amongst most positive in its sector but not ambitious enough for the A-List.
Statoil	Energy	Norway	54	0.33	Positions are amongst most positive in its sector but not ambitious enough for the A-List.

⁵ This is one of the enablers of climate action in the We Mean Business platform

⁶ InfluenceMap's scoring universe is the 300 largest non-financial, non-stated owned companies in the Forbes 2000 global list.

ENI	Energy	Italy	51	0.27	Positions are amongst most positive in its sector but not ambitious enough for the A-List.
Johnson & Johnson	Healthcare	United States	66	0.12	Positive on climate but does not appear to be strategically engaging as much as the A-List companies.
United Technologies	Industrials	United States	68	0.14	Positive on climate but does not appear to be strategically engaging as much as the A-List companies.
Microsoft	Information Technology	United States	71	0.17	Positive on climate but its especially dense network of lobbyists holds it back.
LafargeHolcim	Materials	Switzerland	51	0.24	✓ Leads its sector on climate and is on the right path but not ambitious enough for the A-List
BHP	Materials	Australia	46	0.35	Has made promising steps in its climate positions and disclosure on trade group links recently.
Walmart	Retailing	United States	68	0.14	Positive on climate but does not appear to be strategically engaging as much as the A-List companies.
H & M	Retailing	Sweden	65	0.16	✓ Positive on climate but does not appear to be strategically engaging as much as the A-List
Vodafone Group	Telecomms	United Kingdom	82	0.09	✓ Positive on climate but does not appear to be strategically engaging as much as the A-List
Verbund	Utilities	Austria	75	0.24	Positive on climate but is in a highly competitive grouping.
Edison International	Utilities	United States	72	0.22	Positive on climate, especially in California, but is in a highly competitive grouping.
EDF	Utilities	France	71	0.42	Positive on climate but is in a highly competitive grouping.