

WE MEAN
BUSINESS
COALITION



INTRODUCTION TO RESPONSIBLE POLICY ENGAGEMENT

Integrating best practices in your public affairs
approach

April 1, 2025

WE MEAN BUSINESS COALITION | WHO WE ARE



*WE GALVANIZE GLOBAL BUSINESS
INTO CLIMATE LEADERSHIP*

1

Secretariat

7

Founding
Partners



BSR



Ceres

Corporate
Leaders
Groups

CLIMATE GROUP



World Business
Council
for Sustainable
Development

THE B TEAM

50+

Strategic and
Implementation Partners



Lab
Global



SCIENCE
BASED
TARGETS



MISSION
POSSIBLE
PARTNERSHIP

20,000+

Global businesses

*Together, we remove obstacles,
champion progress and lead the global
business community towards climate
leadership.*



DOMINIC GOGOL

Director - Advocacy Initiatives
We Mean Business Coalition

Why we exist

THE AMBITION LOOP

We have a clear theory of change

The 'Loop' accelerates the rate of change:

- » The more **action** business takes
- » The more this **evidence** can be used to **advocate** for change
- » The more **confidence** Governments have to set ambitious climate policies

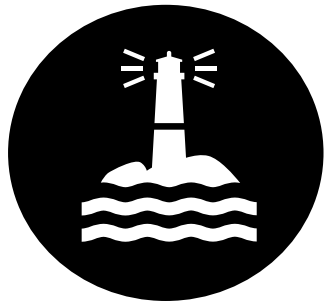
CATALYSING
BUSINESS
ACTION

USING ACTION TO
ADVOCATE
FOR CHANGE

GREATER
POLICY
AMBITION

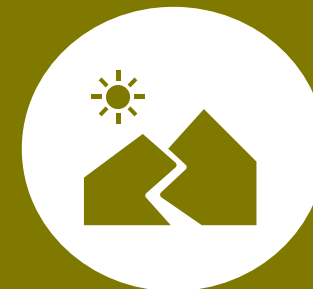
1.5°C





OUR VISION

- Companies engaging responsibly with policymakers becomes **standard practice**
- Companies support a **pro-climate policy environment**
- Accelerated climate action centered on **halving emissions by 2030** and achieving **net zero by 2050**



HOW WE GET THERE

- **Standard setting**, including defining best practices
- **Education, tools & trainings** that provide companies with clear roadmaps to follow
- **Mobilizing corporates & partners (like you!)** to operationalize & integrate RPE

Why is this important?

There is an
advocacy gap...

while

50% of S&P 100 companies in the U.S. have **science-based climate targets**

only

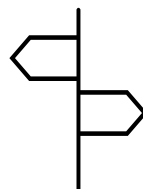
19% of those companies **advocated for the Inflation Reduction Act**, the major piece of climate legislation & investment in the U.S. that passed in 2022

“

*What's driving
the gap?*



Achieving **internal alignment** is a challenge



Best Practice only just
emerging & **available
tools/resources** are
fragmented

“

*But is now
really the time
to speak up?*



Advocacy **in action:**

- Last month, Ceres organized 80 companies to engage policymakers on Capitol Hill to support federal energy tax credits from the IRA
- Participating companies generate \$750B in annual revenue & employ 1M Americans
- Business leaders emphasized that credits are driving energy dominance, economic activity & job creation
- Majority of companies shared their logos and provided public endorsement quotes



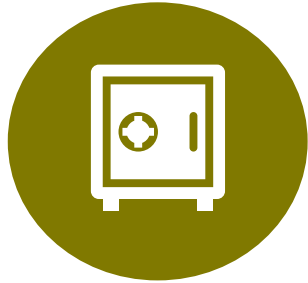
Result:

21

Congressional Republicans sent a letter to House Speaker Johnson calling for the preservation of these tax credits



DRIVERS OF RPE UPTAKE:



Investors pressure
with demands for
greater accountability



Enhanced scrutiny
around non-compliance,
especially in the EU



New standards
becoming increasingly
formalized



BUSINESS BENEFITS:



Meet stakeholder expectations



Create a level playing field



Reduce climate risks



Reputational benefits



Secure a seat at the table



Reduce climate costs



Regulatory certainty



Reduce emissions



OUR 4 STEP APPROACH:



1. AMBITION



2. ACTION



3. ADVOCACY



4. ACCOUNTABILITY

OUR 4 STEP APPROACH:



1. AMBITION

- Aim for zero, led by science
- Factor in nature
- Prioritize people
- Have a concrete plan



2. ACTION

- Embed climate into business strategy
- Drive down emissions
- Address supply chains
- Go beyond the value chain



3. ADVOCACY

- Commit to speak up
- Make your voice heard
- Align trade associations
- Allocate advocacy spending



4. ACCOUNTABILITY

- Share your plan
- Report on progress
- Disclose your advocacy
- Transparent governance

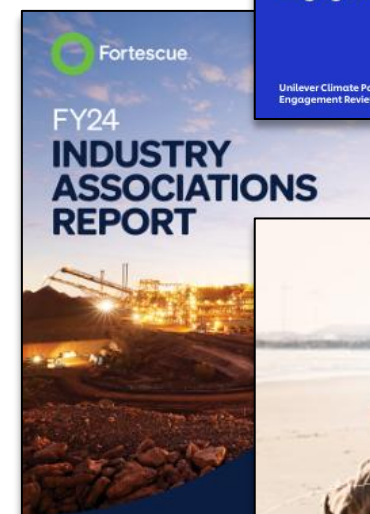
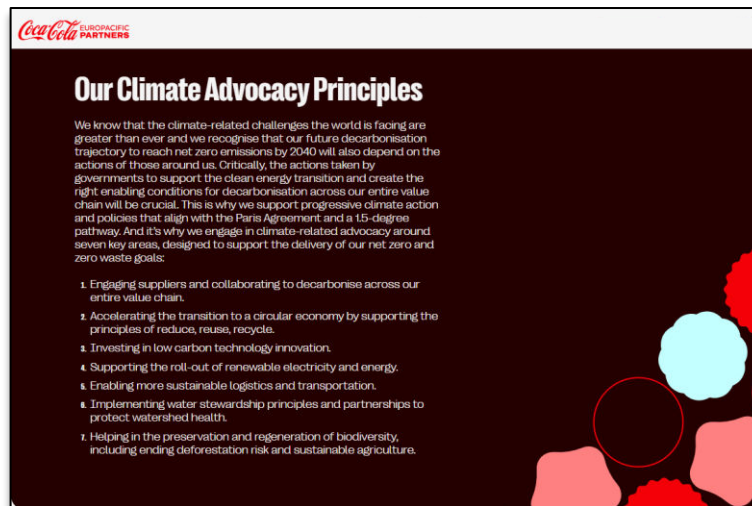


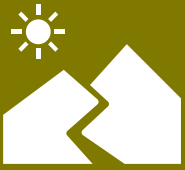
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Best practice in action





Helping you get started

Our full suite of resources are available
wemeanbusinesscoalition.org/RPE



Q COMMIT TO SPEAK UP

Make a public commitment to advocate for ambitious climate policy and engage key stakeholders.

Resources to put it into practice:



Climate Policy Engagement Transformation Guide

Summary: This brief presents advice from two companies and one NGO on how they practice RPE, including challenges and connections to climate justice outcomes.

Country: Global

Year & org: Transform to Net Zero, 2022

Use to: Understand applied examples of RPE in action; draw inspiration and consider lessons learned from first movers. See pg. 12 for key takeaways.

Global standard cross-reference: 1, 2, 3, 5, 7, 10, 11, 14



Salesforce Advocating for Climate Action Report

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Guide for Responsible Corporate Engagement in Climate Policy

Summary: This report is an early offering of guidelines for why and how companies can constructively influence public policy on climate change.

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Year & org: Multiple, 2013

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Global standard cross-reference: ?

“

Questions for this group

Your degree of familiarity with RPE?

Are you seeing RPE in action but perhaps not standardized/consistent?

What would you suggest are the biggest blockers for participation/uptake?

WE ARE HERE TO HELP

The We Mean Business coalition is continuing to develop our work on RPE, and likewise as are our partners, with new tools and guides coming out later this year.

Please contact Dominic Gogol (DGogol@wmbcoalition.org) or Jenny Stanley (JStanley@wmbcoalition.org) with any questions or comments, or if you would like to discuss how you are practicing RPE.



wemeanbusinesscoalition.org



linkedin.com/company/wemeanbusiness



x.com/WMBtweets



ORIGINAL SLIDES


RESPONSIBLE POLICY ENGAGEMENT (RPE)

- **Vision** - all companies to engage responsibly with policymakers to create a pro-climate policy environment that accelerates corporate climate action in line with halving emissions by 2030 and net zero by 2050 at the latest.
- **Approach** - builds off the great work by our US partner Ceres to develop the concept of RPE, anchored on **companies setting science-based targets** and linked to the CA100+ Global Standard.
- **Focus on the ‘how’** - create a framework of the best available tools, actions and standards that enable and improve ‘how’ companies advocate.

November 18, 2022

OUR VISION IS FOR ALL CORPORATES TO ENGAGE RESPONSIBLY WITH CLIMATE POLICY. THIS IS HOW WE’RE MAKING IT A REALITY.

DOMINIC GOGOL, DEPUTY DIRECTOR, POLICY, WE MEAN BUSINESS COALITION



WE MEAN BUSINESS COALITION

Responsible Policy Engagement – WMB Coalition vision | 8 December 2022

1. The Vision - Imagine if company advocacy matched the ambition

Vision: all companies engage responsibly with policy makers to create a p that accelerates corporate climate action in line with halving emissions by the latest.

Objective for 2023: a Responsible Policy Engagement (RPE) Framework t guidance for companies on the “how” to engage responsibly on climate p socialized with leading businesses.

Objective for 2025: the tools and practices of the RPE Framework are m companies committed to the Science Based Target Initiative (SBTI) and ec

2. Where are we now?

Through 2021 and 2022 there has been an exponential rise in corporate cl committed through SBTi and 5000+ through SME Climate Hub, bringing t reaching net zero by 2050. In terms of positive advocacy this had led to n corporate support for climate action with the US NDC business letter in A calling for at least 50% US NDC, and over 700 companies signing the 1000 of ambitious climate policy commitments in the lead up to COP26 and th. However, this positive story on corporate climate commitment and advoc coin. The other side is a sustained campaign by special interest groups to setting and implementation in major geographies. These are most well k campaigns by the US Chamber of Commerce and the Business Roundtabl. Better Act during the passage of the now successful Inflation Reduction Act (IRA). This is not however to the US, with certain EU business groups using delaying tactics through the EU’s Fit for 55 package consultations, and in the UK where housebuilders have been exposed as lobbyi against applying EV chargers.

From the above examples and analysis by InfluenceMap and others, there are several issues to address in corporate climate advocacy. These can broadly be boiled down to two areas:

1. Company operational climate commitments have not successfully been mainstreamed across their corporate functions to their public affairs and legal teams. This creates situations where companies are failing to be consistent advocates in policy-making processes in which they engage, or by the trade groups that represent them.
2. Despite the development of several tools and guidelines to raise the bar on corporate climate advocacy, there is a lack of one global, commonly accepted framework on RPE. Though there are strong climate advocacy standards, most notably the Global Standard created by Climate Action 100+, the “how” in terms of the tools and best practice for companies to meet it are either scattered or not available.

WE MEAN BUSINESS COALITION | **BSR** | **CDP** | **Ceres** | **CLG Europe** | **THE B TEAM** | **CLIMATE GROUP** | **wbcsd**

Read more [here](#)

THE GAP BETWEEN CORPORATE CLIMATE AMBITION & ADVOCACY

At the We Mean Business Coalition we see a gap between corporate climate ambition and companies practising responsible policy engagement (RPE). In November 2022 our partner Ceres [published](#) an analysis of climate-related lobbying showing that although half of S&P 100 companies in the U.S. have science-based targets, only 19% publicly supported the Inflation Reduction Act, the largest climate investment in U.S. history. This gap is replicated in many other countries, and is what we need to close between corporate climate targets and corporate climate advocacy.

This gap can be explained by two issues:

- Many companies have not successfully mainstreamed an understanding of their climate commitments across the whole business. Therefore, public affairs and legal teams are not fully aligned with the sustainability goals and priorities. This becomes even more pronounced when trade groups are lobbying on behalf of companies.
- Despite the tools and guidelines already available on corporate climate advocacy, there is no global, commonly-accepted framework on RPE. There are strong climate advocacy standards, most notably the [Global Standard](#) created by Climate Action 100+ (CA100+). Yet business leaders looking for the tools and best practise to meet these standards will find them disaggregated or non-existent.

DRIVERS OF RPE FOR COMPANIES

Investor pressure

Increasing shareholder resolutions on corporate climate activities, target setting, transition plans and advocacy.

Climate Action 100+ [Global Standard on Responsible Climate Lobbying](#) with 14 indicators on company behaviour and actions.

Enhanced scrutiny

UK + EU Govt reviews on misleading corporate green claims

UN [HLEG report](#) – reviewing net zero emissions commitments and their governance frameworks.

InfluenceMap - analysis and benchmarking of lobbying by the Fortune 500 companies, and the major trade groups.

Standards

UN Race to Zero - new advocacy considerations for members of the Race to Zero under the 5th P criteria

Update to [The OECD Guidelines for Multinational Enterprises and their Implementation Procedures](#), also to the public policy standards from the Global Sustainability Standards Board.

CA100+'s Global Standard on Responsible Climate Lobbying

BENEFITS OF RPE FOR COMPANIES

- **Risk reduction:** Robust policy is essential for mitigating climate-related risks to businesses and the economy. Strong policies at a national level raise global ambition, and spur action on other countries.
- **Cost reduction:** Swift action is critical to address the climate crisis at the lowest possible cost. The longer governments delay, the more drastic and expensive the inevitable policy response will be.
- **Emissions reduction:** A company's success in meeting its climate goals may depend on government policies that, for example, increase access to low-carbon energy or reduce emissions economy-wide.
- **Stakeholder expectations:** Investors are increasingly asking companies to align their lobbying with the goals of the Paris Agreement. Climate leadership is becoming a key factor in attracting and retaining employees. And consumers expect businesses to be part of the solution to climate change, not working against it.
- **Regulatory certainty:** Prolonged uncertainty and ever-changing policies on climate are bad for business. By contrast, clear and predictable policies enable long-term planning and investment.
- **A level playing field:** Comprehensive climate policy ensures that all businesses play by the same rules, so companies that lead in reducing emissions aren't undercut by laggards.
- **A seat at the table:** Public policy responses to climate change are playing out across the globe and becoming more ambitious. Companies that engage early will have an opportunity to shape it.
- **Reputation:** Supporting pro-climate policy shows a company is serious about environmental stewardship. And more people want to buy from companies that share their values and are making a positive impact.

BUILDING THE RPE FRAMEWORK

RPE Vision Paper

At a roundtable with partners and leading companies at COP27 WMBC launched our RPE Vision Paper to outline and agree our approach to create the framework, and bring together a taskforce to do so.

Establishment of an RPE Taskforce

We brought together WMBC partners and experts in this field (SBTI, InfluenceMap and RTZ) to create the framework identify and synthesize the leading current tools and best practice currently available, and to test these out with companies.

The RPE Framework

The framework will be a public resource that acts as a single entry point for companies that integrates the leading RPE standards, tools and actions that enable companies to become more responsible policy advocates.

RPE FRAMEWORK STRUCTURE + INDEX CARDS

- The Framework is designed to provide a structure (through [The AAAAs of Climate Leadership](#)) that enables corporate engagement with the recipe cards for the identified RPE tools, actions and information.
- Each resource is presented as an index card, providing companies with details on what it offers and how this connects back to the key elements of RPE practice. Each card presents a summary, authoring organization and publication year, resource type, geographic audience, recommended use case, and which of the fourteen CA100+ The Global Standard on Responsible Corporate Climate Lobbying indicators the resource addresses.
- While this is not an exhaustive list of all resources available, it is based on input from a range of companies and other organizations to identify the most relevant resources.

THE 4 A'S OF CLIMATE LEADERSHIP: our step-by-step guide

The We Mean Business Coalition structure our and our partners work through [the 4 A's of Climate Leadership](#) - Leading businesses respond to the climate crisis with [Ambition](#). They deliver on that ambition with [Action](#). They speak up to secure wider change through [Advocacy](#). And they drive progress by demonstrating [Accountability](#).

1. Aim for zero, led by science

2. Factor in nature

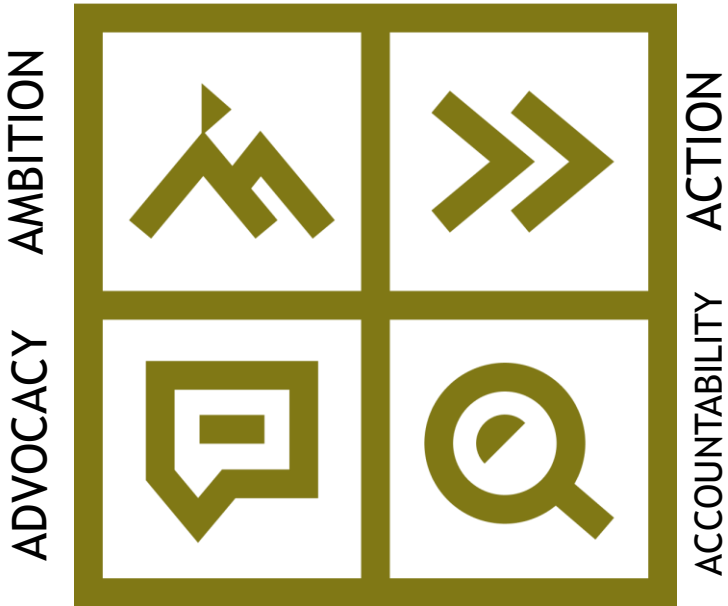
3. Prioritize people

4. Have a concrete plan
9. Commit to speak up

10. Make your voice heard

11. Align trade associations

12. Allocate advocacy spending



5. Embed climate into business strategy

6. Drive down emissions

7. Address supply chains

8. Go beyond the value chain
13. Share your plan

14. Report on progress

15. Disclose your advocacy

16. Transparent governance

THE 4 AS OF CLIMATE LEADERSHIP

RPE FRAMEWORK RELEVANT CRITERIA + ACTIONS

ADVOCACY

1. COMMIT TO SPEAK UP

- Publicly promoting commitment to advancing high-impact climate policy
- Establish governance, decision-making and review processes on climate lobbying
- Get management, directors, employees on board and inform suppliers and customers

2. MAKE YOUR VOICE HEARD

- Directly engage with policy makers across geographies backed with evidence
- Mobilize your networks and collaborate with peers and suppliers; communicate; guide
- Use corporate activities and investments to leverage and influence

3. ALIGN TRADE ASSOCIATIONS

- Map your company's links to trade associations and assess alignment with the 1.5°C pathway
- Publicly acknowledge misalignment and take action to resolve it
- Collaborate to pressure trade associations for positive climate advocacy

4. ALLOCATE ADVOCACY SPENDING

- Assess all spending that's relevant to climate policy
- Contribute to organizations that advance climate policy and stop to third parties that undermine
- Ensure that net effect of any company contributions is to advance climate policy, not obstruct it.

ACCOUNTABILITY

5. DISCLOSE YOUR ADVOCACY

- Publish annual review for investors of 1.5°C alignment of your company's lobbying
- Acknowledge and report on actions and plans to address misalignments
- Publicly disclose:
 - Memberships, support, involvement in organizations
 - For each: payments and active roles on climate change
 - Assessment of influence and company's ability to meet its own climate transition goals

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REPORT, FRAMEWORK

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Year & org: Multiple, 2013

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Global standard cross-reference: ?

WHAT WE HAVE ACHIEVED SO FAR

2023: *Responsible Policy Engagement Framework* launched

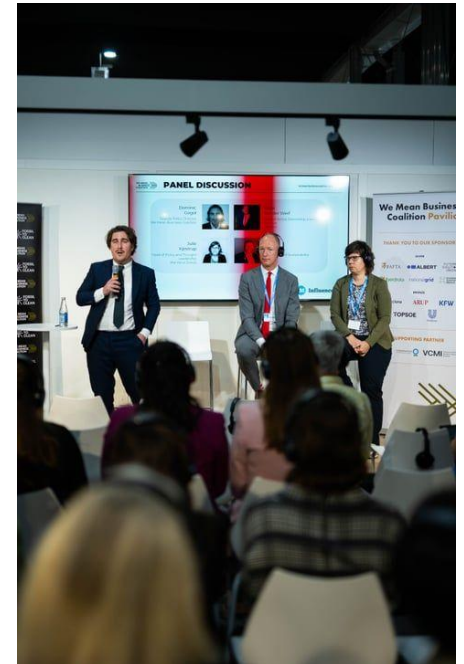
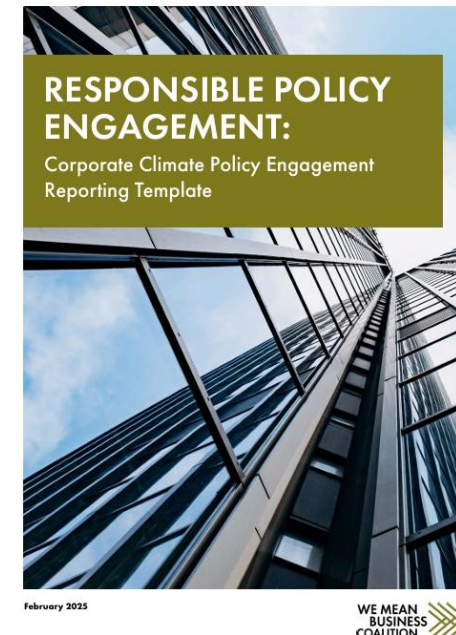
- Year-long collaborative process, bringing together 30+ tools from 15+ partners, business groups and academic institutions
- Developed why RPE was needed: to fill the advocacy gap and create the platform to enable company action

2024: Refinement, socialization & buy in

- Continued to identify new areas and tools for the Framework to incorporate
- Aligning the ecosystem: RPE Taskforce with coalition partners & external engagement with leading companies and investors
- Hosted high-level events at NYCW and COP29, platforming the importance of RPE with policymakers and companies

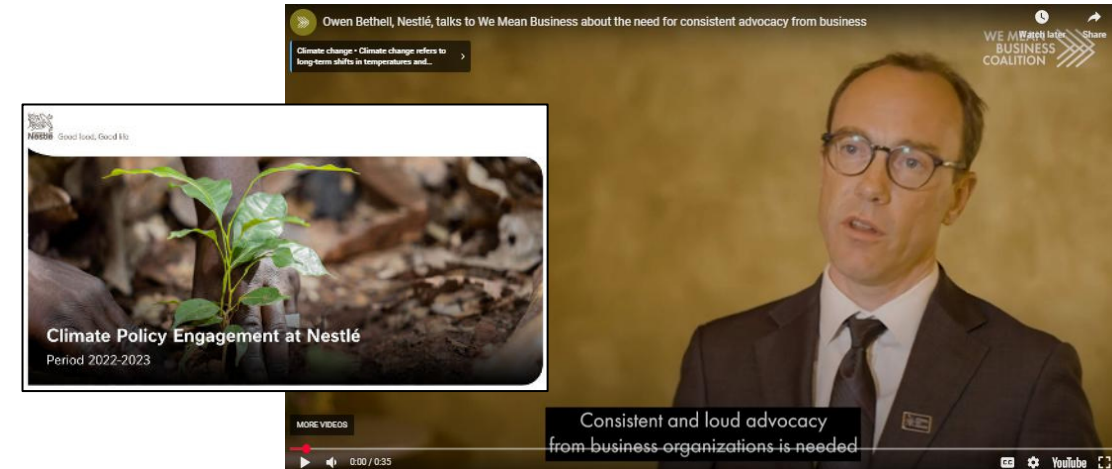
2025: **New* Corporate Climate Policy Engagement Reporting Template* launched

- Consulted with 60+ corporates and investors to gain their input on what are the key considerations in corporate policy engagement reporting
- Reviewed current reporting methods and methodologies used, including InfluenceMap



WHY NOW?

- » We heard clearly from companies and investors consulted on **the need for guidance** for best practice for what to include in their processes to produce policy engagement reports
- » **Leading companies have begun to set the standard** for what good reporting includes, for example Nestlé, Unilever, GM, Enel, Fortescue and many more
- » However, the reporting expectation is a **new area for many** and thus the methodologies and rigor used vary widely



WHAT YOU CAN EXPECT


- » **Key considerations for each step of the reporting process**, such as when preparing for public disclosure. For example, we encourage companies to consider:
 - Channels for reporting/publication and how to disseminate
 - Addressing areas of misalignment with trade groups
 - Establishing an annual review process
- » **Case studies from leading companies**, such as from Iberdrola, which has a **dedicated escalation process for any identified trade group misalignments** with a formal notification process & potential membership termination procedures
- » **Additional resources and guidance**, such as ICCR’s leading lobbying practices to drive 1.5°C policy action as well as guides to help with assessing trade association affiliations
- » **Overview of how each step helps companies meet the CA100+ Global Standard criteria**



This template outlines the key considerations for companies at each stage of the reporting process:



Business examples

Iberdrola

IBERDROLA has disclosed a clear and detailed framework to address potential misalignments with their trade groups, including escalation strategies and deadlines for industry associations that do not amend misaligned practices. The company’s escalation strategy includes engagement with the industry association, sending a ‘notification of dissatisfaction’, and formal notification that a termination of membership is being assessed. If the association does not provide a clear and credible action plan to address the misalignment within 12 months, Iberdrola will implement one or more of the following actions: make a clear public statement regarding the misalignment, request the industry association refrains from engaging on misaligned issues, and/or suspend or discontinue membership.

Important resources

1

See the guide to assessing and aligning trade group advocacy produced by We Mean Business Coalition with WBCSD, Exponential Roadmap, Climate Action for Associations and several other partners: [Business Associations Climate Action Guide](#).

2

An additional resource for companies engaging their trade associations is the ‘[Assess Your Trade Associations: Action Guide](#)’ by Environmental Defense Fund (2024).

3

The Good Lobby Diagnostic provides any company with a full analysis of its corporate political activities and their governance. This self-assessment tool scores the organization’s political conduct against ‘best lobbying practices’ as they emerge from existing voluntary initiatives.

GLOBAL STANDARD INDICATORS FOR REFERENCE

#	Standard	Integration
1	Make a public commitment to align all of its climate change lobbying with the goal of restricting global temperature rise to 1.5°C above pre-industrial levels	Step 1
2	Apply the scope of this commitment to all of its subsidiaries and business areas, and all operational jurisdictions	Step 1
3	Publicly commit to taking steps to ensure that the associations, alliances and coalitions of which it is a member conduct their climate change lobbying in line with the goal of restricting global temperature rise to 1.5°C above preindustrial levels	Step 1

WHAT COMES NEXT

Maintain the RPE Framework as a go to resource for companies

Solicit insights and feedback from corporates on how they are practicing RPE, where there are gaps and how they can be addressed

Development of RPE pathways & additional resources

To focus on indirect corporate advocacy and improve the consistency which companies with science-based targets are represented by their communications and public affairs agencies, and their trade groups

Engaging policymakers

Drive higher standards and expectations for corporate and trade group engagement at international convenings (UNFCCC) and national policy processes (EU)