

InfluenceMap Methodology

Overview of methodology and metrics for measuring the 'Climate Policy Engagement Alignment' assessment under the Climate Action 100+ Net Zero Company Benchmark

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Methodology for Assessing Corporate Climate Policy Engagement

Investor expectations, as articulated by the *Global Standard on Responsible Climate Lobbying*, state that companies should adopt climate policy positions in line with the Paris Agreement and engage accordingly. As a research partner to Climate Action 100+, InfluenceMap's system for tracking, assessing and scoring companies and their key industry associations on their ongoing climate change policy engagement activities is a key resource for investors. Full details of the methodology are *provided in the page linked here*.

- InfluenceMap defines "policy engagement" based on the UN *Guide for Responsible Corporate Engagement in Climate Policy* (2013), which defines a range of corporate activities as engagement, such as advertising, social media, public relations, and direct contact with regulators and elected officials.
- InfluenceMap's system considers existing, evolving, and likely future climate-related policy measures proposed by mandated bodies. "Mandated bodies" are defined here as various levels of government or government-authorized bodies responsible for or supporting efforts to implement Nationally Determined Contributions (NDCs) to the Paris Agreement in their regions. InfluenceMap's system also captures high-level corporate communications that influence the broader public narrative concerning these policies (e.g., concerning the role of different low-carbon technologies).
- Each company's engagement activities on climate-related policy are assessed using publicly accessible data sources to gather reliable and representative evidence. These data sources include organizational website disclosures and social media channels, top management statements, financial disclosures and investor communications, regulatory consultation comments, and reliable media reporting.
- Each item of evidence is analyzed against Paris Agreement-aligned Governmental Policy and Science-Based Policy benchmarks (drawn from *IPCC analysis* of achieving 1.5°C aligned emission reductions) to provide a robust assessment of whether a company's climate policy engagement activities are aligned with the Paris Agreement's goals. Evidence is assessed on a five-point scale between +2 and -2, where +2 indicates full support for Paris and IPCC-aligned policy and -2 indicates active opposition. Using a five-point scale enables a more nuanced analysis of the grey-areas within corporate positioning on climate policy.

- InfluenceMap’s system also considers a company’s ‘indirect’ climate policy engagement via industry associations. InfluenceMap’s database contains over 200 key industry groups globally, similarly scored on their climate policy engagement. The relationships between the companies and these industry associations are also tracked, enabling an aggregate analysis of each company’s ‘indirect’ climate policy engagement via its industry associations.
- Metrics describing each company’s overall climate policy engagement (direct and indirect) are produced by InfluenceMap’s proprietary platform, with weightings to adjust for factors such as time (e.g., with more recent evidence heavily weighted in the final scores). InfluenceMap’s system is updated on a weekly basis as new information becomes available. The results are freely available and in the public domain on InfluenceMap’s [CA100+ Investor Hub](#), along with all the primary evidence used in the analysis.
- In October 2022, InfluenceMap expanded its methodology to include analysis of corporate engagement with land-use related climate policy, including those related to forest management and protection, land-based offsetting, regulating agricultural emissions, and the transition of diets. The integration of this additional analysis may have an impact on Climate Action 100+ company scores, particularly in sectors where such policy issues are highly significant. However, the analysis is being phased into InfluenceMap’s system gradually with a low weighting, so the impact on assessments under the October 2022 Benchmark are minimal. The impact of the additional land-use analysis will increase over time as it is integrated more comprehensively into InfluenceMap’s system.

Organization Score and Engagement Intensity Score Alignment Assessments in the Climate Action 100+ Net Zero Company Benchmark

Disclosure Framework Sub-indicator 7.1 of the Climate Action 100+ Net Zero Company Benchmark states: “The company has a Paris Agreement-aligned climate lobbying position and all of its direct lobbying activities are aligned with this.” InfluenceMap’s Organization Score and Engagement Intensity scores are used to measure company-level alignment with Sub-indicator 7.1 of the Net Zero Company Benchmark.

- Organization Score (expressed as a percentage from 0 to 100) is a measure of how supportive or obstructive the company’s direct engagement is with climate policy aligned with the Paris Agreement, with 0 being fully opposed and 100 being fully supportive. Scores below 50 indicate increasingly significant misalignment between the Paris Agreement and the company’s detailed climate policy engagement, with scores below 25 indicating material and significant opposition. Scores between 50 and 74 indicate mixed engagement with Paris-aligned policy. Scores 75 and above indicate broad alignment with, and support for, Paris-aligned climate policy.

- Engagement Intensity (0 to 100) is a measure of the level of policy engagement by the company, whether positive or negative. Scores above 12 indicate active engagement with climate policy, and scores above 25 indicate highly active or strategic engagement with climate policy. Scores below 5 indicate low-level engagement with climate policy, while scores between 5 and 12 indicate moderate levels of engagement.

These metrics are integrated into the Benchmark as follows:



Yes, meets criteria (Organization Score 75-100): Scores over 75 indicate broad alignment between the Paris Agreement and the company’s direct climate policy engagement.



Partially meets criteria (Organization Score 50-74): Scores in this range indicate mixed engagement with Paris-aligned climate policy.



No, does not meet criteria (Organization Score 0-49): Scores under 50 indicate increasingly significant misalignment between the Paris Agreement and the company’s direct climate policy engagement.



Not applicable (Engagement Intensity Score 0-4): InfluenceMap’s ‘Engagement Intensity’ metric is a measure of the level of policy engagement by the company, whether positive or negative. Scores below 5 indicate low-level engagement with climate policy.

Relationship Score Alignment Assessment in the Climate Action 100+ Net Zero Company Benchmark

Disclosure Framework Sub-indicator 7.2 of the Climate Action 100+ Net Zero Company Benchmark states: “The company has Paris-Agreement-aligned lobbying expectations for its trade associations, and it discloses its trade association memberships.” InfluenceMap’s Relationship Score is used to measure company-level alignment with Sub-indicator 7.2 of the Net Zero Company Benchmark.

- Relationship Score (expressed as a percentage score from 0 to 100) is a measure of how supportive or obstructive the company’s industry associations are towards climate policy aligned with the Paris Agreement, with 0 being fully opposed and 100 being fully supportive.
- InfluenceMap has assessed over 200 key industry associations in the same manner as companies, and tracks relationships between companies and industry associations. The Relationship Score is an aggregate assessment of the climate policy engagement of a company’s industry associations and measures the extent to which this is in line with the goals of the Paris Agreement.

- This calculation accommodates an assessment of the strength of the relationship between a company and an industry association. For example, a stronger weighting will be attributed where a company has a representative on the board of an industry association. The weighting will be reduced if a company publicly identifies misalignment with an industry association on climate change policy.
- Scores under 50 indicate increasingly significant misalignment between the Paris Agreement and the detailed climate policy engagement of the company's industry associations, with scores below 25 indicating material and significant opposition. Scores between 50 and 74 indicate mixed engagement with Paris-aligned policy. Scores above 75 indicate broad alignment with, and support for, Paris-aligned policy by the company's industry associations.

This metric is integrated into the Benchmark as follows:



Yes, meets criteria (Relationship Score 75-100): Scores over 75 indicate broad alignment between the Paris Agreement and the climate policy engagement of the company's industry associations.



Partially meets criteria (Relationship Score 50-74): Scores in this range indicate mixed engagement with Paris-aligned climate policy by the company's industry associations.



No, does not meet criteria (Relationship Score 0-49): Scores under 50 indicate increasingly significant misalignment between the Paris Agreement and the climate policy engagement of the company's industry associations.



Not applicable: Companies found not to maintain significant links to industry associations actively influencing climate policy (as per InfluenceMap's database) are excluded from this assessment.