

InfluenceMap Methodology

Overview of methodology and metrics for measuring company-level alignment for Indicator 7 of the CA100+ Net Zero Company Benchmark

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Methodology for Assessing Corporate Climate Policy Engagement

Investor expectations, as articulated by the [UN PRI](#), [IIGCC](#), and [Ceres](#) 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+ (CA100+), InfluenceMap's system for tracking, assessing and scoring the 166 target 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) 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.
- This research process can collect hundreds of items of evidence pertaining to a company's engagement with climate-related policy. This 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.
- InfluenceMap's system also considers a company's 'indirect' climate policy engagement via industry associations. InfluenceMap's database contains over 150 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 continuously as new information becomes available. The results are freely available and in the public domain, along with all the primary evidence used in the analysis.

Organization Score and Engagement Intensity Score Alignment Indicators in the CA100+ Net Zero Company Benchmark

Indicator 7.1 of the CA100+ 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 Indicator 7.1 of the CA100+ 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 above 75 indicate broad alignment with, and support for, Paris-aligned 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.

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 lobbying activities.



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 lobbying activities.



Not applicable (Engagement Intensity Score 0-4): IM'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 Indicator in the CA100+ Net Zero Company Benchmark

Indicator 7.2 of the CA100+ 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 Indicator 7.2 of the CA100+ 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 150 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.
- 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 lobbying activities by the company's trade associations.



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



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



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