



ADDRESSING TRADE ASSOCIATION MISALIGNMENT ON CLIMATE POLICY TOOLKIT

THE B TEAM ▶

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This light-touch campaign will allow companies to showcase leadership by sending a message to their trade associations that lobbying counter to the net-zero emissions and 1.5°C targets set out by the Paris Agreement is no longer acceptable. After deciding to address this issue, the first step is to ask your trade associations to disclose their positions to you. This toolkit provides a variety of instruments to help you do this.

WHAT IS THE AIM OF THIS INITIATIVE?

- The objective is to help close the gap between businesses' growing climate ambition and action and the fact that governments are still hesitant to step up their ambition on policy. Trade associations play a key role in diluting that political ambition.
- The intended impact of this initiative is to generate more positive advocacy and reduce the threat of negative lobbying to achieving the policy ambition we need at this crucial time.

HOW CAN YOU MAKE AN IMPACT?

- This is an opportunity for your company to take part in a light-touch engagement with trade associations, with the potential to follow up with deeper, more targeted engagement.

- You will demonstrate your active leadership on climate policy through company engagement with your trade associations by asking them to align their lobbying positions to match your company's position on policy relating to the Paris Agreement.

WHY IS TRADE ASSOCIATION CONSISTENCY IMPORTANT?

- Trade associations need to honor the policy positions of their leading companies and lobby in line with science.
- With trade association consistency, we will be able to directly address the disconnect between what businesses are doing and saying publicly and the pressure policymakers receive—often from trade associations representing those companies—to move cautiously on climate policy.

WHY NOW?

- A recent InfluenceMap [study](#) found that negative lobbying is a main cause of climate policy failings in the US. Their research found increasingly positive top-line statements on climate by large corporations, but that is accompanied by oppositional influence through lobbying by trade associations.
- This campaign intends to capitalize on the recent surge in changing sentiment relating to trade associations. Trade associations are starting to be challenged by investors, media, politicians and their member companies about their climate positions. Notable examples include:
 - In September 2019, US investors with a combined USD \$6.5 trillion in assets under management [challenged](#) companies they owned to ensure their trade associations' lobbying aligned with the goals of the Paris Agreement.

- In October 2019, Unilever CEO Alan Jope wrote an [open letter](#) to the company's trade associations asking them to confirm their lobbying position aligned with the Paris Agreement.
- The COVID-19 pandemic has resulted in stimulus packages of unprecedented amounts being drawn up by governments worldwide, providing opportunities for lobbying—often counter to the Paris Agreement. InfluenceMap [identified](#) lobbying activities both for climate deregulation and for financial interventions that favor fossil fuel production and/or counter science-based climate advice. This highlights the importance of corporate lobbyists and their influence on climate policy.

SUGGESTED COURSE OF ACTION

(see alternative steps and templates below):

STEP 1	Engage associations: Ask your trade associations to disclose their position on climate action.
STEP 2	Rally your peers: Send a note to sector peers stating you have taken this step and invite them to join the movement.
STEP 3	Follow up: Assuming you receive no reply from trade associations, send a follow up email.
2+ MO.	Deadline for trade associations to respond

Your position within each trade association may influence which course of action you take from this menu of options. Where your company holds a more influential position, you may wish to target that trade association with more impactful action. Otherwise, you may wish to take a more blanket approach and/or join other companies in writing a collective public letter or issuing a statement.

1 DEVELOP ASKS FOR YOUR TRADE ASSOCIATIONS.

Suggested questions:

- Overall, are your lobbying positions in line with achieving a transition to a net-zero economy by 2050 and/or 1.5°C aligned?
- Please provide information about how your association's positions align with our key policy position areas. (See example policy positions in line with 1.5°C in the toolkit annex, which you can pick from or expand on.)
- Include a set deadline by which trade associations need to reply by (at least 3 months is best practice) and provide a template/mechanism onto which to record their responses. (See template in the toolkit annex.)
- Include a clear position on where your company stands on climate action and policy. (See tables below.)

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COMMUNICATE THIS ASK TO YOUR TRADE ASSOCIATIONS PUBLICLY OR PRIVATELY

through one or more of the following options, listed in order of increasing impact:

Individual Action	Collective Action
<ul style="list-style-type: none"> ■ Public statement on company website, blog and/or social media channels on the importance of responsible lobbying in line with 1.5°C. This could be in the format of a written post, video, etc. ■ Open letter on company website calling on all trade associations to disclose their current lobbying position on climate policy. ■ Private letter to <i>all or select</i> list of trade associations asking to disclose their current lobbying position on climate policy. 	<ul style="list-style-type: none"> ■ Join with other companies to collectively send a letter to select mutual trade association(s). This could be shared privately or publicly.

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FOLLOW-UP STEPS:

- **Before deadline:** Companies should follow up with trade associations if no response has been received (see template in toolkit annex).
- **Once the deadline passes** for trade associations to respond: Companies may take a number of different actions, such as:

Individual Action	Collective Action
<ul style="list-style-type: none"> ■ Quell negative lobbying by asking trade associations to not lobby on topics that members don't agree on. ■ Remove company name and logo from any statement released by trade association(s) that is not aligned with the company's position on climate policy. ■ Audit trade association responses against companies' policy positions. ■ Leave the trade association. 	<ul style="list-style-type: none"> ■ Public statement demonstrating that the trade association(s) do not speak for all of their members and state where your company does NOT agree with the trade association. ■ Audit trade association as a collective, where multiple companies belong to mutual trade association(s). ■ Leave the trade association, issuing a joint statement from multiple companies belonging to mutual trade association(s).

A REQUEST FOR YOUR TRADE ASSOCIATIONS

We are in the midst of a global health and economic crisis—one that has affected every country, every community and every person. Meanwhile, the human and economic risks from the climate crisis have not subsided. The vulnerable populations who are most affected by the pandemic are likely to also be the hardest hit by the consequences of the ongoing climate crisis. As governments across the world respond to the COVID-19 pandemic, now is the time to ensure we shift our emissions curve to be in line with a 1.5°C trajectory, as detailed in the [2018 IPCC report](#). To achieve this, all sectors of society must come together to build a better future that respects and restores the planet.

[INSERT COMPANY] are clear about the scale of climate action that is required. We have been implementing change both by transforming our own operations and wider value chain and by demonstrating leadership. However, large-scale sectoral change is required to align with the framework of the Paris Agreement. Strong and stable government policy that creates the right context for further change and accelerated business action is urgently needed. Before the COVID-19 crisis, 2020 was already a critical year for climate ambition across the world, with governments due to raise their national climate ambition five years after the Paris Agreement was signed.

We would like to invite you to examine whether the level of ambition for which you are advocating is consistent with the transformational change and emissions reductions outlined in the Paris Agreement. The importance of your role as a trade association in advocating for regulatory measures that support your members in driving the transition to a net-zero emissions economy has never been greater.

As a result, I would be grateful if you could confirm whether, as a trade association or business group of which [INSERT COMPANY] is a member, your current lobbying position on climate policy is consistent with [INSERT COMPANY]'s position and the 1.5°C ambition set out in the Paris Agreement. Please submit a detailed response to us in line with [INSERT DESCRIPTOR] template by [INSERT DATE].

A NOTE TO YOUR PEERS

Dear Colleague,

We are writing to you about an opportunity to join us in a movement that aims to close the increasing gap between businesses' growing climate ambition and action and the inaction and hesitancy from policymakers.

This is a chance for your company to take part in a light-touch engagement with your trade associations. You can demonstrate leadership within your sector by asking them to align their lobbying positions to be consistent with your position on the 1.5°C ambition set out in the Paris Agreement.

We are in times of great economic transformation. Large-scale sectoral change is required to align with the framework of the Paris Agreement. Strong and stable government policy will create a clear path for business to adopt the transformative measures that are needed.

As trade associations seek to raise standards among their members and inform policy debate, members can also articulate and influence positive changes within the industry—to ensure standards are being met and fair policies are being introduced.

We would very much appreciate your support on this project and believe that, together, we can catalyze the systemic change that is so urgently needed.

A FOLLOW-UP NOTE TO YOUR TRADE ASSOCIATION IF NOTHING RECEIVED WITHIN SET TIMEFRAME

Following on from our inquiry in [INSERT DATE], we would like to remind you of our request that you confirm whether, as a trade association or business group of which [INSERT COMPANY] is a member, your current lobbying position on climate policy is consistent with [INSERT COMPANY]'s position and the 1.5°C ambition set out in the Paris Agreement.

We have not yet received an adequate response from you and therefore would like to make this request again.

[INSERT COMPANY]'s position on climate policy is firm and we aim for this to be consistent with our affiliations.

ANNEX SUGGESTED COMPANY POLICY POSITIONS TO ASK TRADE ASSOCIATIONS TO DISCLOSE THEIR ALIGNMENT AGAINST

(Source: [We Mean Business coalition](#))

Below are policy positions held by the We Mean Business coalition that align with the Paris Agreement. More specific policy positions (e.g. on renewable energy subsidies, specific investment in low-carbon infrastructure, geography-specific actions) could be used where appropriate, especially when targeting industry-specific trade associations.

COMPANY POLICY POSITION AREAS IN SUPPORT OF A NET-ZERO EMISSIONS ECONOMY BY 2050/1.5°C TARGET	TARGETS	TRADE ASSOCIATION RESPONSE (see template below)
1. COMMIT TO 100% ZERO CARBON POWER SYSTEMS IN THE 2040S.	<ul style="list-style-type: none"> Fully phase out coal power by 2030 in leading economies and globally by 2040. Enact national renewable energy and 100% clean power targets. Enable corporate procurement of renewables. 	
2. END INTERNAL COMBUSTION ENGINE SALES BY 2030.	<ul style="list-style-type: none"> Set increasing sales targets for electric vehicles (EVs), that progress toward a clear time-bound commitment to end the sale of internal combustion engines. Invest in EV infrastructure and support fiscal incentives for EVs. Implement increasingly stringent emissions standards for all road vehicles. 	

3. TRANSITION TO A NET-ZERO HEAVY INDUSTRY BY 2050.	<ul style="list-style-type: none"> Put industry roadmaps in place, with interim targets and milestones to net-zero carbon by 2050. Invest in new technologies, coupled with standards to drive efficiency and circularity. Use public procurement and standard-setting to drive demand for zero-carbon materials. 	
4. ACHIEVE NET-ZERO EMISSIONS ACROSS THE BUILT ENVIRONMENT LIFECYCLE BY 2050.	<ul style="list-style-type: none"> Commit to all new buildings operating at net-zero by 2030 and all buildings operating at net-zero by 2050. Ensure embodied carbon in building materials is reduced by 40% by 2030 and to net-zero by 2050. Develop and implement national roadmaps for the building sector in-line with these 2030 and 2050 net-zero goals. 	
5. TRANSITION TO A LAND SYSTEM THAT SUPPORTS A NET-ZERO CARBON ECONOMY.	<ul style="list-style-type: none"> Implement policies to protect, restore and enhance natural systems. Support climate-smart agricultural practices and end deforestation. Align the development climate and nature agendas. 	

ANNEX SUGGESTED COMPANY POLICY POSITIONS TO ASK TRADE ASSOCIATIONS TO DISCLOSE THEIR ALIGNMENT AGAINST

(Source: [We Mean Business coalition](#))

POSSIBLE RESPONSE TEMPLATE TO PROVIDE TRADE ASSOCIATION(S)

Find a sample response template below to edit and send to your trade association(s).

POLICY AREA	Commit to 100% zero carbon power systems in the 2040s.		
TARGETS	<ul style="list-style-type: none"> Fully phase out coal power by 2030 in leading economies and globally by 2040. Enact national renewable energy and 100% clean power targets. Enable corporate procurement of renewable energy. 		
MEASURE OF SUPPORT (please tick appropriate box):			
Fully support	Partially support	Not applicable	Do not support
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EXAMPLES TO ILLUSTRATE ANSWER:			

AUDITING YOUR TRADE ASSOCIATION(S)

In this initiative we aim to utilize existing research to support the efficiency, consistency and impact of the movement. In 2019, InfluenceMap released two comprehensive audits on a number of major [EU](#), [US](#) and other trade associations. We encourage companies to use these reports as guides for their own audits. For more information on these, do not hesitate to get in contact with us at er@bteam.org.

Where multiple companies belong to the same trade association, these companies may choose to audit their mutual trade association(s) collectively.

A company may choose to audit all or a select number of trade associations. When selecting which associations to target, the company may want to assess their position of influence within those associations and the influence of the trade associations themselves, as well as any regional differences in climate policy in that may apply to target trade associations.

ANNEX ADDITIONAL DEMANDS AND POLICY AREAS FOR TRADE ASSOCIATION TO CONFIRM THEIR POSITION AGAINST

Below are progressive company climate and energy policies that trade associations can check against. Companies can select any number of these policy areas to put to trade associations and may use these as examples to confirm their own positions.

POLICY AREA	OUR POSITION	TRADE ASSOCIATION RESPONSE
PARIS AGREEMENT	<p>We believe the Paris Agreement provides a solid long-term foundation for further progress in the global response to climate change.</p> <p>We advocate governments create and implement policy frameworks aimed at reducing greenhouse gas emissions in line with the goals of the Paris Agreement.</p>	
RESTRICTING WARMING TO 1.5 DEGREES	<p>Countries must commit to limiting global warming to 1.5°C by 2050. We stand by the IPCC report calling for this change to be made from the 2 degree target originally set.</p> <p>The Intergovernmental Panel on Climate Change (IPCC), the UN's leading scientific authority on climate change, recently called for a significant step-change in global action to cut emissions. It concluded that preventing warming in excess of 1.5°C would deliver important environmental, social and economic benefits.</p>	
PRICE ON CARBON	<p>A price signal on carbon should be implemented to account for externalities. It should be implemented in a way that addresses competitiveness concerns and achieves lowest cost emissions reductions. The ultimate goal is to have a global carbon pricing mechanism in place to steer investment toward carbon-neutral and carbon-negative technologies.</p>	

NET-ZERO EMISSIONS BY 2050	<p>We support the need for companies to make a commitment to producing net-zero emissions by 2050, in line with a 1.5°C target. Committing to net-zero by 2050 means:</p> <ul style="list-style-type: none"> ■ Setting a science-based target. ■ Pledging to phase out all greenhouse gas emissions by January 1, 2050. ■ Using the company's influence to advocate for policies that support an economy-wide transition to net-zero greenhouse gas emissions by 2050. 	
NDCS/ NATIONAL EMISSIONS REDUCTION TARGETS	<p>As outlined in the Paris Agreement, we support the commitment of the [INSERT REGION/COUNTRY] Government to reduce emissions by [INSERT AMOUNT]% on 2005 levels by 2030.</p> <p>We understand the need for climate change policies to offer long-term stability and a clear pathway for businesses to contribute to achieving this commitment.</p>	
HARNESSING NATURAL CLIMATE SOLUTIONS	<p>Deforestation and land degradation are responsible for up to 30% of greenhouse gas emissions and are the largest sources of emissions in many developing countries.</p> <p>As a result, we support the development of cost-effective and robust carbon offsetting regulation that maintains the integrity of the carbon credit market. As part of this commitment, we support the passing of Article 6 of the Paris Agreement with firm clauses that address the risk of double counting.</p>	

ANNEX ADDITIONAL DEMANDS AND POLICY AREAS FOR TRADE ASSOCIATION OR COMPANY TO CONFIRM THEIR POSITION AGAINST

POLICY AREA	OUR POSITION	TRADE ASSOCIATION RESPONSE
ENABLING A JUST TRANSITION TO A CLEAN ENERGY FUTURE	<p>We support the need for renewable energy buyers and producers to commit to certain standards with respect to their own employees—and that they require their contractors to use these standards as well. These standards include the following:</p> <ul style="list-style-type: none"> ■ Social dialogue with workers and their unions. ■ Fundamental rights, including the ILO core labor standards and ILO occupational health and safety standards. ■ Social protection, including pension and health. ■ Wage guarantees, including prevailing wage rates for skilled workers in the relevant industries. <p>We identify the importance of engaging workers to ensure no one is left behind in this movement and that all communities have the skills, investments and capabilities they need to thrive in the face of rapid change.</p>	
COMPANIES MUST COMMIT TO CLIMATE-RELATED FINANCIAL DISCLOSURES	<p>Companies are encouraged to commit to implement the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD). The TCFD has published recommendations for reporting climate-related financial information in mainstream reports (annual financial filings).</p> <p>Companies, investors and financial organizations globally are encouraged to implement these recommendations to allow a more efficient allocation of capital, improve the dialogue among all financial players and support a smooth and rapid transition to a low-carbon economy.</p>	

COMMITTED TO REIMAGINING CITIES AND TRANSPORT	<p>Urban areas are home to half the world’s population. They generate 80% of global economic output and 70% of energy-related emissions. Corporate commitment to increasing the pace of electric vehicle uptake and growing the market for the world’s most sustainable fuels is vital to reducing urban emissions.</p>	
CREATING A ZERO-CARBON ENERGY SYSTEM	<p>By committing to source 100% renewable power and double energy productivity, companies are helping catalyze transition to a zero-carbon energy system further, faster, while securing greater energy security, cost savings and growth.</p> <p>We support the RE100 campaign which requires member companies to carry out the following:</p> <ul style="list-style-type: none"> ■ Companies joining RE100 make a global, public commitment to 100% renewable electricity. ■ They must match 100% of the electricity used across their global operations with electricity produced from renewable sources. ■ Companies can procure renewable electricity from the market or by generating it themselves. 	
REDUCE THE CARBON FOOTPRINT OF THE INDUSTRIAL SECTOR	<p>Companies with large-scale industrial operations are a vital part of the global effort to curb climate change. Strategic climate commitments help to future-proof industrial businesses, delivering enhanced risk management and competitiveness while significantly reducing emissions.</p>	

For further information or support in using the toolkit, please reach out to Eline Reintjes, Junior Cause Analyst, The B Team, via er@bteam.org.