

New Global Leaders Identified in Climate Policy Engagement

Apple, Unilever and IKEA remain leaders while General Mills, Daiwa House, and L’Oreal show new progress.

This release was updated on 25 September 2024 to recognize that EDF meets the minimum criteria for recognition, bringing the total number of companies meeting this standard to 41.

A new report from InfluenceMap identifies leadership in corporate climate policy engagement among the world’s largest companies in three key areas: Science-Aligned Advocacy, Strategic Engagement, and Addressing Indirect Influence.

The report identifies 41 companies across a range of sectors that meet the minimum criteria for recognition. From this list of 41, companies from each region (North America, Europe and Asia-Pacific) were identified for their exceptional performance in one of the three categories, compared to their peers.

Most qualifying companies are headquartered in Europe (24/41), compared to nine in North America and eight in the Asia-Pacific region. Newcomers to the list of qualifying companies since last year’s analysis include L’Oreal, Biogen and Deutsche Telekom, as well as General Mills, which achieved special recognition in the Science-Aligned Advocacy category.

InfluenceMap analysis regularly finds that the majority of advocacy on key climate policies comes from vested fossil fuel interests seeking to delay progress. This report highlights the leading companies that are helping to tip the scales in favor of climate policy ambition, in turn laying the groundwork for more to do the same. This year’s methodology also acknowledges that leadership in one area or region does not necessarily represent best practice across the board.



Please see the [report appendix](#) for full list of 40 qualifying companies.

Edward Collins, Director of LobbyMap at InfluenceMap said:

“It is encouraging to see a number of the world’s largest and most well-known companies demonstrating significant positive climate policy engagement and raising the bar for their industry peers. By introducing leadership categories, this year’s Global Leaders Report hopes to highlight the many avenues that companies must consider in order to align their actions with science and to reiterate that progress in one single area is not enough to drive the systemic change we need in order to achieve 1.5C.”

Companies from each region were identified for their exceptional performance compared to their peers in one of the three following categories: Science-Aligned Advocacy, Strategic Engagement, and Addressing Indirect Influence.

| Category | North America | Europe | Asia-Pacific |
|-------------------------------|--------------------|---------------|----------------|
| Science-Aligned Advocacy | General Mills | DSM-Firmenich | Softbank Group |
| Strategic Engagement | Trane Technologies | IKEA | Ricoh |
| Addressing Indirect Influence | Apple | Unilever | N/A* |

*The analysis found that no Asia-Pacific company currently demonstrates leadership in Addressing Indirect Influence, suggesting a clear opportunity for future leadership by Asia-Pacific companies in this area.

The report also names several high-performing companies in low- and middle-income countries that are worthy of recognition despite not formally qualifying in the analysis. ReNew Power Private Ltd in India, for example, meets all criteria for leadership but is too small to feature in the Forbes 2000 list from which qualifying companies are chosen. Climate Policy Engagement leadership in new regions by fast-growing companies will be critical for achieving necessary emissions reductions on a global scale.

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Notes To Editors:

Methodology

InfluenceMap identified leading companies from its universe of 500+ companies (and 250+ industry associations) which includes the 300 largest non-financial companies from the [2024 Forbes 2000 list](#). Expansion of the LobbyMap database prioritizes the largest companies as measured by the Forbes Global 2000, along with other considerations.¹ More details on the LobbyMap methodology are available [here](#).

To qualify for an award in any category, a company must have an Organization Score, Engagement Intensity, and Relationship Score above a certain threshold, indicating a strategic level of positive, direct advocacy on climate-related policy which is not entirely negated by the indirect influence of its industry associations.

- **Organization Score (OS) at or above 75%:** OS measures an entity's direct policy engagement, from a scale of 0 to 100%. Scores above 75% indicate supportive or positive positions that are aligned with the scientific recommendations of the IPCC for 1.5C warming, while scores below 50% indicate increasing opposition and misalignment. To qualify for category leadership in this report, scores at or above 75% are necessary.
- **Engagement Intensity (EI) at or above 25%:** EI measures how actively an entity is advocating on climate policy, regardless of whether that activity is positive or negative. Scores above 12% indicate somewhat active engagement; scores below 12% indicate limited engagement; and scores above 25% indicate active or strategic engagement. EI at 25% or higher is necessary to qualify in this report, with an exception for Asia-based companies of only 15%: compared to Europe and the U.S., corporate engagement on climate policy in Asia is less visible, partly due to transparency laws and practices. A relatively lower EI threshold acknowledges the nuances of climate policy progress and related advocacy in this region.
- **Relationship Score (RS):** RS measures the climate policy engagement of a company's industry associations, aggregating the Organization Score of each individual group. Low Relationship Scores indicate that a company's industry associations are negatively influencing climate policy. In addition to the criteria above, companies must have an RS over 50% to qualify for consideration in this report.

About InfluenceMap

InfluenceMap is a non-profit think tank providing objective and evidence-based analysis of how companies and financial institutions are impacting the climate and biodiversity crises. Our company profiles and other content are used extensively by a range of actors including investors, the media, NGOs, policymakers, and the corporate sector. [InfluenceMap](#) does not advocate or take positions on government policy. All our assessments are made against accepted benchmarks, such as the Intergovernmental Panel on Climate Change. Our metrics for measuring corporate influence over climate policy are used by investors, including the global Climate Action 100+ investor engagement process. InfluenceMap is based in London, UK with offices in NY, Tokyo and Seoul. Our content is open source and free to view and use under our terms and conditions.