

# The Earth Day 50 Challenge 2017

How Business and Civil  
Society are Uniting to  
Address Global Ocean,  
Forest, and Climate  
Challenges

October 2017  
Project Update



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# Acknowledgments

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We would also like to thank Catherine Morris, Ryan Golten, and Carri Hulet of the Consensus Building Institute for masterfully facilitating small-group discussions on Oceans, Forests, and Climate, respectively.

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Future 500 is a 501(c)(3) global non-profit organization based in San Francisco, California. We use market-based approaches to solve social and environmental issues around Energy & Climate, Food & Water, Materials & Supply Chains, and People & Power.

As a 501(c)(3) nonprofit organization focused on environmental education and awareness, EARTHx, formerly known as Earth Day Texas, has created the world's largest annual forum for sharing the latest initiatives, discoveries, research, innovations, policies, corporate and NGO practices that are reshaping the future. Founded in 2011 by Dallas-based environmentalist, philanthropist and businessman Trammell S. Crow, EARTHx promotes environmental awareness by curating an atmosphere for conscious business, nonpartisan collaboration and community-driven sustainable solutions.

For more information, [visit www.earthx.org](http://www.earthx.org)



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# Introduction

The Earth Day 50 Challenge is a collaboration between the world's most influential companies and environmental advocates to advance systemic market solutions to pressing ocean, forest, and climate challenges by the 50th anniversary of Earth Day, in 2020.

In April 2017, four months into the Trump Administration, approximately 100 corporate executives, environmental philanthropists, and civil society leaders—representing the full political spectrum—gathered at EARTHx in Dallas. They sat down to continue advancing shared commitments made one year previously to protect oceans, forests, and climate—our three most important natural systems.

This was the second gathering of the Earth Day 50 Challenge at Earthx, a meeting and initiative jointly convened by philanthropist Trammell S. Crow and San Francisco based nonprofit Future 500—the publisher of this report. At the first, in April 2016, those assembled recognized that coordinated action on forest, ocean, and climate systems could unite diverse interests and help heal the division that was already polarizing American society.

The subsequent presidential election stunned the world, exposed the depths of the division in this country, and highlighted the importance of the The Earth Day 50 Challenge to prove that we can look beyond extreme partisanship and cultivate common ground. In times of tremendous political extremes, the Challenge offers a safe space and a rare opportunity to collaborate, between business leaders and environmentalists, Republicans and Democrats.

The 50th Anniversary of Earth Day—the end date of this initiative—is only three years away, and precedes the next U.S. federal election. And while of course core arguments and issues of leadership and our nation's standing in the world will dominate the discourse, the election will offer us a kind of success indicator. If we do our work well, then the central issues discussed within these pages will be part of the conversation.

In some arenas, the foundations of collaboration are well-established. In forest stewardship, for example, global nonprofits and corporate giants have largely turned the page from bruising battles, to now embracing substantive partnerships. While the path forward is still far from clear, these two adversaries have found shared success.

In other arenas, political barriers to collaboration remain acute. Here in the United States, ideologues successfully hijacked the climate challenge into a pitched partisan battle. They reduced the single greatest challenge and opportunity to a wedge issue, used to win elections. But just offstage, beyond the theatrics, American business, political, and civic leaders are working diligently on solutions that either route around political barriers, or eliminate the utility of climate as a partisan issue.

It's time to chart a new path; it's time to collaborate. Perhaps the most novel outcome of the Challenge is a comprehensive corporate ocean-protection agenda that, perhaps for the first time, addresses a constellation of issues, from plastic pollution to acidification. The 100 leaders who gathered in Dallas these past two years included many who had not previously sat together in the same room. They shared their wisdom and insight, challenging assumptions and identifying under-reported areas of collaboration and action. They imbued a sense of possibility and optimism rarely felt in change-making communities today.

**This report shares that spirit of possibility with you**



# By The Numbers

The 2017 Earth Day Challenge Summit

28

Corporate  
Executives



48

NGO  
Leaders



10

Philanthropists



9

Political  
Bridge-Builders



3

Academics

4

Other  
Influencers



# Earth Day 50 Challenge Roll Call

We acknowledge the participation of executives from these and other companies in the Earth Day 50 Challenge meetings in April 2015 through 2017. Participation does not imply endorsement of any assertion or conclusion in this report.



We also would like to thank and recognize the following non-profit, academic, and advocacy organizations for contributing their expertise and insight to our convening in 2017. Participation does not imply endorsement of any assertion or conclusion in this report.



# The Dallas Declaration

At the Earth Day 50 Challenge, a group of participants gathered to author a declaration expressing shared commitment to collaboration and protection of the Earth's oceans, forests, and climate. This declaration expresses the spirit of our work together.

*As leaders in business, government, and civil society...*

## *We acknowledge these foundational principles*

- *The Earth is our home.*
- *All people walk the same ground and share its resources.*
- *The environment is too important to be a partisan issue.*

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## *We affirm*

- *The future and health of our world depend on us.*
- *We collectively steward our oceans, forests, and climate.*
- *We may not agree on the "how," but we acknowledge all have a role.*

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## *We recognize and appreciate those champions of environmental solutions*

- *We thank the leaders in business, NGOs and other institutions, and individuals that have worked to protect oceans, forests and climate.*
- *We thank companies that have actively engaged and brought change through their practices, policies, and research.*

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## *We urge*

- *All companies, public officials and NGOs to join us in being better stewards of our environment, and to find innovative ways to build toward a healthier future.*
- *Top 50 companies to evaluate policies, use their buying power and other forms of influence to help protect our world.*
- *All public officials - Democrats and Republicans - focus on the facts and needs of our environment, stop playing politics, engage and unite with solutions that we can agree on.*

We pledge to work with you actively and report the steps and progress that are being made between now and 2020. We also pledge to support efforts as we walk together to a healthier future.

# Oceans

## Introduction

The 2016 Earth Day 50 Challenge report, compiled after Future 500's multi-stakeholder convening at Earth Day Texas in Dallas, highlighted these complex challenges and asked what companies and other stakeholders could do to tackle them.

Oceans are on the receiving end of every industrial process; in turn, they offer natural resources and ecosystem services critical to sustaining global economies.

Unfortunately, efforts to conserve and protect oceans remain grossly underfunded. The issue receives less than one percent of foundation funding, and is only just emerging as a priority for some corporate sustainability leaders.

As the impacts of climate change and other ocean threats grow increasingly acute, the next few years will prove a critical window for systemically scaling up marine conservation efforts.

At the 2017 Earth Day 50 Challenge convening, NGO, corporate, and foundation representatives once again came together in an Oceans Working Group to build upon lessons learned and recommendations established the preceding year.

The team worked to prioritize the various threats to ocean health, identify areas of issue overlap where actions are likely to have broader impact or co-benefits, and explore areas of prospective collaboration. They strategized on how to reduce ocean plastic pollution, work with industry to limit the use of bunker fuel across borders, and explore joint efforts to restore high-value ocean ecosystems such as mangrove forests and seagrasses.

While all participants acknowledged the value of starting out with a shared understanding of ocean threats and related value chains, the group consistently pressed for action.

Specifically: How can corporations ramp up their marine conservation efforts? What can NGOs, foundations and other stakeholders do to enable and scale that work? Which policy reforms are crucial to ensure that corporate and civil society actions lead to impacts? Who else needs to be in the room?







## Oceans don't just regulate the climate — they support all life on Earth. However, this critical planetary system is in crisis:



Waterborne debris is disrupting food chains and contaminating marine ecosystems.



Overfishing and illegal fishing is collapsing stocks.



Bunker fuel pollution and agricultural runoff are contaminating ecosystems.



Acidification and warming are killing corals and other whole species.



Offshore mining and drilling is threatening ocean ecosystems on multiple levels.

## Oceans Under Siege

In 2016, Earth Day 50 Challenge participants identified the six most pressing threats facing the world's oceans, and discussed what companies can do about them. The following issues rose to the top of the to-do list:

- 1 Shipping and Logistics:** In international waters and beyond Emission Control Areas, ships and cruise companies not fitted with scrubbers commonly burn high-sulphur fuels.
- 2 Sustainable Seafood:** Overfishing, illegal fishing, and poor fisheries management have spurred unprecedented levels of exploited and depleted fisheries.
- 3 Offshore Extraction:** Mining of oil, gas, and minerals via oceans threaten fisheries, reefs, and other complex marine ecosystems.
- 4 Marine Debris:** Inadequate recycling and overconsumption have led to a mass accumulation of marine plastic debris. This debris makes its way into the mouths and stomachs of fish, birds, and mammals. Scientists predict that by 2050, trash in the ocean will outnumber fish.
- 5 Agricultural Runoff:** Agricultural runoff from farms and ranches poisons water, creating “dead zones” that kill wildlife and hurt people whose livelihoods depend on fishing and tourism.
- 6 Warming and Acidification:** As oceans absorb excess carbon in the atmosphere, they are acidifying—creating an increasingly hostile chemistry for marine life. Further, rising ocean temperatures are yielding extensive coral bleaching<sup>1</sup>. These two climate change impacts represent the most pressing threat to oceans by a wide margin.



# Process

The Oceans Working Group opened with a review and update of the six-point agenda developed in the wake of the April 2016 Earth Day 50 Challenge discussions, before quickly honing in on discussion focus points.

Participants agreed that systems and certifications to sustainably source seafood are mature, and should be championed as a case study, but not afforded much additional attention. That said, collapsing global fish stocks remain a profound challenge, and the group's strategic decision to focus on other issues at this year's convening is more a reflection of the progress made on that file than a statement of its importance.

To be clear: Poor fishing practices, overfishing, and illegal fishing are destroying marine ecosystems. Weak enforcement and insufficient data exacerbate the challenge. Today, 85 percent of the world's fish stocks are either fully exploited or in decline<sup>2</sup>. Improved management practices can sustain livelihoods in the fishing industry while restoring species populations, and sustaining one of the world's most important protein sources. We won't achieve this without private-sector leadership, and involvement of companies along every link of the supply chain. Earth Day 50 Challenge participants can collaborate to strengthen coalitions, partnerships and existing efforts, and to identify ways companies can direct R&D efforts in support of a sustainable seafood industry.

Participants prioritized ocean plastic pollution for action, and sought to expand beyond the geographic priorities identified in 2016, which focused on the five countries from which nearly half of all ocean plastic are thought to originate: China, Indonesia, the Philippines, Thailand, and Vietnam.

Working Group members acknowledged the imperative to improve waste-management infrastructure in these countries, but concluded that such a narrow focus could discount the role of other major players, such as companies involved in single-use-plastic value chains and western countries such as the United States that [export significant amounts of waste](#) to the [developing world](#). But this begged the question: What is the appropriate lens for examining ocean plastic?

Further, how best to drive collective action? The group agreed to define a more inclusive goal and determine the best approaches to reaching it.

In addition to plastics, the Oceans Working Group discussed the issue of bunker fuel usage and dumping by the global shipping and cruise industries. Participants shared intelligence on these sectors' operations and practices. They noted that while these industries are taking voluntary steps to reduce the impact of bunker fuel and shipping—such as BSR's Clean Cargo group—challenges remain<sup>3</sup>. These challenges loom large when ships venture into international waters, beyond the reach of national regulations. Ships are reaching the outer edges of energy efficiency, and operate with extremely thin margins. What more can the industry do, participants asked one another?

This question brought the discussion to offsets and other restoration projects that can reduce ocean acidification, warming, and pollution. As one participant noted, oceans are rapidly acidifying as they absorb excess atmospheric carbon. Projects to restore seagrasses and mangroves, both powerful carbon sequesters, might appeal to a diverse array of organizations while addressing ocean health, climate change, and forestry concerns (a point also highlighted by ED50's Forests Working Group). The team wondered if companies, in partnership with governments, foundations, and philanthropists, would fund projects like these to offset their emissions?

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<sup>1</sup> For a detailed and accessible study of this phenomenon, see "Chasing Coral," a Netflix Original film directed by Jeff Orlowski and produced by Larissa Rhodes as an Exposure Labs production, [chasingcoral.com](http://chasingcoral.com)

<sup>2</sup> *Oceans and Seafood Markets Initiative*, Gordon and Betty Moore Foundation, [moore.org](http://moore.org)

<sup>3</sup> *The Clean Cargo Working Group* is a business-to-business leadership initiative involving major brands, cargo carriers, and freight forwarders dedicated to reducing the environmental impacts of global goods transportation and promoting responsible shipping.

# Actions to Address Ocean Plastic Pollution

Ocean plastic pollution remains one of the most pressing problems for ocean ecosystems and those who make a living from them.

According to a recent report by the World Economic Forum, Ellen MacArthur Foundation, and McKinsey & Company, as of 2014, the oceans contained an estimated 311 metric tonnes of plastic<sup>4</sup>. Assuming current trends continue, the researchers expect that by 2050 there will be more plastic in the ocean than fish.

On a global basis, the report notes, only about five percent of all plastics are effectively recycled. Forty percent end up in landfills, while a third end up in waterways and oceans. Much of the rest is burned<sup>5</sup>. Plastic in the ocean is more than just an eyesore; fish and birds choke and die from ingesting plastic; it never fully degrades, but instead gradually breaks down into smaller and smaller pieces, leaching chemicals that remain in the water and travel up food chains. Further, waterborne plastic often co occurs with other toxins, such as flame retardants.

Participants identified several primary market failures that lead to externalities in the plastics value chain: Product designs do not account for end of life or circularity; poor recycling and recovery rates due to a lack of infrastructure and political will; and an economic model that promotes over-consumption of single-use plastics. New business models, policies and innovations will be critical to overcoming these barriers and reducing plastic pollution in the ocean. Such approaches will require proactive partnerships, collaboration, and creativity.

As the global population rises and petroleum prices remain low, without action the world will inevitably produce and consume more and more plastic. Working group members explored a number of opportunity areas to mitigate this trend:

- **Design.** Beyond aesthetic tweaking, industry has not updated the design of commonly used plastics—think beverage and shampoo bottles—in decades. Manufacturers began switching from glass to plastic in the 1960s, without consideration for how the bottle and parts such as caps and labels might be recycled. Participants considered how brands and manufacturers might bring plastic-recovery innovations into their products. Ideas proposed included [designing out small plastic pieces](#) commonly found in marine environments, such as bottles with integral caps. Other ideas: Companies could use biodegradable materials, or recycle recovered marine debris into new, durable products.
- **Public Policy.** Can—and should—more plastic bans be implemented, like California’s statewide ban on single-use plastic bags? Or should NGOs pressure and work with individual brands to phase out certain types of plastic, as McDonald’s did with polystyrene cups at its U.S. locations? Public policy can also drive design innovation. Recently, a California state lawmaker introduced a [bill](#) that would require caps to be tethered to their respective bottles. One industry participant encouraged members to focus on “carrots rather than sticks” when it comes to policy efforts, as the former would be more likely to attract a diverse array of stakeholders, and particularly plastic manufacturers, into policy discussions.
- **Business-Model Innovation.** While good design and policy can reduce single-use plastics, and by extension help divert plastic from oceans, growing overall production increases threaten to swamp such efforts. A broader systems approach might involve transforming the plastic industry, to reform its global culture of disposability. Can companies help shift not just how plastic is made, but also how it is used? This includes implementing [circular economy](#) principles, or emulating deposit-based projects, such as those in Germany where some cafes have agreed to use reusable coffee cups that consumers can obtain for a one-Euro deposit.





## Actions to Increase Corporate Capacity to Protect Oceans

**B**eyond this group, the wider circle of sectors that impact ocean health include the pharmaceutical, agricultural, and extractive industries.

Participants focused on solutions and ideas broad enough to attract companies across these diverse sectors to ocean conservation. And importantly, group members added, how can NGOs, foundations, and businesses already engaged on ocean issues best empower a more comprehensive and far-reaching movement for corporate ocean protection?

Unsurprisingly, NGO, campaigner, foundation, and industry delegates differed on how best to attract broader corporate engagement.

Participants agreed that stakeholders will not successfully scale marine-conservation solutions without the direct and robust participation of industries that most directly impact oceans, such as cruise lines, logistics companies, and seafood producers.

Participants debated carrot-versus-stick approaches, competition versus collaboration, voluntary versus regulatory. While acknowledging that multiple approaches would likely be necessary, Working Group members did ultimately find consensus around one critical path forward: the need for an ocean conservation roadmap. All stakeholders, but especially companies, are eager to see how conversations can begin transforming from theory, exploration and understanding to action and impact.

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<sup>4</sup> World Economic Forum, Ellen MacArthur Foundation and McKinsey & Company, *The New Plastics Economy – Rethinking the future of plastics* (2016, <http://www.ellenmacarthurfoundation.org/publications>).

<sup>5</sup>*ibid.*

## Participants identified the following ideas and next steps as particularly attractive opportunities aligned with this vision:

**Create an ocean protection “toolkit” for companies to adopt and use when building out marine stewardship and corporate responsibility efforts.** Abundant resources exist for businesses looking to address their impact on climate, energy, water, and waste. But no comparable guidance yet exists for those that wish to develop a healthy-oceans strategy. NGOs might fill this gap with a roadmap of operational best practices and stewardship opportunities, and strategically distribute it to businesses with the greatest potential to improve ocean health. Participants also flagged the opportunity to craft a complementary ocean policy and strategy framework that would help companies understand their marine impacts and develop effective long-term commitments and goals. This would be particularly useful for industries such as agriculture and apparel, where impacts are significant, but perhaps less obvious.

**Create a business-NGO advocacy coalition to lobby policymakers on ocean issues.** As noted above, our oceans face a range of wicked challenges. However, due to jurisdictional logjams and myriad other barriers, there is no comprehensive overarching policy agenda to address them, and no diverse coalition asking for it. Though marine protected areas enjoy broad support, ocean health receives little attention in policy arenas beyond traditional conservation and research efforts. As an example of collaborative action, following our meeting in Dallas, [Ocean Recovery Alliance, Mission Blue, and Grace Richardson Fund](#) gathered in June 2017 to discuss the application of [Clean Tax Cuts \(CTC\)](#) to waste plastic, and intend to continue conversations in the coming months. Working Group participants proposed an opt-in corporate-NGO coalition, similar to those that exist to advance climate policy, such as Ceres BICEP and We Mean Business. Such a body could identify key policy priorities then engage policymakers with a unified voice.

**Develop a corporate funding coalition to support ocean research and restoration projects.** While upstream prevention is crucial to slowing and eventually stopping ocean degradation, decades of industrial activity and warming have already left many marine ecosystems in ruins. To turn this around, scientists and conservationists need support for projects proven to restore vital ocean ecosystems, and to conduct further research on the effects industrial pollution has had on human, plant, animal and atmospheric health. Participants identified mangrove forest and native seagrass restoration as two types of projects with a particularly outsized ability to improve the ocean’s absorption of carbon and production of oxygen. Traditionally, these projects and their underlying research have depended almost entirely on government and foundation funding. Further investment from the private sector could help dramatically scale these types of projects, while also offering benefits to investors such as positive marketing, community engagement, infrastructure resiliency, and contribution toward carbon reduction goals. Companies might realise the biggest impact if they pooled their resources in partnership with philanthropic entities. Participating NGOs and other stakeholders offered to help recruit companies to such an effort, and create a repository of high-impact but underfunded research and restoration opportunities.

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Note: The Forest Working Group also identified mangrove restoration as a priority opportunity, and the Climate Working Group participants also noted its carbon sink co-benefits of healthy mangrove ecosystems. This may be one of the most compelling—albeit geographically constrained—opportunities for collaboration and investment. The Future 500 is keen to explore this topic in greater detail.



# Conclusion

Coral bleaching. Dead zones. Food chain collapse. The seas may be facing truly colossal challenges, but Oceans Working Group participants could not help but feel buoyed by the enthusiasm they shared around the table in Dallas.

Participants reaffirmed the importance of marine debris, overfishing, agricultural runoff, bunker fuel use, mining and drilling, and acidification and warming. But this year, the team pushed for broader and more adaptable solutions. It explored the collaborative mechanisms and underlying conditions that would support comprehensive policy- and market-based solutions. Clearly, an opportunity exists for an ocean-health focused business coalition. Such an effort would likely have a stronger impact if it included participation from the retail, pharmaceutical, agricultural, petrochemical and extractive industries, the group agreed.

Next steps might include a corporate oceans toolkit, a collaborative oceans-policy lobbying agenda, and leveraging corporate funding partnerships. Future 500 will continue

to facilitate this process. We will work with participants to determine how best to continue the discussion, how to include more, and more diverse, voices, and how to ultimately build out and test the solutions proposed in these pages.

As we do, we will remember that ocean stewardship does not exist in a vacuum apart from that of forests and climate; in particular, acidification and warming remain existential threats to marine and human life. As the Earth Day 50 Challenge continues to evolve, we will stress that these systems are as interdependent as the solutions needed to restore them.



# Ocean Leaders and Catalysts

Systemically addressing ocean plastic pollution will require an enormous diversity of initiatives and participation by stakeholders on a global scale. The following companies are notable for their leadership, in collaboration with respected civil society organizations, in advancing some of the most prominent ocean plastic reduction efforts to date:

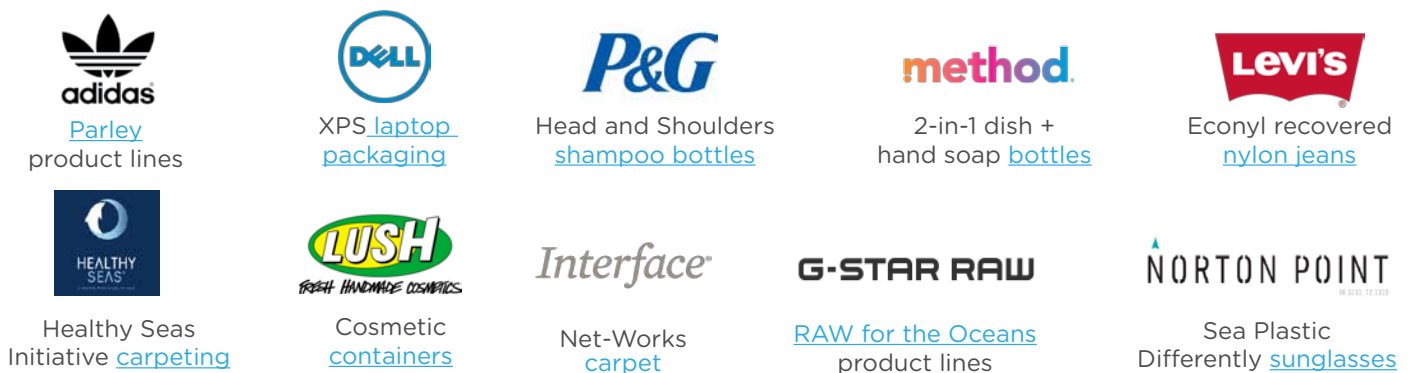
## Advancing a circular economy for plastic – “Core Partners” of the New Plastics Economy, an Ellen MacArthur Foundation-led initiative:



## Aligning with science and conservation leaders to stop the flow of plastic into the ocean – current corporate members of Ocean Conservancy’s Trash Free Seas Alliance:



## Aligning with science and conservation leaders to stop the flow Raising issue awareness— companies upcycling ocean plastic into products and packaging:







# Forests

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## Introduction

Leading up to and since the 2016 Dallas convening, industry and civil-society groups have worked together on a number of high-level initiatives targeting deforestation—contributing to a mood of cautious optimism in the Forests Working Group.

Notable accomplishments include deforestation-free procurement standards and practices, and joint efforts to improve regulation and enforcement of forest stewardship. But the rate of change—and the time lags in recording progress metrics—while improving, remain insufficient.

Deforestation in a few Northern Hemisphere nations is slowing and even reversing, although unfortunately to a significant degree we are seeing Intact Forest Landscapes<sup>6</sup> (IFLs) replaced with tree farms. The remaining large IFLs in the north are being degraded. More alarmingly, those few still standing in the Congo and Indonesia [remain](#) deforestation “hot spots.”

After a decade of notable progress, the Amazon is experiencing [an alarming increase](#) in its rate of deforestation. As the global economy continues to integrate, local communities in countries like Suriname—where forest systems remain [largely intact](#) largely intact—are overwhelmed by global industrial development, corruption, and cronyism, leading governments to seek a less extractive-intensive path.

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<sup>6</sup> Intact Forest Landscapes are those that are at least 50,000 hectares (125,000 acres) in size that have retained their ecological integrity, providing the highest biodiversity and water quality, help regulate freshwater flows, drive precipitation at continental scales, and store far more carbon than working







# Process

The Forests Working Group quickly established the imperative to secure and scale up investment that would protect primary and old-growth forests, and in particular remaining IFLs.

Despite concerted global efforts in the past 20 years, seven percent of these lands were [lost](#) between 2000 and 2013. Roughly 15 percent of the world's IFLs remain—totaling 1.1 billion acres.

Participants agreed that stakeholders could accelerate IFL protection efforts by establishing property rights with enforced rule of law in the developing world, in particular by [institutionalizing](#) and enforcing the land rights of indigenous peoples.

The group recognized the importance of retaining smaller patches of ecologically significant forests and key areas around which larger-scale restoration might be planned. Participants emphasized the need for continued attention on improving forest management practices, to optimize both the ecosystem and economic benefits that working forests provide. Economically, global forests support the livelihoods of roughly 1.6 billion people—a number that will grow as more forests are restored, the group agreed.

Finally, the group highlighted the opportunity to improve overall transparency and harmonize reporting metrics. Doing both would improve accountability of advocacy efforts and ensure companies can credibly communicate progress.

**The ultimate goal, the team agreed, is a restorative economy—a positive feedback loop that yields a growing supply of forest resources for people and planet, while pulling carbon out of the atmosphere.**

## A Guiding Framework

The Forests Working Group recommended companies and NGOs continue their longstanding collaborative focus on supply chains. They should identify and direct efforts towards the geographic regions with the greatest potential impact. Also, to maintain a productive relationship, both must recognize the distinct needs and values of protecting intact forest lands (IFLs) versus working forest supply chain lands.

The goal is to provide corporate decision makers with a nuanced “To Do” list to help guide impactful investment of money and time. NGOs will need to work with decision makers across sectors to develop the tools to facilitate those commitments, and provide a framework for recognizing progress and communicating it to the public.

Participants ultimately settled on a number of actions that they felt would slow the rate of global deforestation and degradation. All of them demand close collaboration between private, public, and civil society actors. This is especially the case with respect to efforts to build institutions that regulate and enforce forest stewardship, where such institutions are lacking.

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*Forest landscapes also provide food, water, shelter, myriad wood products, and vital medicines while securely storing significantly more carbon than secondary forests.*



# Actions to Increase Investment

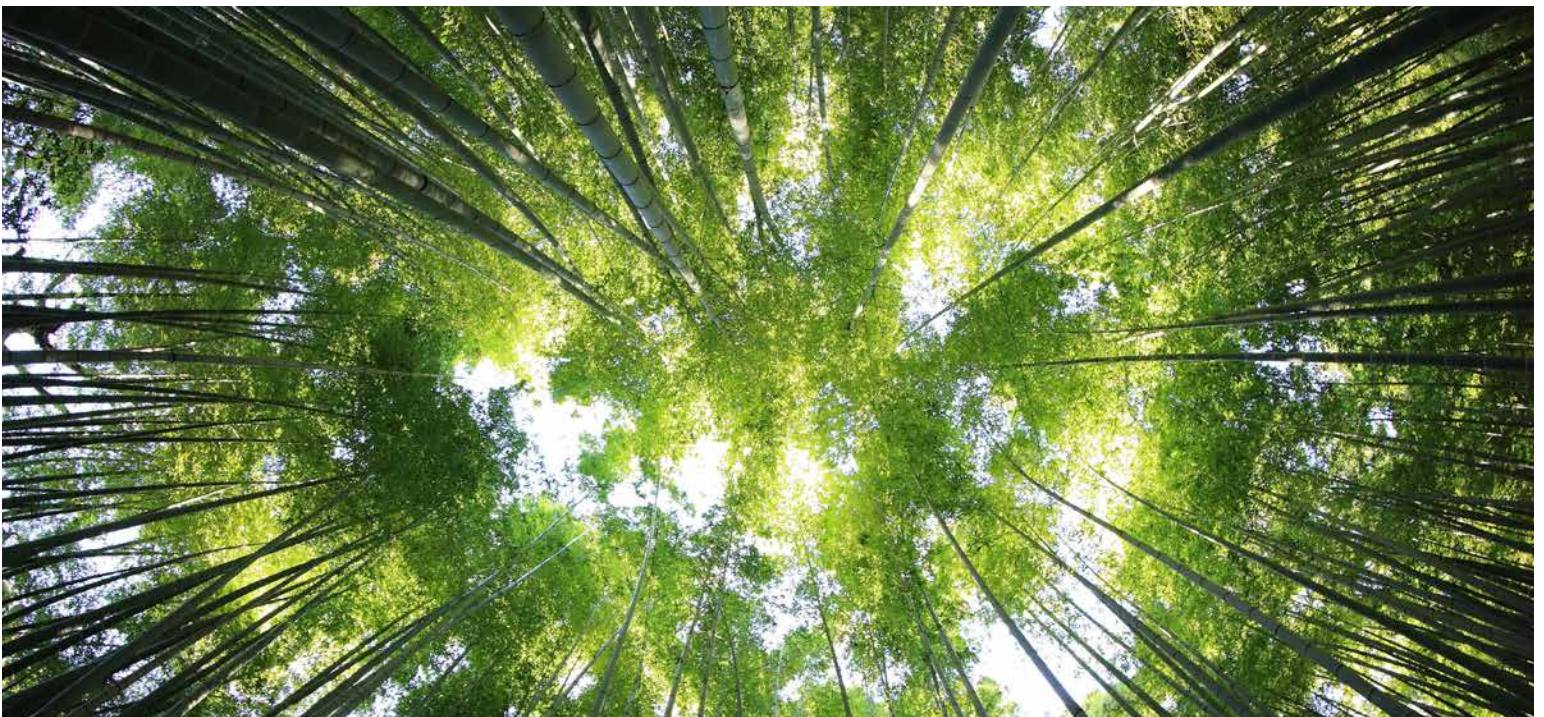
When the time came to prioritize actions, the Forests Working Group narrowed its list down to those that participants agreed would have the greatest potential to protect forests with high ecological integrity, restore degraded forests, and regenerate logged areas.

The group applied a multi-filter lens to its chosen priority areas. Supported actions were also those most likely to increase:

- Investment in primary forests and indigenous community forest land.
- Transparency on supply chain options and agreements.
- Awareness and clarity around corporate achievements in meeting commitments.
- Support for the idea that business, government and philanthropists must invest in forest protection and restoration.
- Investment in community based, indigenous led forest management of the world's remaining IFLs.
- Corporate support for indigenous people's land tenure by ensuring supply chain policies include "Free Prior and Informed Consent" requirements.

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*The group also discussed several key focal regions, such as the Amazon, Congo, and Liberia, and Suriname—home to some of the world's least-populated, and least disturbed forest landscapes.*



Given the above priorities and criteria, the Forest Working Group identified the following ideas and next steps for focused action:

- 1 Invest in restoration for ecological integrity.** Forest restoration for ecological integrity leads to a more resilient, longer lived forest with higher carbon stocks. In particular, companies and philanthropists should support restoration in carbon-rich forest ecosystems, including peatlands and mangroves. For example, mangrove forest protection and restoration by leveraging existing efforts such as the [Mangrove Action Project](#) can embed carbon, enhance marine habitat, and increase opportunity for sustainable livelihoods for local communities. The group noted several opportunities to directly support conservation and restoration projects supported by workgroup participants, such as:
  - Tree Sisters' support for [Eden Projects in Madagascar](#)
  - Rainforest Trust's support for [Cameroon's Atlantic Rainforest](#)
  - Conservation International's support for [coastal Ecuador](#)
- 2 Increase corporate support for REDD + projects** that uphold indigenous land title rights. This involves working with climate-intensive sectors, such as airlines and air and ocean shipping and logistics, to partly meet carbon reduction targets by funding REDD+ projects.
- 3 Increase sustainable forest fiber supply by continuing to encourage companies to increase their sourcing of certified forest fiber.** The effectiveness of forest certification will and should be [scrutinized](#)—particularly in the global south where its impact has proven minimal. However, forest certification can establish a foundation upon which to build toward more sustainable forest management practices over time.
- 4 Encourage companies that have carbon-neutral goals to invest in tropical reforestation.** NGOs should increase collaboration with companies on supply-chain carbon management that is rigorously accountable and transparent, and invest a portion of profits in tropical reforestation.
- 5 Develop an annual Earth Day 50 Challenge Forest Transparency Report on the status of zero-deforestation initiatives.** Such a report would reinforce supply chain sustainability and enhance traceability. It could leverage the emerging [Accountability Framework](#) progressed by Rainforest Alliance and reporting by other groups like [Supply Shift](#). Potential metrics might include:
  - Number of companies with measurable time-bound zero-deforestation goals.
  - How companies are progressing toward meeting their measurable time-bound zero-deforestation goals.
  - Number of audits and the annual percentage increase or decrease.
  - Change in number of IFLs.
  - Change in working forest canopy.
  - Quality and quantity of media coverage on deforestation/restoration/reforestation.





**Global deforestation will be dramatically reduced—if not reversed—if companies and governmental bodies with existing deforestation-free pledges follow through on their commitments.**

With consensus on supply-chain reporting metrics, companies can more effectively focus their effort on areas where they can have the greatest impact, which in turn can help them make the business case to their consumers, investors, and regulators. Lastly, companies must share best practices that can be locally adapted.



**Develop and disseminate public messaging to and through corporations, NGOs, investors, and others to maintain public awareness of and interest in sustainable forestry.** This would leverage existing platforms such as Global Forest Watch. The public could track reforestation commitments by governments and companies (e.g. Global Forest Watch) through meta maps.



**Improve governmental regulation and enforcement.** Civil society and the private sector could better coordinate efforts to strengthen governance systems that support and protect indigenous land tenure and oversee harvesting practices.



# Conclusion

The world's forests continue to be degraded, fragmented, and cleared at alarming rates.

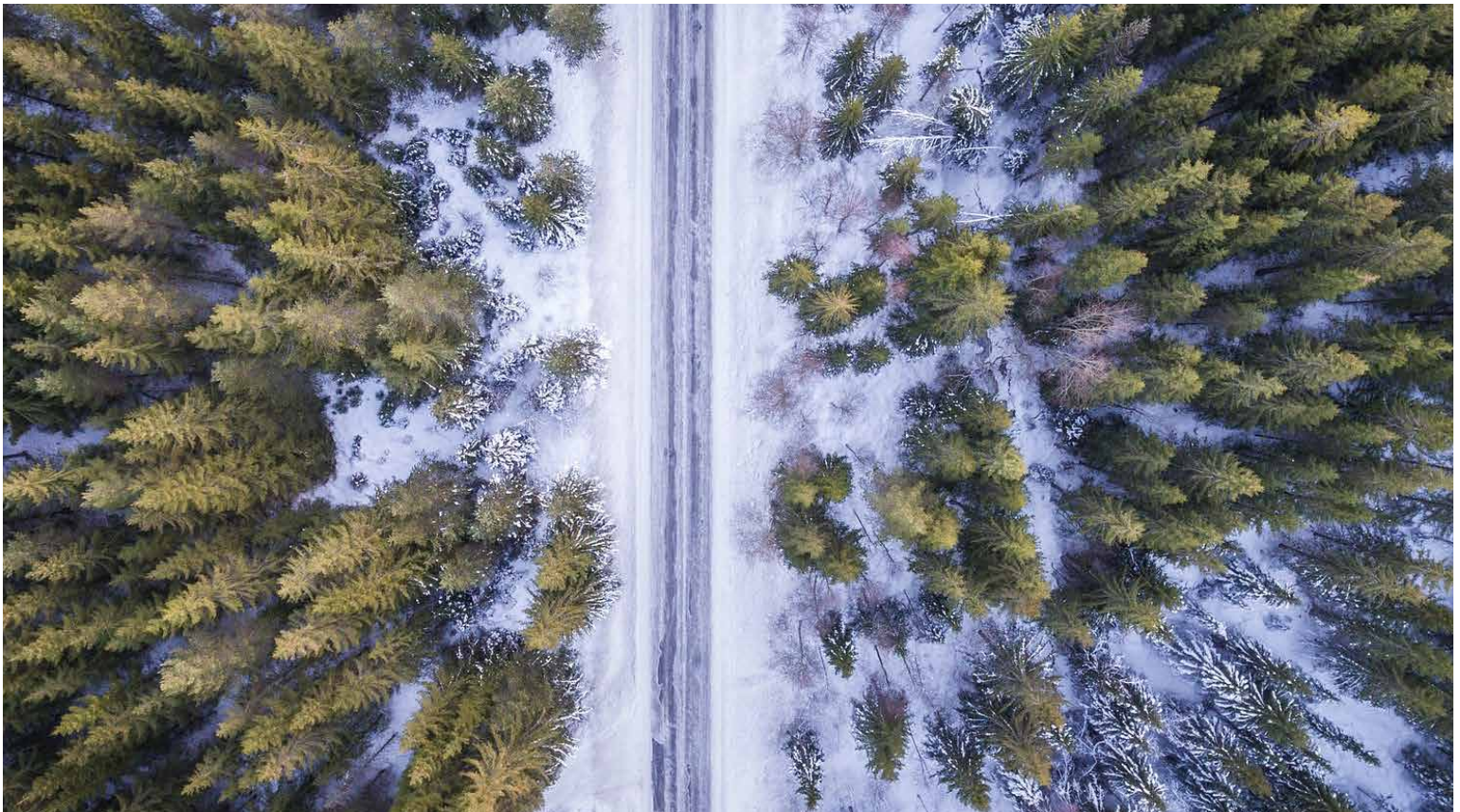
Protecting primary forests and IFLs remains a persistent challenge in the global south and northern boreal forests. In many regions, lax regulatory structures lead to systemic corruption and poverty, enabling unsustainable forest extraction. This largely occurs the global south, but also to some extent in the north.

Fortunately, civil-society organizations and corporations, working together, have made great strides. The private sector has a generous role to play in restoration—not only in more effectively managing plantation forests, but in helping restore and regenerate natural forests, and managing them for high ecological integrity. Such natural forests sequester far more carbon than plantations do.

To encourage sustainable practices, participants agreed we must continue to

improve the technology used to track and measure forest management and chain of custody. We must support governments in their efforts to build needed regulatory structures. We must also build capacity for supporting and enforcing respect for forests protected under all types of governance—governmental, community, private landowners, and indigenous peoples.

The challenges and root causes of deforestation are now well understood, and civil society organizations have established systemic solutions to attack them. Earth Day 50 Challenge participants outlined a range of actions to advance those solutions. Accelerating them demands increased and sustained investment and collaboration across sectors between now and Earth Day 50 in 2020, and beyond.





# Forestry Leaders and Catalysts

While much work across commodities remains to be done, the following companies are noted for catalyzing change in sourcing one or more forest commodity sourcing practices: *(Select logos listed for brevity)*

## New York Declaration on Forests

In September 2014, the New York Declaration on Forests (NYDF) outlined ten goals that provide endorsers with ambitious global targets to protect forests and end natural forest loss by 2030. In 2015, the first edition of the NYDF Progress Assessment proposed a framework and respective indicators for measuring progress toward all ten goals and offered an initial assessment on the status of progress toward achieving them.



## We Mean Business: Forests Group

We Mean Business is a global coalition working with the world's most influential businesses to take action on climate change, catalyzing business leadership to drive policy ambition and accelerate the transition to a low-carbon economy. As part of the coalition, 54 member companies have committed to remove commodity-driven deforestation from their supply chains by 2020.



## Tropical Forest Alliance 2020

The Tropical Forest Alliance 2020 was founded in 2012 at Rio+20 after the Consumer Goods Forum (CGF) committed to zero net deforestation by 2020 for palm oil, soy, beef, and paper and pulp supply chains in 2010. The CGF partnered with the US government to create the public-private alliance with the mission of mobilizing all actors to collaborate in reducing commodity-driven tropical deforestation. In support of the commitments of TFA 2020 partners to reduce deforestation in tropical forest countries, TFA 2020 has throughout the years grown its partner members and continues to bring on board those key actors committed to tackling deforestation.



# Climate

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## Introduction

To put it mildly, much can change in a year.

When we convened the Earth Day 50 Challenge in April 2016, the Climate Working Group committed to advancing a federal carbon price shortly after the presidential election and inauguration. While the political chances were thought to be slim—climate protection was not a Hillary Clinton priority—participants felt a Clinton presidency offered a brief congressional window of opportunity. The corporate community would need to be on board, which is why our [2016 report](#) outlined a range of strategies for engaging businesses.

We all know how that turned out. While the Climate Working Group’s 2016 recommendations remain valid, the path toward United States leadership on climate is now taking a different course.

New and substantial challenges have arisen, but so have new opportunities. Politically, a price on carbon appears dead, but looks can be deceiving. This year’s participants noted the surprising Republican and even Trump Administration supporters of a carbon tax. Citing the history of key environmental accomplishments under Republican administrations, participants highlighted various counterintuitive avenues that could lead to action in the current Congress.

Beyond carbon pricing, Climate Working Group participants explored a blossoming of center-right ideas—such as “clean tax cuts”—that participants felt could take hold in today’s political dynamic. On the private-sector side, the team delved into the myriad ways companies continue to push forward on climate protection in their operations and supply chain. In particular, participants highlighted how two key corporate sectors, Information and Communication Technology (ICT) and Finance, are catalyzing transformative low-carbon market innovation.

Finally, Earth Day 50 Challenge participants across the board continued to applaud the unprecedented corporate advocacy affiliated with the Paris Accord, even if such advocacy ultimately failed to convince President Trump to stay in the agreement. We will explore each of the above ideas here in turn.







# Carbon Pricing—Down, But Not Out

Since the 2016 election, growing ranks of conservatives and Republicans have expressed public support for carbon pricing. Even before then, however, the momentum was slowly growing, and participants noted three examples: In 2010, Republican Bob Inglis lost his Congressional seat over climate, and became a full-time advocate after, and Eli Lehrer left his post at the infamous Heartland Institute to found the pro-carbon tax [R Street Institute](#) in 2012. Finally, having convinced himself of the science, noted Cato Institute climate denier Jerry Taylor jumped ship in 2014 to start the [Niskanen Center](#), to cultivate support for a carbon tax with Republican lawmakers.

These individuals, and others, laid the foundation for Republicans—such as representatives Carlos Curbelo (Florida) and Chris Gibson (New York)—to embrace calls for climate protection and action.

Since the election, that chorus has only grown louder—even if drowned out by the din of everything else swirling about in this presidency. In February, former Reagan heavyweights James Baker and George Shultz announced the formation of the [Climate Leadership Council](#). Baker and Shultz took to the Wall Street Journal to call for a revenue-neutral carbon tax, meeting a few days later with the Trump Administration. The Baker-Shultz proposal—backed by top conservative thinkers and [companies](#) as diverse as Unilever, General Motors, and ExxonMobil—mirrors proposals supported by an array of traditional climate advocates, such as James Hansen and Citizens' Climate Lobby, opening the door for bipartisan common ground.

Just a few months later, in May, a new initiative called the [Alliance for Market Solutions](#) launched under the leadership of Alex Flint, a former member of President Trump's transition team. Flint founded the Alliance to educate conservative policymakers on how carbon pricing advances a market-oriented, pro-growth agenda. With the backing of an Ernst & Young [study](#), the Alliance argues that a revenue-neutral carbon tax could boost GDP by as much as 2.1 percent. A number

of conservative luminaries have endorsed the initiative, including Christopher DeMuth, former President of the American Enterprise Institute; Marvin Odum, former Chairman and President of Shell Oil Company; John Rowe, Chairman Emeritus of Exelon Corporation; and several officials from the George W. Bush Administration.

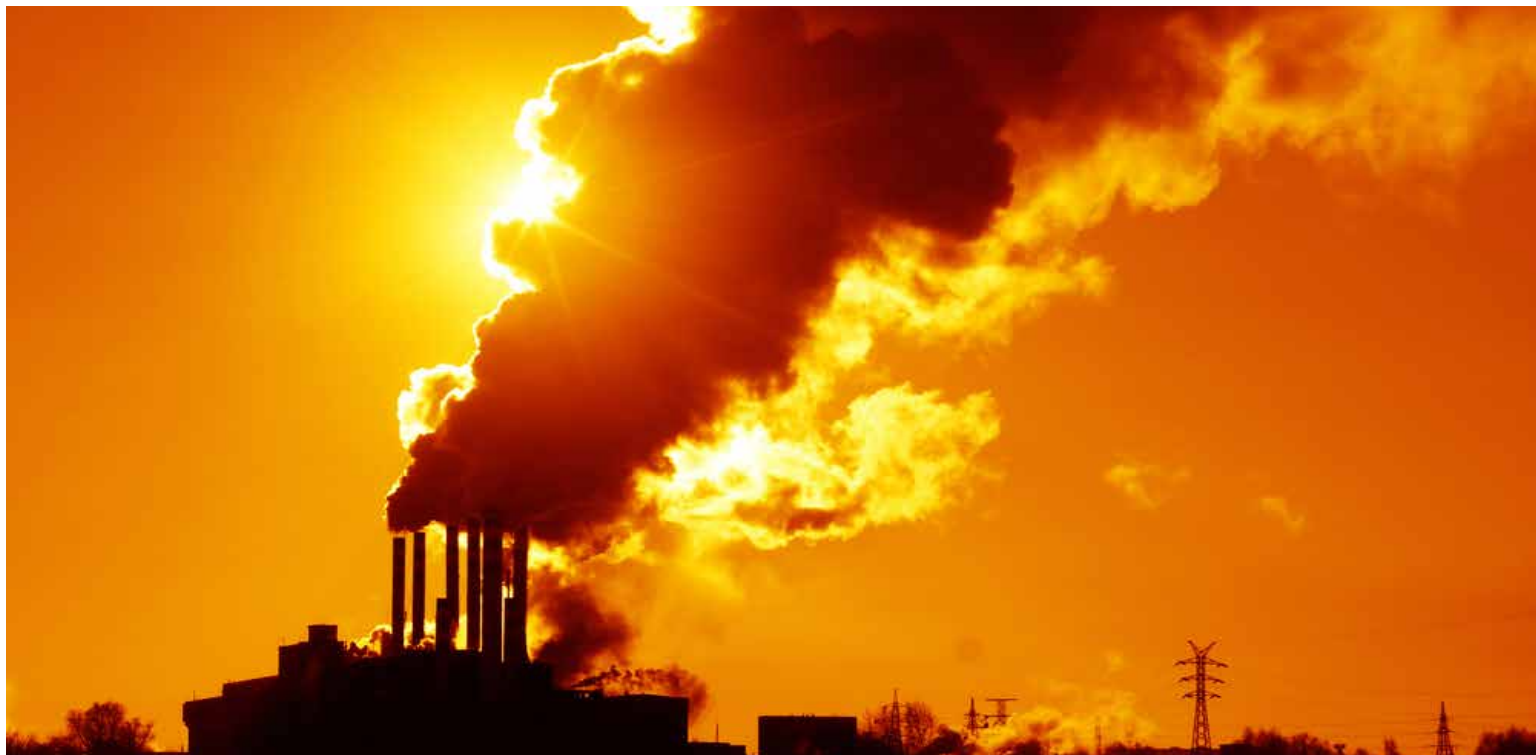
Even with growing Republican momentum behind carbon pricing, President Trump remains deeply skeptical of climate change. It's unclear if his views have changed since his 2012 tweet pronouncing climate change a hoax perpetrated by China.

However, several of the president's cabinet secretaries and advisors understand the issue: Economic advisor Gary Cohn, Secretary of State Rex Tillerson, and perhaps even senior advisor Jared Kushner and Ivanka Trump, his daughter. While these individuals have yet to convince the president, their arguments may yet fall on receptive ears. Carbon pricing may be one of the few real means to achieve one of President Trump's and Congress' top legislative goals—tax reform.

As the [Partnership for Responsible Growth](#) outlined in its [2016 Tax Reform](#) Blueprint, House Republicans proposed two major tax-code changes in order to pay for rate cuts: a border adjustment tax and elimination of the corporate-interest deduction.

Both of these proposals face significant opposition, participants noted. To achieve tax reform without ballooning the national debt, a carbon tax or fee is the most palatable remaining option—even for skeptical Republicans. Further, a carbon border adjustment is more likely to withstand World Trade Organization scrutiny than the House Republican proposal. The Partnership for Responsible Growth calls this overall approach “carbon funded tax cuts.” With the potential to attract Democratic support, if the Republicans seeks it, carbon funded tax cuts might unexpectedly give Republicans and the President the path to victory that to date has proven elusive.





## Meanwhile on Capitol Hill...

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A growing number of House Republicans are coming out of the closet on climate. Led by Representative Carlos Curbelo, the Florida Republican and chairman of the bipartisan House [Climate Solutions Caucus](#), Curbelo has seen the ankle-deep sea water that floods his district in Miami even on storm-free, sunny days. Encouragingly enough, his efforts bring Republicans and Democrats together to address

the risk of climate change are bearing fruit. Since the start of this Congress, membership in the Climate Solutions Caucus has more than tripled and now stands at 52, with equal numbers from both sides of the aisle. Following an August recess when many constituents asked their members of Congress to join the caucus, that number is expected to grow, catalyzed in part through the efforts of [Citizens' Climate Lobby](#).

**With the caucus approaching the critical mass necessary to move solutions forward, its focus is gradually shifting from recruitment to action:**

- **In February**, caucus members Tom Reed (R-N.Y.) and Mike Thompson (D-Calif.) introduced the T caucus members Tom Reed (R-N.Y.) and Mike Thompson (D-Calif.) introduced the [Technologies for Energy Security Act](#) (H.R. 1090) to extend tax credits for, among other things, small-scale wind power and geothermal energy. Among the 96 cosponsors of this legislation are half the members of the Climate Solutions Caucus.
- **In May**, caucus members John Delaney (D-Md.) and John Faso (R-N.Y.) introduced the [Climate Solutions Commission Act](#) (H.R. 2326), which would establish a bipartisan panel to review “economically viable actions or policies to reduce greenhouse gas emissions” and make recommendations to the president, Congress and states.
- **On July 13**, caucus Republicans overwhelmingly [voted against an anti-climate amendment](#) to the Defense authorization bill, marking the first time that the caucus voted as a bloc to defeat such a measure.

**Baby steps, but caucus members are laying the foundation of working relationships needed to draft and introduce legislation in the U.S. Congress that truly tackles the climate challenge.**

# Clean Capitalists Lead the Way

Even as carbon pricing has gained momentum in Republican circles, a small number of new conservative climate and environmental protection ideas have quietly blossomed. Notably, the [Clean Tax Cuts \(CTC\)](#) proposal has attracted bipartisan support since Rod Richardson first floated the concept in his May 2016 essay, [After Earth Day: Capitalist Ideas Save the Planet](#).

Aiming to turn capitalism into clean capitalism, clean tax cuts directly attack the problem of carbon emissions and other kinds of harmful waste and pollution by making waste-free solutions more compelling to investors, while putting polluters at a competitive disadvantage. A government would apply these supply-side tax cuts to debt and equity financing of clean products and services, such as renewable electricity and zero-emission vehicles. This drives down the cost of capital, increasing return on investment while driving down the cost of outputs.

That means one policy can simultaneously drive both supply and demand for clean solutions, producing lots more good stuff like cheaper clean electricity and cheaper low-emission cars. Jigar Shah, SunEdison founder and co-founder of Carbon War Room and Generate Capital, [recently wrote that “CTCs could quickly expand to double or triple \[the\] pace”](#) of clean infrastructure deployment.

[The Clean Tax Cuts Working Group](#), an informal collaboration of the Grace Richardson Fund, The Sabin Center at Columbia University, and several other scholars, experts, institutes and university centers, convenes policy design meetings (charrettes) to explore innovative ways to apply supply-side tax cuts to accelerate the transition to a cleaner economy. In partnership with R Street Institute, ACEEE, AREI, and The Nature Conservancy, the Working Group convened seven charrettes ahead of EARTHx 2017 to craft proposals to accelerate capital to clean solutions in seven sectors: Agriculture & Forestry,

Clean Tech, Green Bonds, Oil & Gas, Power, Real Estate, and Transportation. (The Working Group has since made [available](#) the full results from all charrettes to date.)

The Clean Tax Cuts Working Group continues to find novel ways to apply the clean capitalism concept to other environmental challenges. Following this year’s EarthX, the Ocean Recovery Alliance, Mission Blue, and The Grace Richardson Fund and others met in New York City to explore the possibilities of applying clean tax cuts for those entities engaged in reducing and reversing the problem of plastic pollution. Using what Richardson calls “Ronald Reagan-style tax cuts” to address climate change and marine plastic debris might seem preposterous at first, but it is emblematic of the bubbling of new bipartisan ideas to advance protection of our world’s most pressing systemic challenges in the Trump era.

In September 2017, during Climate Week in New York City, the Working Group will meet to identify partners to perform economic modeling on the most promising CTC mechanisms to emerge, and discuss proposals for extending the concept. For example, the Atlantic Council is planning a task force to explore the feasibility of a diplomatic agreement establishing international tax-exemption of green bonds, based on the [tax-exempt clean-asset-based green bond mechanism](#) emerging from the Columbia-hosted charrette. Such an agreement could offer a possible multi-trillion dollar solution, a simple, uniform, technologically neutral means of accelerating a wide variety of clean infrastructure deployment, globally.

That same week, the working group, with help from philanthropist Andrew Sabin, Trammell S. Crow, and Rod Richardson, will also convene and launch the Clean Capitalist Leadership Council, which aims to coordinate this research and get a set of clean capitalist proposals on the agenda in 2018 or earlier. Anyone wishing to engage in this effort may contact the Future 500 team.



# Environmental Advocacy: The Heat is On

President Trump's election has also galvanized the environmental advocacy community. Initially operating under the assumption that steady climate protections could be gained under a Clinton administration, environmentalists quickly found themselves grappling with sweeping climate, energy, and environmental policy changes.

With renewed energy, and increased support from the corporate and philanthropic communities, environmental advocates have been able to expand their influence by building broad coalitions in support of climate protection. Beyond organizing impressive international marches and protests, climate advocates have been tactically focused in their advocacy, focusing heavily on leveraging financial means and corporate allies to effect change.

From the socially responsible investing (SRI) side of environmental advocacy, shareowner advocates' climate-related proposals received incredible support from shareholders, far surpassing their initial expectations. In May, ExxonMobil shareholders made history when 62 percent voted for the company to begin developing an annual report that discloses how it will be affected by global efforts to reduce greenhouse gas emissions under the Paris Accord. Similarly historic shareholder votes on Occidental Petroleum and PPL amount to a clarion call from mainstream investors as well as shareowner advocates for robust carbon-risk disclosure.



Though many activists increased their pressure on companies via direct action protests and behind-the-scenes campaigns, an even greater number have turned to corporations as valuable allies in the fight to keep the United States on track for the carbon-reduction goals outlined in the Paris Accord.

Increasing frustration with the Trump administration's total disinterest on climate has spurred activists to strengthen relationships with corporate leaders that, for their part, have grown increasingly vocal about their desire to stay the course. Two broad, bipartisan coalitions of NGOs and corporations focusing on supporting climate policy have emerged: The [We Are Still In](#) campaign, which represents \$6.2 trillion of the United States economy, and the Climate Leadership Council mentioned above.

While these multi-stakeholder coalitions hope their collective voice can influence Washington to adopt a more welcoming attitude towards climate policy, many are prepared to plough ahead with or without federal support.

Environmentalists are also focusing on community- and city-level advocacy. Continuing in the spirit of the Dakota Access Pipeline protests, activists are making the case that smart climate policy begins at home, by protecting the most vulnerable communities first and foremost. At the end of April, under the banner of the People's Climate Movement, activists led a series of nationwide local climate marches, uniting a diverse set of previously siloed campaigners into a unified forum to take a stand for leadership.

Climate activists have called on city-level officials to substantively address concerns around greenhouse gas emissions, environmental justice, and a just transition to a clean energy future. These calls have been answered: In June, 334 U.S. mayors, collectively representing more than 65 million people, have committed to upholding the goals enshrined in the Paris Accord and are now working with community groups to implement resilient and equitable climate plans.

# Could the Cloud Help the Climate?

Here in the age of AirBNB and Uber, we all appreciate the potential for information and communication technology (ICT) to upend business models. We're now starting to understand its other great disruptive potential: Decoupling economic growth from greenhouse gas pollution.

The Global e-Sustainability Initiative (GeSI), a partnership of top ICT companies and organizations committed to sustainability, champions this concept. In the organization's seminal [#SMARTer2030](#) report, chairman Luis Neves calls ICT a "central pillar" in the response to climate change.

After investigating ICT's carbon-reduction potential in eight sectors of the global economy,

the initiative concludes that tech could potentially reduce emissions a stunning 20 percent below 2015 levels by the year 2030. This would effectively decouple growth from carbon intensity.

While ICT's immense potential is underappreciated, GeSI cautions that tech is by no means a panacea: It must be backed by robust political and market commitments. As #SMARTer2030 warns,

**"the evidence of the past underlines the need for a strong global target regime to keep emissions in check, to incentivize the decarbonization of economic growth and to provide certainty to investors."**

<p><b>GeSI makes a series of recommendations to three key stakeholder groups, calling on:</b></p>			
	<p><b>Business leaders</b> to explore ICT-enabled opportunities, realize ICT-enabled cost savings, and commit to bold action.</p>	<p><b>Policymakers</b> to set ambitious national CO2 targets, create investment incentives in infrastructure deployment, and to establish a fair, balanced and consistent regulatory approach to ICT solutions protect indigenous land tenure and oversee harvesting practices.</p>	<p><b>Consumers</b> to get ready to "think digital" and innovative ways of going about work and life, and use their buying power to encourage businesses and policymakers that are rolling out sustainable ICT-enabled services.</p>
<p><b>Meanwhile, NGOs and philanthropic funders can play a critical role in advancing ICT-enabled carbon reductions by:</b></p>			
	<p><b>Encouraging business</b> to adopt already-existing, high-impact sustainable ICT-enabled technologies and services in their operations and supply chains, supporting ICT implementation, and positively reinforcing leading companies public reputation.</p>	<p><b>Identifying and supporting</b> innovative ways in which ICT can enable market transformation—Global Fishing Watch and Global Forest Watch, for example—and encouraging businesses to develop and adopt such technologies.</p>	<p><b>Calling on policymakers</b> at all levels to implement supportive public policy, and educating consumers to support sustainable ICT-enabled services and products.</p>





## Finance—Big Banks, Big Catalysts

Just as information and communication technology plays a fundamental role in decarbonizing the economy, finance is also critical to unlocking new climate benefits.

In 2014, Bank of America Merrill Lynch dedicated \$1 billion to launch the Catalytic Finance Initiative (CFI), with goal of stimulating at least \$10 billion of new investment in high-impact clean energy projects. Since then, eight major financial institutions—Alliance Bernstein, Babson Capital Management, Credit Agricole CIB, European Investment Bank, HSBC Group, International Finance Corporation and Mirova—have signed on, together committing more than \$8 billion.

CFI's remit is to make clean-energy investments more attractive to investors, including opportunities in emerging markets. Examples of recent transactions include a green project bond for wind developer Energia Eolica S.A.

in Peru and a green masala bond for Neerg Energy Ltd, a renewable special purpose vehicle with a portfolio of solar projects in India. Most importantly, CFI enables projects that would be challenged to secure financing using traditional mechanisms—projects “that we can't normally do,” as a Bank of America executive [explained](#) to the Financial Times, “this is trying to make sure that hard things get easier to solve.”

By incorporating a wide range of partners, CFI can leverage individual financial specialties—clean energy infrastructure finance, green bonds, project finance, emerging markets investment and advisory assistance, public and private finance—for transformative collective impact. CFI shows how companies can address our biggest challenges by leveraging their own unique capacities.

# The Paris Setback Brings New Resolve

As the Trump administration reconsidered the nation's commitment to the Paris Accord, corporate America spoke up once more. CEOs from companies as wide ranging as 3M, Cargill, Coca-Cola, Disney, Dow, Goldman Sachs, Proctor & Gamble, and Unilever expressed strong support for the agreement in an open letter to the president that appeared in a Wall Street Journal advertisement.

Similarly, in partnership with Ceres and C2ES, a similarly impressive suite of companies—Apple, Gap, Google, Ingersoll Rand, Levi Strauss & Co., Microsoft, Salesforce, and Tiffany & Co., among others—signed ads in The New York Times, Wall Street Journal, and New York Post reaffirming that “U.S. business is best served by a stable and practical framework facilitating an effective and balanced global response. The Paris Agreement provides such a framework.”

Even ExxonMobil penned a pair of letters to the administration in support of the Paris Accord—the oil giant's new CEO penned the second of the two personally to President Trump. As we know, these efforts and others eventually proved unsuccessful. Undeterred, however, within days of the withdrawal announcement, hundreds of companies big and small signed their name to the [We Are Still In](#) coalition, mentioned above.

Corporate heavyweights such as Walmart, Amazon, Starbucks, and Nestlé joined mayors, governors, college and university leaders, and investors, committing to sustained climate action to meet the Paris Agreement:

“**In the absence of leadership from Washington, states, cities, colleges and universities, businesses and investors, representing a sizeable percentage of the U.S. economy will pursue ambitious climate goals, working together to take forceful action and to ensure that the U.S. remains a global leader in reducing emissions.**”

Major companies continue to back their words with climate action by joining coalitions such as Ceres BICEP, We Mean Business, and RE100. To date, the latter initiative has 96 companies committing to match one hundred percent of the electricity used across their global operations with electricity produced from renewable sources.





# Climate Leaders and Catalysts

## Ceres: Business for Innovative Climate and Energy Policy (Bicep) Network

Founded in 2009, the Ceres BICEP Network comprises influential companies advocating for stronger climate and clean energy policies at the state and federal level in the United States. Ceres BICEP Network members support three principles: increased adoption of renewable energy and energy efficiency; increased investment in a clean energy economy; and increased support for climate change resilience. Ceres provides members with the tools and knowledge they need to effectively engage with state and federal policymakers on climate and energy policies.

*(Corporate Members)*



## We Mean Business

Bringing together [seven international nonprofit organizations](#), We Mean Business is a global coalition working with the world's most influential businesses to take action on climate change. We Mean Business encourages governments to create the enabling policies that support companies to deliver bold climate action at scale, and mobilizes businesses to set ambitious targets and equipping them to seize the opportunities of the low-carbon transition. Hundreds of businesses have helped kick-start this transition by setting science-based emissions reduction targets and taking action to deliver against those targets by committing to transition to 100% renewable power.

*(Select Members listed for brevity)*



# Climate Leaders and Catalysts

## Climate Leadership Council

The Climate Leadership Council is an international policy institute founded in collaboration with a “who’s who” of business, opinion and environmental leaders to promote a carbon dividends framework as the most cost-effective, equitable and politically-viable climate solution. The Founding Members of the Climate Leadership Council believe that America needs a consensus climate solution that bridges partisan divides, strengthens our economy and protects our shared environment.

*(Founding Members)*



## RE100

RE100 is a collaborative, global initiative uniting more than 100 influential businesses committed to 100% renewable electricity, working to massively increase demand for—and delivery of—renewable energy. RE100 is a collaboration of The Climate Group in partnership with CDP. Both organizations are part of the We Mean Business coalition, working with leading businesses around the world.

*(Select Partners listed for brevity)*





## We Are Still In

Since its initial release in June 2017, more than 2,200 leaders from America's city halls, state houses, boardrooms and college campuses, representing more than 127 million Americans and \$6.2 trillion of the U.S. economy have signed the We Are Still In declaration. Spanning red and blue regions across 50 states, its signatories demonstrate America's enduring commitment to delivering on the promise of the Paris Agreement and America's contribution to it. To date, 'We Are Still In' is the largest cross section of the American economy yet assembled in pursuit of climate action.

*(Select Corporate Signers listed for brevity)*



# Conclusion

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**E**xecutive or activist, conservative or progressive, Earth Day 50 Challenge participants step forward together to bridge divides on our most pressing climate, ocean, and forest challenges. In Dallas this past April, participants explored how best to work together to:

**Protect, restore and manage forests** with high ecological integrity and restore intact high-value forests by increasing investment in primary forests and indigenous community forest land, and increasing corporate supply-chain transparency;

**Stem the tide of marine-plastic debris** through innovative product design, the right public policy, and new business models.

**Empower action through a corporate oceans toolkit**, a cohesive lobbying agenda, and by leveraging corporate donations to conserve oceans.

**Harness unlikely bipartisan and corporate allies to advance carbon pricing** under the Trump Administration, and in the absence of policy from Washington, leverage the distinctive capacities of private-sector and civil-society advocates to drive down carbon.

All those who took time out to join us in Texas expressed great optimism during the working sessions and pride in the work accomplished together. The actions outlined in this report stand on a solid foundation of insight, experience, and research, and participants headed for the airport with a commitment to champion them within their respective institutions.

**Now, it's your turn. Whether you are a philanthropist, executive, campaigner, volunteer, or constituent, we urge you to make the Earth Day 50 Challenge yours. Pick up these actions, and use the networks, resources, and tools at your disposal to make them happen. Together, let's act.**









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