For Immediate Release
December 18, 2013

ClimateCounts.org

Press Kit:

AUTODESK, UNILEVER AND ELI LILLY EARN TOP MARKS ON NEW SCIENCE-BASED CARBON STUDY

51 OF 100 COMPANIES ASSESSED EMITTING UNSUSTAINABLE LEVELS OF CO_2 EMISSIONS; TOP PERFORMERS EARN THEIR SCORES BY DECOUPLING BUSINESS GROWTH FROM EMISSIONS

Press Kit Includes:

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- Summary
- Fact Sheet
- Pitch concepts
- Testimonials for Sustainability Context
- About Climate Counts
- Testimonials for Climate Counts
- Climate Counts board team
- Visual assets for republication and social sharing
- Links to Climate Counts platforms
- Logos

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Summary

If a company claims that it plans to reduce its carbon footprint 15% by 2020, is that good? Better yet, is it enough?

The purpose of this study was to analyze greenhouse gas (GHG) emissions of 100 companies against science-based targets that seek to limit climate change to 2° Celsius (3.6° Fahrenheit). As climate modeling has provided a "best guess" as to what it will take to reverse climate change and stabilize greenhouse gas emissions to safe levels, this study assesses how well companies are performing in the context of environmental thresholds.

Surprisingly, nearly half the 100 companies analyzed (49%) rated sustainably in our study, with Autodesk, Unilever and Eli Lilly earning three top spots in the ranking. On the flip side, 51% of companies are emitting unsustainable levels of CO_2.

Even more surprising is that of the 49 companies that scored sustainably, 25 of those exhibited revenue growth even as their emissions declined, proving that decoupling of growth and emissions is possible, at least in the short term.

While one might automatically assume that all oil and gas companies would score unsustainably due to the nature of their products, one of the primary caveats is that only direct emissions (known as Scope 1) and indirect emissions from the purchase of electricity, heat, or steam (known as Scope 2) were analyzed for this study, not indirect emissions from the supply chain and product use (known as Scope 3).

In our study, we look at factors such as emissions output and financial performance (contribution to gross domestic product) to assign a company-level carbon budget and to determine whether a company's emissions are on track with the reductions called for by the scientific community. For this effort, any company scoring less than or equal to one (≤ 1) is considered "sustainable," while any company scoring greater than one (>1) would be considered "unsustainable."

It is also important to point out, that while over half the companies rated scored unsustainably, the sample set of companies chosen for this study are part of a limited universe of companies that have voluntarily disclosed their emissions publicly since 2005 through CDP (formerly the Carbon Disclosure Project). While this fact in no way earns companies less of a responsibility for their emissions, it does point to the vital need for universal transparency in emissions reporting.

One of the premises of this report is that while sovereign nations must come to an agreement on how to reduce global CO_2 emissions, there is an increasing role to be played by the business community to address climate change. This point is crystalized by the fact that in 2012, of the world's 100 largest economic entities, 40% of them were corporations.

FACT SHEET:

- The Good News: 49 of 100 companies studied are on track to reduce carbon emissions in line with scientific targets to avert dangerous levels of climate change
- More Good News: Of the 49 companies that scored sustainably, 25 of those exhibited revenue growth even as their emissions declined, proving that decoupling of growth and emissions is possible!
- The Bad News: 51% of companies rated are emitting unsustainable levels of CO_2
- The top 2 companies ranked have known histories of using a science-based approach to setting carbon targets (Autodesk and Unilever)
- Of 100 companies reviewed, most are still not using science-based thresholds to set emissions targets
- Of the top 10 companies that rated sustainably, 7 have scored 50 points or better (out of 100) on the annual Climate Counts company scorecard

PITCHES:

- World's First Science-Based Ranking of Corporate Carbon Emissions Report Launched
- New Study shows 51% of Companies Reviewed are Emitting Unsustainable Levels of CO_2
- What do Unilever and Autodesk Have in Common? Increased Growth and Reduced Emissions
- New Study Shows Evidence of Decoupling -- Companies Reducing Carbon Emissions Even as They Grow
- New Study Shows Little to No Correlation between Sustainability and Financial Performance

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WHAT IS SUSTAINABILITY CONTEXT?

When a company tracks its GHG emissions, it usually does so in absolute or relative terms. But what if there were a way to analyze progress through the lens of climate science? Sustainability context enables us to view emissions performance in terms of what the earth can handle, rather than what we might value as our best effort.

WHAT PEOPLE ARE SAYING ABOUT SUSTAINABILITY CONTEXT:

"If companies are ever truly to gauge their carbon performance, it is critical to understand what progress means in terms of science-based thresholds. The latest Climate Counts study is a noteworthy step toward that goal, complementing CDP's own work in providing the only global environmental disclosure system for companies, investors and governments."
Paul Dickinson*, Co-Founder and Executive Chairman, CDP*

"Companies usually set their targets by asking each division what they can do and then setting a stretch goal. But if you have a problem, you should try to solve all of it, not merely as much as you think you can handle. The Climate Counts Context-Based Carbon Ranking, by looking at actual emissions in relation to a company's contribution to global GDP (the bigger you are, logically, the more your carbon 'budget' allows), provides a clear sense of companies that are rising to the climate challenge. It highlights the companies that are setting goals for carbon reduction that are in line with what the science tells us we need to do. It also starts to identify those who may be imperiling future profits and those who have some more work to do."
Andrew Winston, *Author, Green Recovery and Co-Author, From Green to Gold*

"This important report from Climate Counts comes just as our Citizenship Advisory Panel is urging GE to 'continue to set and update global goals that are truly stretching…to narrow the gap between the current targets for reducing greenhouse gas emissions and the levels that scientists tell us are needed to limit climate change to a rise of 2ºC.' So the timing of this report is perfect: the corporate community really needs to embrace Sustainability Context now."
Gretchen Hancock*, Manager Resource Optimization, GE*

The Global Initiative of Sustainability Ratings (GISR) must collaborate with those who are serious about seeking methodological advances for both the environmental and social aspects of [Context Based Sustainability]. No one has the lock on the science or applications of the concept. But we must refine both, sooner rather than later. We don't have decades to get serious about Context in light of the ecological and social perils that lie ahead. I think the time for procrastination has passed and the time for aggressive movement is upon us. The world is issuing a collective wake-up call on the issue of thresholds and limits.
Allen White, Founder, *Global Initiative of Sustainability Ratings and Co-Founder, Former CEO, The Global Reporting Initiative*

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ABOUT CLIMATE COUNTS:

Climate Counts is a collaborative effort to bring consumers and companies together to address solutions around global climate change.

Our goal is to motivate deeper awareness among consumers — that the issue of climate change demands their attention, and that they have the power to support companies that are taking a proactive approach to reducing greenhouse gas (GHG) emissions.

We have no interest in doom-and-gloom environmental reporting and instead believe that positive change starts with a hopeful outlook that real change is possible and that the relationship between companies and consumers can become more substantive and constructive.

WHAT PEOPLE ARE SAYING ABOUT CLIMATE COUNTS:

the sustainability institute at the UNIVERSITY of NEW HAMPSHIRE

"As the impacts of climate change continue to grow in scale and intensity, we need leadership from all corners of society to inspire solutions. Climate Counts plays a critical role in this conversation by keeping citizens informed and by pushing the needle ever-further on what it means for companies to stand out as leaders on climate change."
*— **Tom Kelly,** Chief Sustainability Officer, University of New Hampshire Sustainability Institute*

NATIONAL WILDLIFE FEDERATION

"Climate Counts is really about education; it's not about the score. It is designed to help everyone see where we are today and to inspire consumers and companies to work together more purposefully to confront climate change."
*— **Carey E. Stanton**, Sr. Director for Education and Integrated Marketing, National Wildlife Federation*

POLAR BEARS INTERNATIONAL

"Climate Counts superbly frames a crucial issue related to climate change -- namely that conscious market choices, made by consumers and investors, can assure business as well as ecosystem sustainability. Addressing climate change, therefore, is ultimately good for business."
*— **Steve Amstrup,** Chief Scientist, Polar Bears International*

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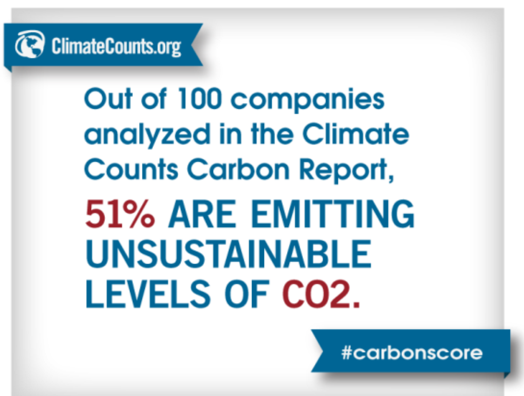
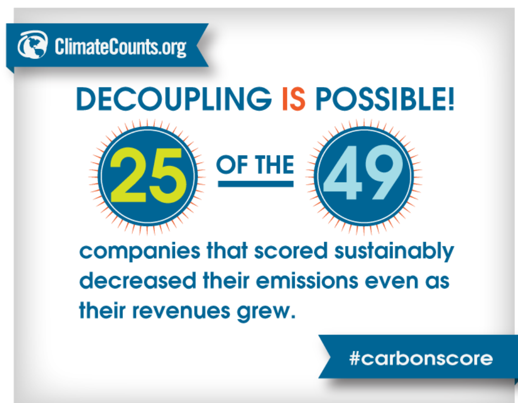
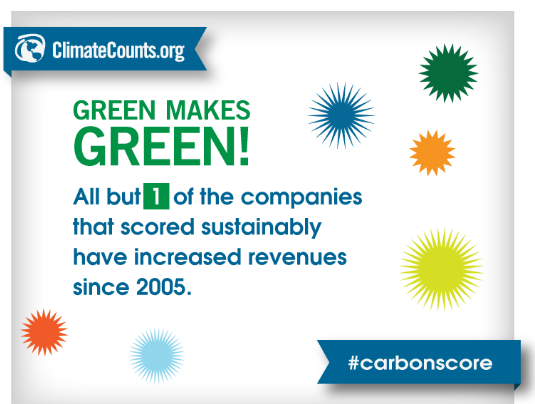
CLIMATE COUNTS BOARD TEAM:

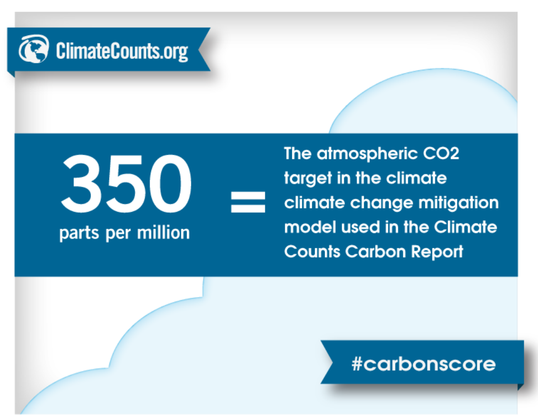
- **Wood Turner**, *Board Chair*, VP of Sustainability Innovation at Stonyfield Farm
- **Michael Martin,** *Board Vice Chair*, Founder and CEO, EFFECT Partners
- **Michael Mondshine**, *Treasurer,* Chief Solutions Architect, Sustainability, Leidos
- **Lisa Drake,** Director of Sustainability Innovation, Stonyfield Farm
- **Joel Makower,** Chairman and Executive Editor, GreenBiz Group, Inc.
- **Cameron Wake,** Research Associate Professor, Climatology and Glaciology, Josephine A. Lamprey Fellow in Climate and Sustainability, UNH Sustainability Institute

VISUALS:









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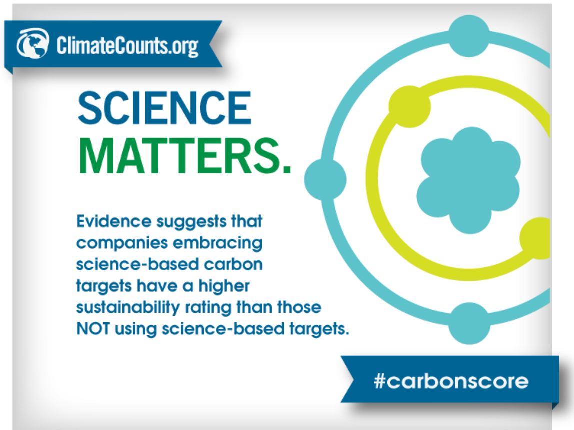

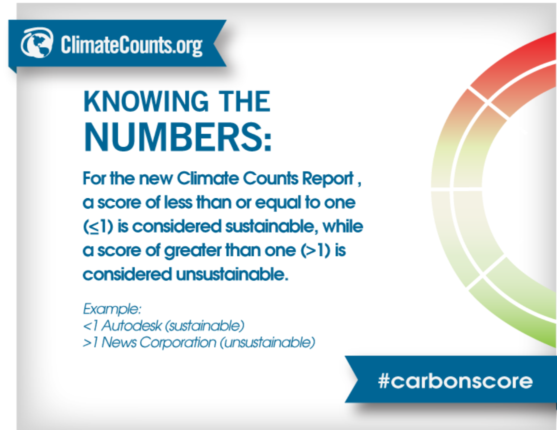

Links to Resources:

[Climate Counts iPhone App](https://itunes.apple.com/us/app/climatecounts/id342541675?mt=8)
https://itunes.apple.com/us/app/climatecounts/id342541675?mt=8

Climate Counts Twitter Feed
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http://blog.climatecounts.org

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