



The Climate Decade

# Ten Years to Deliver the Paris Agreement



# Welcome

To our 2020 Climate Survey Webinar

 #ClimateSurvey



**Mark Lee**  
Executive Director,  
Sustainability



**Chris Coulter**  
CEO,  
GlobeScan

Available Now:

[GlobeScan.com](https://GlobeScan.com)

[SustainAbility.com](https://SustainAbility.com)



# Panelists



**Katie Sullivan**  
Managing Director, **IETA**



**Carmel McQuaid**  
Head of Sustainable Business,  
**Marks & Spencer**



**Charles Allison**  
Partner, Energy & Climate  
Change Services, **ERM**

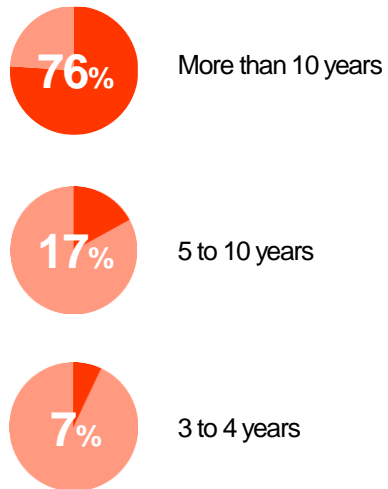


# Survey Methodology

554 qualified sustainability experts completed the online questionnaire from October 31st to December 20th, 2019.

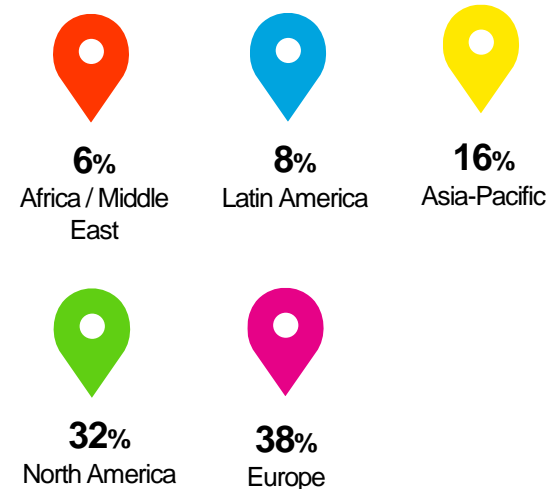
## Experience

Respondents have the following experience working on sustainability issues:



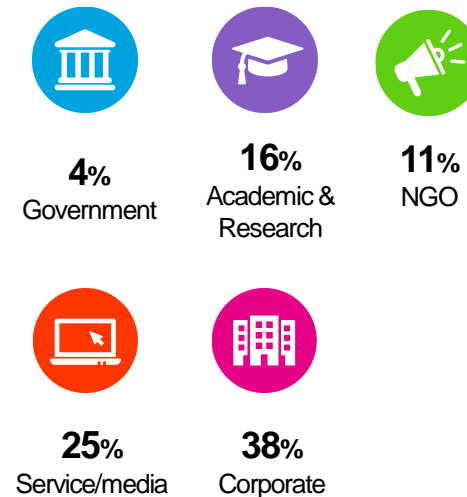
## Geography

Experts surveyed span 66 countries in the following regions:



## Sectors

Respondents were drawn from the following sectors:



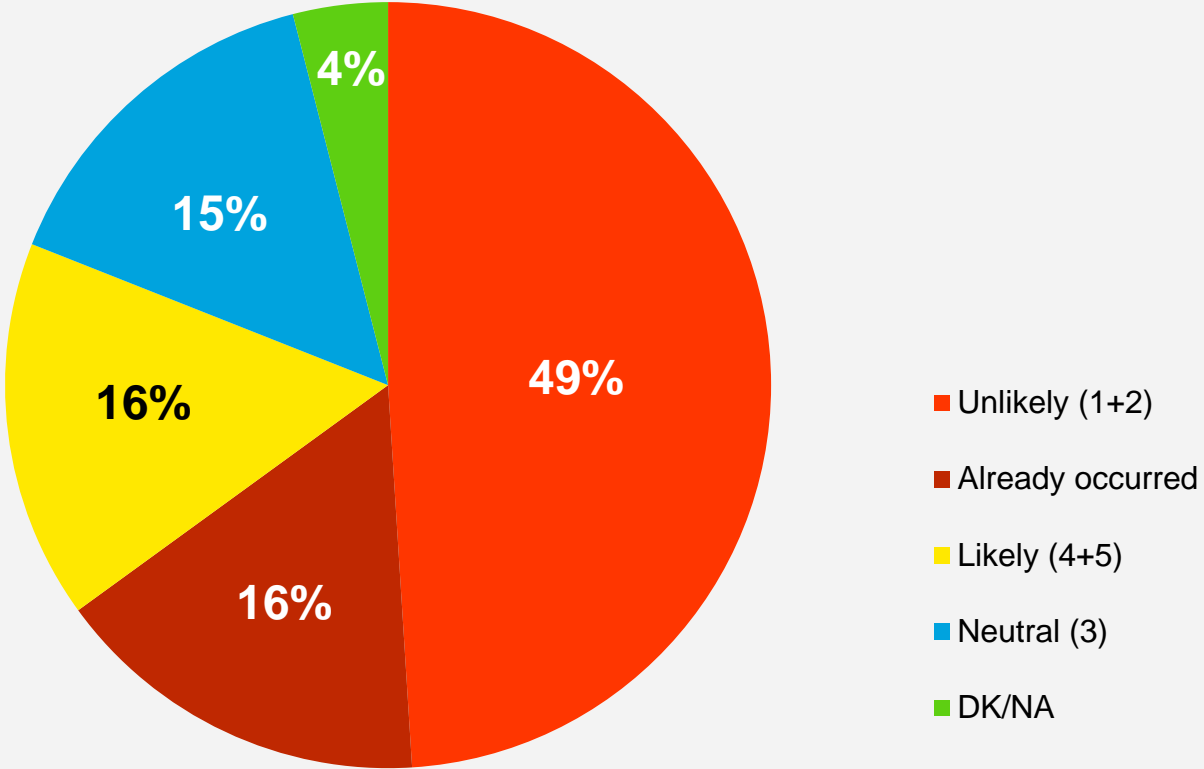


# Views on Climate Progress

# On a path to irreversible climate damage?

Most experts say it is either unlikely that we will avert major damage from climate change, or that major damage has already occurred.

**Question:** Rate the likelihood that progress toward addressing climate change will occur fast enough to avert major, irreversible damage to human, social, and ecosystem health. *Please use the 5-point scale (1 is "Very unlikely" and 5 is "Very likely" or choose "Already occurred.")*

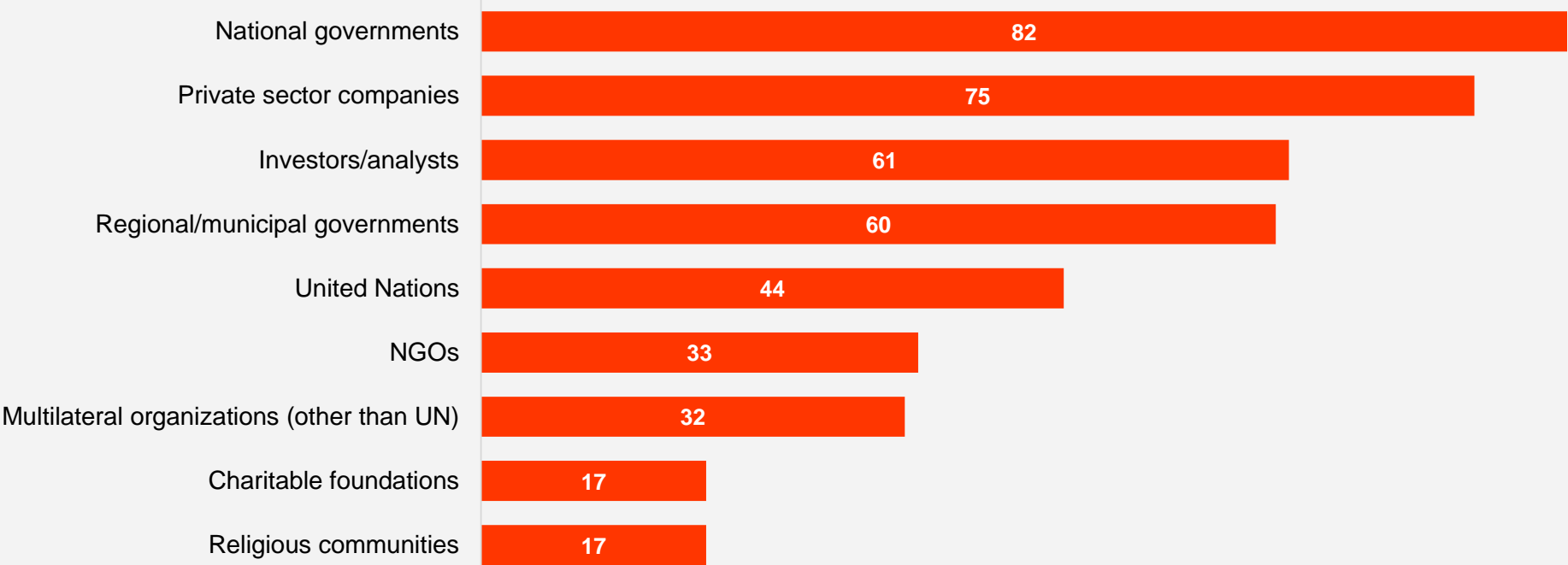


% of Experts, 2019

# Governments, private sector & investors key to progress

National governments, the private sector and investors are viewed as the most critical actors in advancing progress on climate.

**Question:** How important will the role of each of the following types of organizations be to making progress toward the goals of the Paris Agreement?  
*Please use the 5-point scale provided (where 1 is “Not important at all” and 5 is “Very important”).*

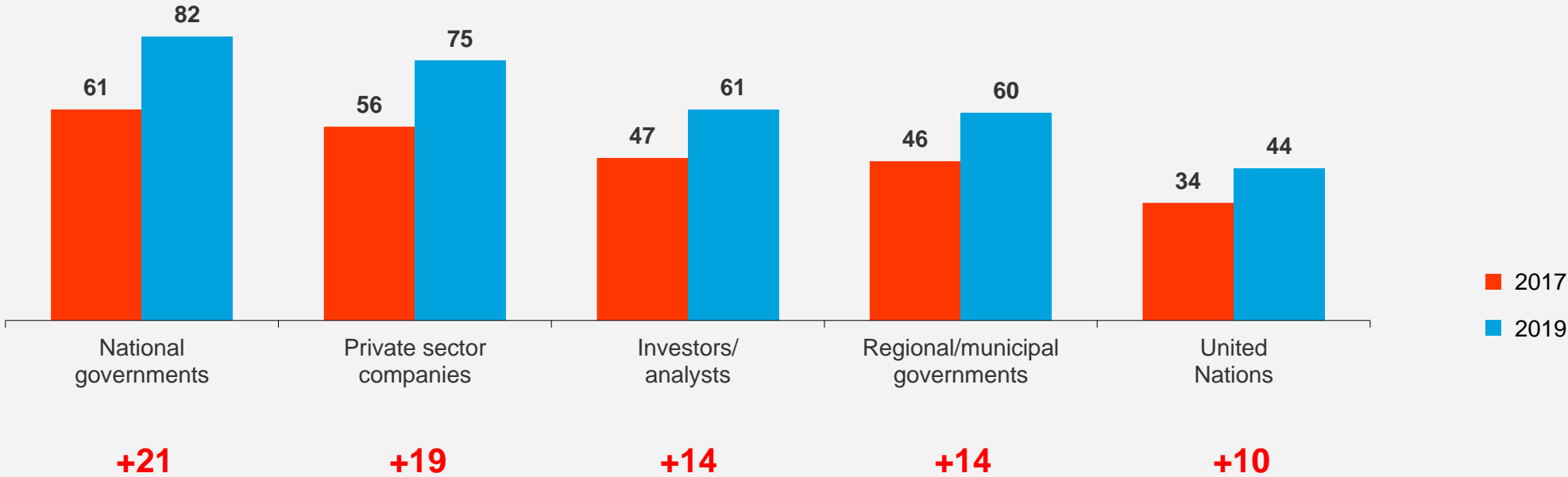


% of Experts, Very Important (5), 2019

# Government, business & investor action increasingly important

National governments, private sector companies, investors and regional governments are seen as playing increasingly critical roles.

**Question:** How important will the role of each of the following types of organizations be to making progress toward the goals of the Paris Agreement?  
*Please use the 5-point scale provided (where 1 is "Not important at all" and 5 is "Very important").*



% of Experts, Very Important (5), 2019





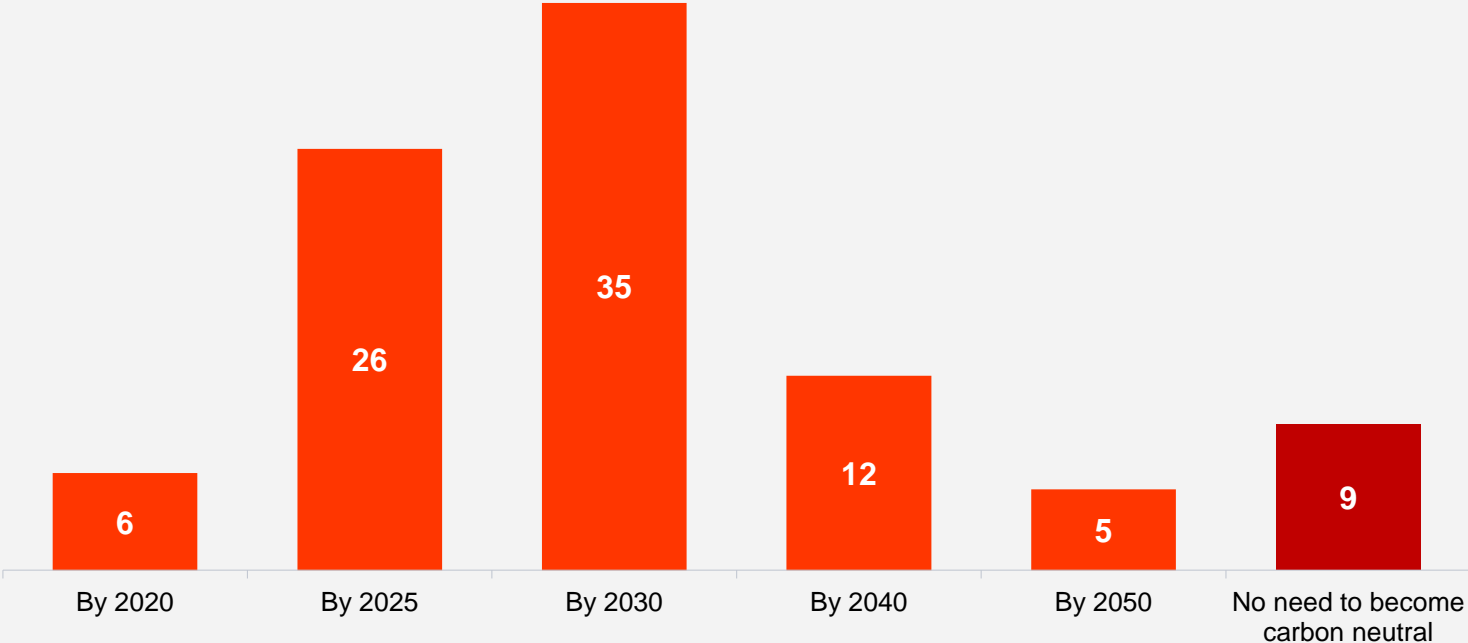
# Corporate Timelines and Consequences



# Companies need to be carbon neutral by 2030, or sooner

A majority of experts (65%) agree that companies need to become carbon neutral by 2030 or sooner.

**Question:** By what date do you think companies need to become carbon neutral (including through verifiable offsets) to remain competitive businesses?  
*Please pick one.*

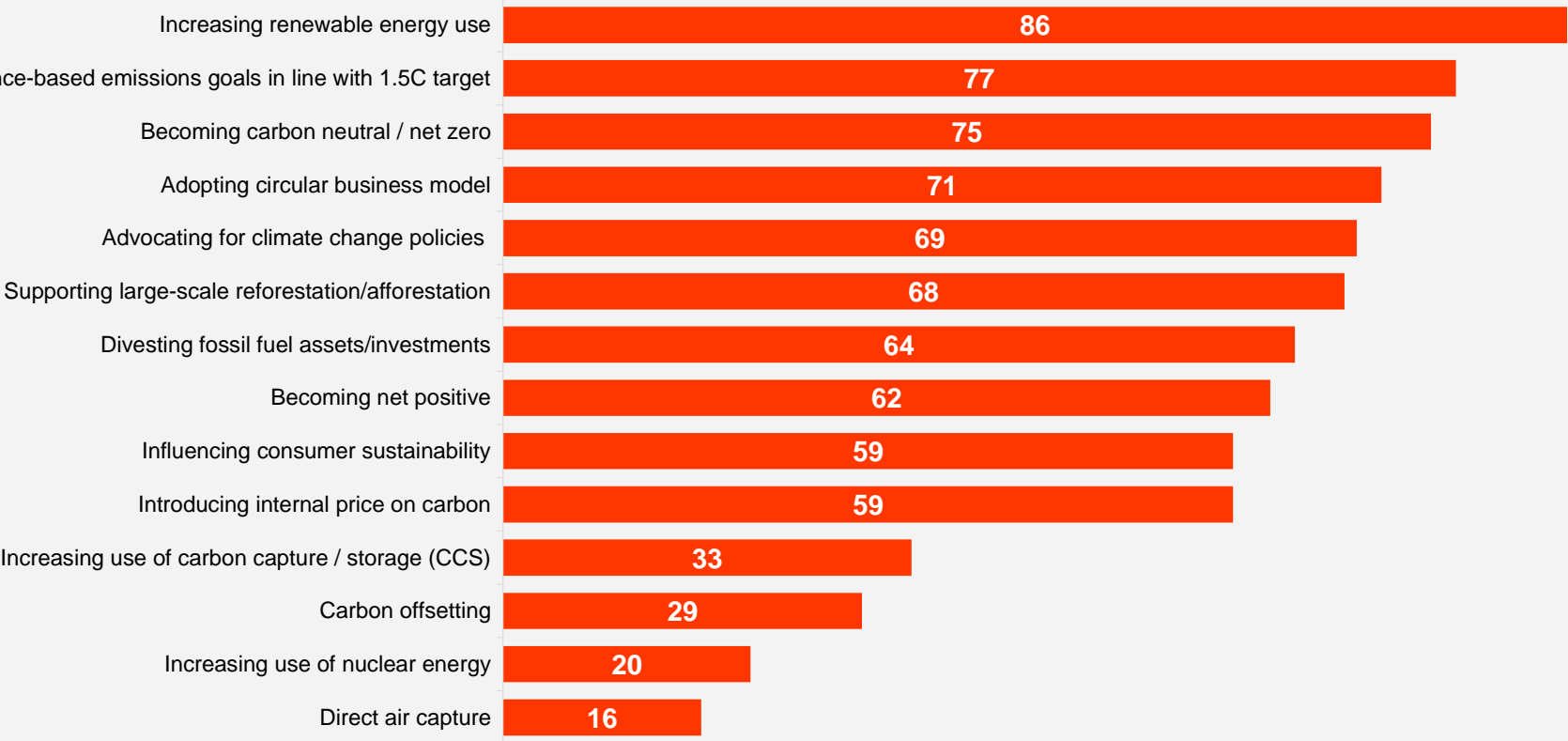


% of Experts, Prompted, 2019

# Variety of climate strategies seen as complimentary & effective

Experts perceive a range of effective strategies, which can be complementary, driving effective action on climate change.

**Question:** How effective or ineffective do you think each of the following instruments and strategies are for companies trying to take action on climate change?  
*Please use the 5-point scale provided where 1 is “Not effective at all” and 5 is “Very effective.” Please select one response per item or skip the item if you have no answer.*



% of Experts, Effective (4+5), 2019

# Consequences of NOT addressing climate change

Experts see worsening reputation as the main negative consequence for companies not adequately addressing climate change.

**Question:** For large companies that are NOT adequately addressing climate change, which two of the following will have the largest negative impact on their revenue, profits and long-term growth? *Please pick the two most important consequences from the list below in order of their importance..*



% of Experts, Prompted, Total Mentions, 2019

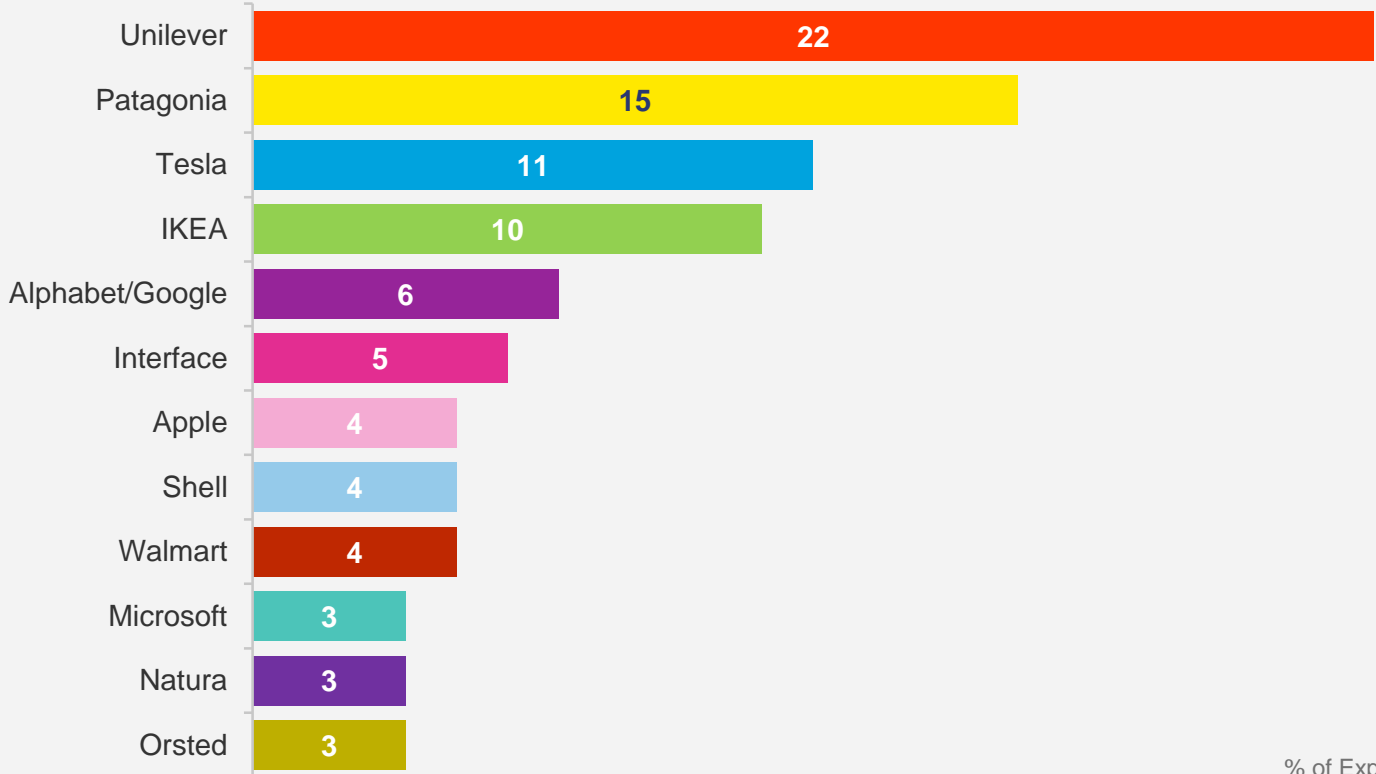


# Corporate Climate Leadership

# Unilever, Patagonia, Tesla & IKEA seen as top climate leaders

Unilever is seen by experts as a clear leader on climate change, followed by Patagonia, Tesla, IKEA and Alphabet/Google.

**Question:** Which companies do you think are leaders in addressing climate change?  
*Please enter a maximum of 3 companies in the spaces provided.*

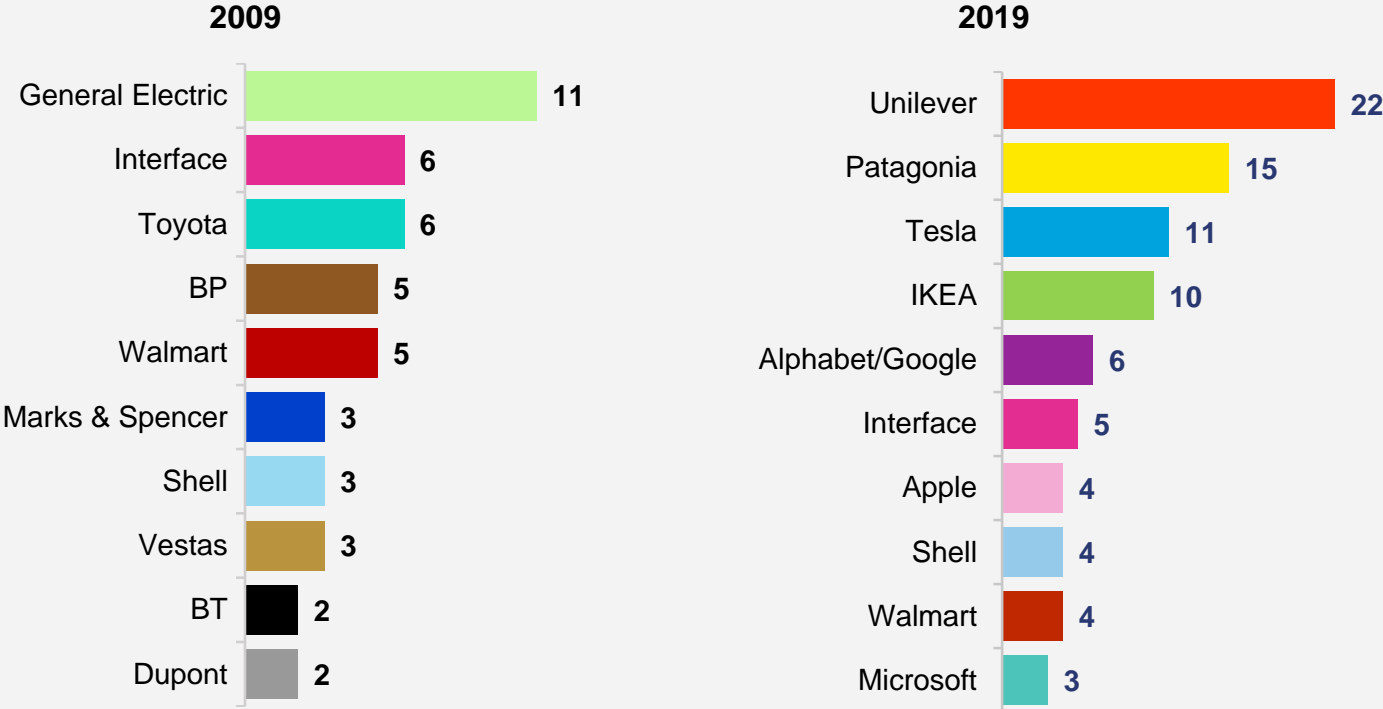


% of Experts, Total Mentions, Unprompted, 2019

# The leadership landscape has shifted over the last decade

Expert perceptions regarding the top cohort of companies has shifted significantly since 2009.

**Question:** Which companies do you think are leaders in addressing climate change?  
*Please enter a maximum of 3 companies in the spaces provided.*



% of Experts, Total Mentions, Unprompted, 2009–2019

# Discussion and Q&A



**Katie Sullivan**  
Managing Director, **IETA**



**Carmel McQuaid**  
Head of Sustainable Business,  
**Marks & Spencer**



**Charles Allison**  
Partner, Energy & Climate  
Change Services, **ERM**





# Further Information

For more information, please contact:

## GlobeScan

Toronto: +1 416 962 0707  
San Francisco: +1 415 874 3154  
London: +44 20 7253 1450  
Cape Town: +27 21 782 5541  
Hong Kong: +852 9723 9092

[GlobeScan.com](https://www.globescan.com)



Chris Coulter  
CEO  
[chris.coulter@globescan.com](mailto:chris.coulter@globescan.com)



Eric Whan  
Director  
[eric.whan@globescan.com](mailto:eric.whan@globescan.com)



Tove Malmqvist  
Senior Manager  
[tove.malmqvist@globescan.com](mailto:tove.malmqvist@globescan.com)

## SustainAbility

London: +44 20 7269 6900  
New York: +1 718 210 3630  
San Francisco: +1 510 982 5003

[SustainAbility.com](https://www.sustainability.com)



Mark Lee  
Executive Director  
[lee@sustainability.com](mailto:lee@sustainability.com)



Aiste Brackley  
Senior Manager  
[brackley@sustainability.com](mailto:brackley@sustainability.com)



Bron York  
Analyst  
[york@sustainability.com](mailto:york@sustainability.com)

