

Addressing Misaligned Climate Lobbying

Supplementary Guidance for the Global Standard on Responsible Climate Lobbying

April 2025

Introduction

Taking corrective action to address misaligned lobbying is a key tenet of the Global Standard on Responsible Climate Lobbying ('Global Standard'). Misalignment refers to climate policy engagement that runs counter to science-based guidance for delivering the Paris Agreement goal of limiting temperature rise to 1.5°C above pre-industrial levels, and can include both direct and indirect lobbying via industry associations.

Strategies for Addressing Misalignments

The Global Standard indicates that, if a company identifies cases of misalignment between its industry associations' climate lobbying and delivering the 1.5°C warming goal, it should determine a clear set of **escalation strategies** it will enact in response to rectify the issue. Companies should also disclose in what circumstances, and over what **timeframe these strategies will be deployed**.

Escalation strategies may include, but are not limited to:

- communicating differences in position directly to the industry association, and attempt to influence its position
- making public statements challenging industry association's misaligned position/s
- the withdrawal of funding for the industry association
- the suspension of membership to the industry association

It is recognised that industry associations advocate on a range of issues, including climate-related policy, and offer a wide range of benefits to corporations outside of matters relating to climate, and therefore often cannot be exited based solely on misaligned climate policy positions. As such, the actions listed above offer a range of strategies which can be enacted either as initial solutions in the lead up to an eventual termination of membership, if deemed necessary, or when exit is not an option.

Best Practice Examples

- In its July 2024 review, [Iberdrola](#) stated that it would send a "notification of dissatisfaction" to misaligned associations, alongside a formal notification that a termination of membership is being considered. If the association does not provide a clear and credible action plan to address the misalignment within 12 months, Iberdrola will implement one or more of the following actions: suspension or discontinuation of membership, request the association refrains from engaging on misaligned issues, and/or make a clear public statement regarding the misalignment.
- In its March 2024 review, [Unilever](#) included a section for each association titled "Actions (to be taken)", in which it outlined the actions taken or to be taken with the industry association as per its assessment. For example, Unilever stated that it would write to the Tennessee Chamber of Commerce & Industry stating that their positions do not reflect those of Unilever. It also disclosed it would encourage the European Roundtable for Industry to continue to engage constructively on the EU Green Deal and explore how it can revise its position on the EU Emissions Trading System.
- In its October 2023 review, [Bayer](#) detailed its engagement with two associations it identified misalignments with, which included "regular meetings" and "proactive communication" regarding the areas of misalignment. Bayer also disclosed that it was discussing further internal remediation measures, such as a reduction in membership fees.

Further Guidance

- Exponential Roadmap Initiative, [Business Associations Climate Action Guide](#) (2024): Nine steps for aligning business association memberships with positive climate policy engagement.
- We Mean Business, [Corporate Climate Policy Engagement Reporting Template](#) (2025): A simple template for company reporting in three stages, including addressing areas of misalignment identified.
- Interfaith Center on Corporate Responsibility, [Leading Lobbying Practices to Drive 1.5°C Policy Action](#) (2022): A breakdown of how to fulfil each of the 14 indicators of the Global Standard, including guidance on addressing misalignments between trade associations' lobbying and Paris goals.
- World Resources Institute, [6 Ways to Prevent Greenwashing and Risks from Trade Associations](#) (2021): This article provides six steps for managing risks, from teaming up with influential members to engaging with individual lobbyists and on membership dues.
- The B Team, [Addressing Trade Association Misalignment on Climate Policy Toolkit](#) (2020): This toolkit offers suggested engagement steps, asks for trade associations, templates of email designs and audit design options.