Mobilizing Companies, Investors & Policymakers to Build a Sustainable Global Economy

The Challenge

The way our global economy functions—and the way businesses and investors within that economy operate—are out of balance with the long-term health of people and the planet. Sustainability is too often an afterthought, especially when natural resources are already constrained and our global climate is being irreparably harmed by largely unchecked carbon pollution.

Our Unique Value Proposition

Ceres influences global capital markets by mobilizing the world’s largest investors and companies to integrate sustainability into their core strategies and advocate publicly for stronger climate and energy policies in the United States and globally. Using innovative research and analysis, high-level convenings and our unique access to business and investor leaders, we’re successfully making the case that tackling climate change and other sustainability threats—and seizing the opportunities associated with addressing those threats—are imperatives that will benefit businesses, communities and the economy.

CERES INFLUENCES GLOBAL CAPITAL MARKETS THROUGH...

Innovation & Thought Leadership:

The Clean Trillion, a campaign to scale clean energy investment globally to $1 trillion a year by 2030 to avoid the effects of catastrophic climate change.

Corporate Roadmap for Sustainability, a framework and set of 20 expectations for sustainable corporations.

21st Century Investor: Ceres Blueprint for Sustainable Investing, a practical guide for institutional investors with clear steps for integrating sustainability.

Hydraulic Fracturing & Water Stress: Water Demand by the Numbers, a research report on escalating water demand from hydraulic fracturing in the U.S. and implications for key water stressed regions.

The Climate Declaration, a corporate call to action for strong U.S. climate policies that has been endorsed by more than 1,000 companies, including General Mills, Apple, Nike, Ikea and Unilever.

Building Influential Networks:

Ceres’ Investor Network on Climate Risk (INCR), which includes 110 institutional investors with collective assets totaling $13 trillion;

Ceres’ 65-member Company Network, nearly half of which are Fortune 500 companies;

Ceres’ Business for Innovative Climate & Energy Policy (BICEP) coalition, which includes industry giants Nestle, Starbucks and VF Corporation.
Ceres’ advocacy in corporate boardrooms and on Capitol Hill alike has had a profound and lasting impact over the past 25 years. Today, more capital market leaders—from Wall Street icons to heads of state—are stepping up to help build a more sustainable global economy because Ceres laid the groundwork.

We’ve made stronger corporate disclosure of environmental and sustainability risks a mainstream practice. Ceres launched the Global Reporting Initiative in 1997, which is now the de facto standard for corporate sustainability disclosure used by 6,000 companies globally. We organized an investor petition with the SEC, which led to the adoption of the world’s first mandatory climate disclosure standard in 2010, requiring climate risk disclosure by all U.S. public companies.

Introduced by Ceres in 2002, the term “climate risk” is now firmly etched in the financial lexicon and is seen as a key fiduciary issue by investors. Ceres’ Investor Network on Climate Risk has grown to more than 110 investors with $13 trillion in assets. Many INCR members are setting goals to boost their clean energy investments. They’re calling on the world’s largest oil and coal companies to shift capital away from expensive, risky fossil fuel projects. And by filing shareholder resolutions, they’ve persuaded hundreds of companies to make significant climate and energy related commitments, such as reducing greenhouse gas emissions, sourcing more renewable energy and mothballing coal-fired power plants.

Through the Ceres Roadmap for Sustainability, our blueprint for corporate sustainability, Ceres has helped dozens of leading companies—including Nike, EMC and Ford—integrate sustainability across their operations and supply chains, leading to significant GHG reductions and increased use of renewable energy. Among our 65 company network members, 84 percent have greenhouse gas reduction goals.

Ceres mobilized its investor and business networks to support aggressive mileage targets for cars and trucks sold in America: an average of 54.5 miles per gallon (MPG) by the year 2025. The new standards, adopted in 2012, are the largest carbon-pollution-reduction measure the U.S. has taken to date. These standards are also creating nearly a half-million jobs, reducing our reliance on fossil fuels and saving Americans more than $1 trillion at the gas pump.

Ceres leveraged its business and investor networks to successfully support state Renewable Portfolio Standards (RPSs) and other clean energy policies that have been critical in accelerating the use of energy efficiency and renewable energy all across the U.S.

Ceres is mobilizing hundreds of investors and companies, including major utilities, to support the EPA’s proposed clean power plan, which would reduce GHG emissions from existing U.S. power plants by 30 percent—the equivalent of taking two-thirds of all cars and trucks off the road;

We’re advocating for widespread adoption of sustainability reporting requirements by stock exchanges globally;

Through Ceres’ INCR and in partnership with investor networks around the world, investors managing trillions of dollars are calling for an end to fossil fuel subsidies and approval of a strong international climate treaty in Paris in 2015.

Ceres’ unique strategies over the past 25 years are making a big difference in moving us towards our vision of a sustainable global economy. Now we need bigger, bolder action—such as universal company and investor adoption of sustainable practices, global carbon limits and achieving the Clean Trillion—to turn our vision into reality.