

IN BRIEF

WHO WE ARE



Ceres is an advocate for sustainability leadership. Ceres mobilizes a powerful network of investors, companies and public interest groups to accelerate and expand the adoption of sustainable business practices and solutions to build a healthy global economy.

OUR MISSION



Mobilizing investor and business leadership to build a thriving, sustainable global economy.

OUR HISTORY



In 1989, a major environmental disaster shook public confidence in corporate America – the Exxon-Valdez oil spill. Nearly 11 million gallons of oil poured into Alaska’s Prince William Sound, devastating one of the world’s most pristine habitats. Suddenly, the environmental cost of doing business became painfully clear and it was apparent that companies weren’t doing enough to account for the environmental and social impacts

of their operations. Six months after the spill, a group of investors launched an organization to tackle this problem: a nonprofit called Ceres.

At its founding, Ceres introduced a bold new vision to the business community – a vision of a world in which business and the capital markets promote the well-being of human society and the protection of the Earth’s environment.





Since 1989, Ceres has achieved dramatic results, including:

▶ Launching the [Global Reporting Initiative \(GRI\)](#), now the de-facto international standard used by more than 1,800 companies for corporate reporting on environmental, social and economic performance.

▶ Directing the [Investor Network on Climate Risk \(INCR\)](#), a group of 100 leading institutional investors collectively managing more than \$10 trillion in assets focused on the business impacts of climate change.

▶ Spearheading dozens of engagements with companies that have led to achievements such as:

- [Ford](#) committing to reduce the amount of water used to make each vehicle by 30 percent globally by 2015;
- [Levi Strauss & Co.](#) pioneering a new, collaborative approach to improve global worker well-being throughout its supply chain;
- [Best Buy](#) launching a cutting-edge “Buy Back” program for its electronics products and setting an additional goal to recycle 1 billion pounds of consumer products by end of 2014;
- [Gap](#) setting its first GHG emissions reduction target - a 20% reduction by 2015

▶ Elevating corporate and investor awareness of growing water scarcity risks. Key highlights include defining a new standard for corporate water stewardship through the [Ceres Aqua Gauge](#), a tool for investors and companies to assess and manage water risk; and spurring tougher credit rating agency scrutiny of water scarcity risks in municipal water bonds.

▶ Securing mandatory requirements for climate change risk disclosure by the [insurance industry](#) to help protect investors and customers.

▶ Developing innovative frameworks to guide corporations and investors, such as 2010’s [The 21st Century Corporation: The Ceres Roadmap for Sustainability](#), and 2012’s [The Road to 2020: Corporate Progress on The Ceres Roadmap for Sustainability](#), the first broad assessment of corporate performance by 600 US companies on key expectations such as carbon emissions reduction, energy and water management, and supply chain sustainability

▶ Influencing the [Obama Administration](#) to release new proposed fuel economy and greenhouse gas emissions standards, which will [raise fuel economy to 54.5 miles per gallon](#) on average for new cars and light-duty trucks by 2025. That is nearly double the fuel economy and half the GHG emissions of 2010 vehicles.

▶ Launching [Business for Innovative Climate & Energy Policy \(BICEP\)](#), a coalition of more than 20 leading consumer brand companies advocating for strong climate and clean energy policies in the U.S.

▶ Persuading the [Securities and Exchange Commission \(SEC\)](#) in 2010 to issue formal guidance on climate change-related disclosure companies must provide to investors in their financial filings.

▶ Receiving numerous awards, including being named one of the [Top 100 Best NGOs by The Global Journal](#), the [2010 United Nations’ “Leader of Change” Award](#) and the [Skoll Award for Social Entrepreneurship](#).