The race is on to build a sustainable global economy, and the competition among companies to thrive in this new business paradigm is fierce. For companies, it is a pivotal moment with enormous opportunity and challenge—a moment that demands excellence in corporate leadership, performance and innovation. Ceres works with more than 70 companies—including Bloomberg, Coca-Cola, Gap, Nike, National Grid and Suncor—to realize competitive advantage through the integration of sustainability into core business strategies and decision-making.

With more than 20 years of experience, Ceres brings credibility and expertise in driving sustainability leadership and best practice. Sitting at the intersection of investors, businesses and advocates, Ceres brings these important perspectives together in constructive stakeholder dialogues to find smart business solutions to major challenges such as global climate change, water scarcity and supply chain sustainability.

Ceres also works with investors to understand the business value of sustainability—so that they ultimately reward companies for improved sustainability performance and disclosure. The Investor Network on Climate Risk (INCR) includes 100 leading investors collectively managing more than $10 trillion in assets.

Ceres member companies must commit to ongoing and long-term engagement with stakeholders and shareholders to improve their sustainability performance. The Ceres engagement model is premised on two-way accountability and transparency. A core tenet of membership in the Ceres Company Network is a commitment to drive towards sustainability leadership. Specific company commitments include:

- **Executive-level commitment** to improve environmental and social performance, including reference to the company’s publicly available sustainability values or principles;
- **Public reporting** on sustainability strategy, commitments and performance. Ceres encourages the use of the Global Reporting Initiative (GRI) reporting standard;
- **Engagement with the Ceres coalition** of investors and sustainability experts, as well as other stakeholders. Regular and in-depth dialogue is required, as well as the consideration and integration of stakeholder feedback into company strategy; and
- **Continuous improvement** of both disclosure and performance on sustainability issues.

There is an annual membership fee based on a company’s revenue. Please inquire for details.
The recent economic crisis forced Ford to reevaluate our business model and develop a bolder plan for navigating the future. Our history of engagement with Ceres helped us recognize that sustainability must be at the core of our new business model.

— John Viera, Director of Sustainable Business Strategies, Ford Motor Company

To address the tough environmental and social issues facing global corporations today, we need to hear from a diverse group of stakeholders who challenge us to innovate and operate in a sustainable manner. No one has access to such a vast network of valuable, independent input as Ceres.

— Indra Nooyi, Chairman and CEO PepsiCo

Ceres provides a unique model for engaging external stakeholders to identify opportunities for improved performance and devising strategies to enhance competitive advantage. We launched The Ceres Roadmap for Sustainability in 2010 to provide companies with a vision and practical guide for developing a comprehensive sustainable business strategy. Ceres uses this framework to help companies increase disclosure, strengthen stakeholder relationships, improve sustainable governance and realize innovative opportunities. In April 2012, Ceres and data provider Sustainalytics released The Road to 2020: Corporate Progress on The Ceres Roadmap for Sustainability, the first broad assessment of corporate performance on key expectations such as carbon emissions reduction, energy and water management, and supply chain sustainability.

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