Weave it all together

How CCG membership can help your company achieve an ambitious, integrated sustainability strategy.
Who We Are

World Resources Institute is a global environment and development research organization with offices in Africa, Brazil, China, Europe, India, Indonesia, Mexico and the United States.

Our Programs
- Climate
- Energy
- Food
- Forests
- Water
- Sustainable Cities
- Sustainable Ocean

Our Centers
- Business Center
- Economics Center
- Finance Center
- Governance Center
What We Do

**Research:** Corporate leaders use WRI’s evidence-based analysis to develop smarter sustainability strategies.

**Tools:** WRI’s tools provide practical direction for strategy implementation.

**Standards:** WRI has standardized critical processes such as emissions accounting, food loss and waste measurement and science-based emissions target setting.

**Convening:** WRI brings companies together to share knowledge, resolve systemic challenges, amplify common concerns during public policy debates and signal corporate leadership.

**Services:** WRI provides tailored support to help companies overcome their toughest sustainability challenges.
Our Approach

1. **Count It**: We start with data. Our rigorous analysis identifies risks, unveils opportunities and informs smart strategies.

2. **Change It**: We work with partners to deliver change on the ground and hold ourselves accountable to ensure bold and enduring outcomes.

3. **Scale It**: We measure success through government and business actions that improve people’s lives and sustain a healthy environment.

“The WRI team is uniquely helpful when we face big strategic decisions. They have a global, integrated view on sustainability’s many facets, and they understand how businesses operate. They also help us think beyond our own company and find opportunities to positively impact our industry. This is why we work with WRI when we need top-notch strategic thinking and deep technical expertise.”

Marty Muenzmaier, Corporate Affairs Lead, Bioindustrial Group at Cargill
Our Influence

The New York Times
CLIMATE
A Respite From Record Losses, but Tropical Forests Are Still in Trouble

Satellite data suggest 2018 wasn’t as bad as the previous two years for tropical deforestation, but the overall trend of losing trees continues.

By Henry Fountain

In all, about 30 million acres of tropical forest were lost in 2018, according to an analysis of satellite images released by Global Forest Watch, a program of the environmental research group World Resources Institute. This is down from the highs of 42 million acres in 2016 and 39 million acres in 2017.

How To Get Meat Eaters To Eat More Plant-Based Foods? Make Their Mouths Water
by Maria Godoy

"The language for meat, and beef in particular, just sounds so much more delicious," says Daniel Vennard. And labels like "meat free," "vegan" and "vegetarian" tend to be turnoffs for consumers. "People don't create positive associations with how it's going to taste and don't feel it's very indulgent."

And that's a real problem for Vennard. As head of the World Resources Institute's Better Buying Lab, it's his job to work with food companies, behavioral economists and marketing experts to find ways to get people to eat more sustainably. Or, as he puts it, to make "this party sound even better than the other party."

Clean up climate change? It’s just good for business.

"We’ve gone from saying 'it would be nice to do, but it would cost us' to saying 'if we don’t do it, we won’t be able to grow, we won’t be able to have tomorrow’s economy,'" said Andrew Steer, president of the World Resources Institute (WRI) “Business leaders, they realize that.”
WRI experts engage with businesses by serving on their advisory boards.

Andrew Steer  
CEO & President

Liz Cook  
Vice President for Institutional Strategy & Development

Janet Ranganathan  
Vice President for Science & Research

Kevin Moss  
Global Director, Sustainable Business

Anne Rosenbarger  
SE Asia Commodities Manager, GFW Commodities & Finance

Our Experts
We provide leading companies with:

✓ Tools to measure, manage and improve value chain risk and impacts
✓ Straight-shooting, unbiased expert advice
✓ Data and analytical tools
✓ Trusted third-party conveners
Companies understand the risks of climate change and demonstrate leadership by setting science-based greenhouse gas reduction targets and by innovating to enable rapid deployment of low-carbon solutions.

We help companies:

✓ Measure and report greenhouse gas emissions, including throughout their operations and value chains
✓ Set GHG emissions reduction targets that are science-based and aligned with climate-safe pathways
✓ Track and influence climate policy developments through collective action
✓ Navigate the utility landscape and increase the portion of their business that runs on clean, renewable energy
✓ Have productive conversations with local utilities that lead to increased renewable energy supply
Water scarcity poses a major risk to business, but smart companies are using data and analysis to proactively monitor and plan around water supply.

We help companies:

✓ Map regions where water stress poses a threat to operations using the Aqueduct Risk Atlas
✓ Set water use targets that are tailored to the limits of watersheds and the needs of local communities
✓ Understand, protect and finance natural systems that act as “green infrastructure” by purifying and disseminating water
Innovative supply chain management technologies paired with insightful analysis help companies preserve and restore forests, reduce supply chain risks and meet stakeholder commitments.

We help companies:

✓ Identify and track deforestation in their supply chain in near real-time
✓ Engage suppliers to drive forest-friendly practices, including sourcing timber-based products
✓ Explore business models that help restore degraded forests
✓ Map opportunities and help restoration entrepreneurs to scale up
✓ Comply with laws requiring due diligence and legal sourcing of timber
Companies can make significant progress towards sustainability goals – and enjoy impressive cost savings – by improving the way they produce, handle and sell food. Our initiatives help them capture this opportunity.

We help companies:

✓ Measure and report the quantity of food that is wasted throughout their value chain
✓ Identify opportunities to reduce food waste and save costs
✓ Understand the environmental impacts of food production
✓ Explore marketing strategies for sustainable food products
✓ Reduce corporate food-related GHG emissions through cafeteria options
The ocean adds $2.5 trillion each year to the global economy, produces half our oxygen and absorbs a quarter of our emissions. Our research illustrates the importance of ocean health for the bottom line.

We help companies:

✓ Understand how ocean health impacts their supply chains
✓ Quantify the potential of a sustainable ocean economy
✓ Track private-sector developments that help conserve and sustainably manage the ocean
✓ Influence the transition to healthier oceans through the Advisory Network of the High Level Panel for a Sustainable Ocean Economy
Institutional investors, banks and other private sector financial institutions oversee trillions of dollars of investible capital. How they deploy resources has a large impact on which companies flourish.

We help companies:

✓ Recognize the impact of their corporate sustainability initiatives on attracting long-term investors
✓ Access high-quality open data on sustainability factors affecting long-term strategies
✓ Contextualize sustainability risks and opportunities for investors
The circular economy presents a $4.5 trillion growth opportunity in the next decade while preserving natural resources. Our research and convening drive public–private action to advance circularity.

We help companies:

- Understand the social and economic impact of a transition to the circular economy
- Test and scale circular products and services that have the potential to expand globally
- Co-develop learnings to influence key stakeholders to act on circularity
- Engage government and civil society leaders to transition to the circular economy through market research and work on standards, reporting and finance
Bold action on climate could deliver $26 trillion in economic benefits by 2030 compared with business-as-usual. NCE research engages government and business leaders in the opportunity and urgency of climate action.

We help companies:

✓ Make the business case for pursuing low-carbon opportunities
✓ Highlight specific proof points across countries and sectors

Public–private partnerships ensure government actions and sustainable business reinforce one another, fostering greater innovation and progress.

We help companies:

✓ Cultivate green growth partnerships with governments
✓ Connect to investment opportunities
✓ Gain global recognition for partnership successes
The Corporate Consultative Group (CCG) is anchored in long-term relationships for lasting and meaningful impact.

Why join?
✓ Demonstrate leadership
✓ Collaborate with WRI experts on ambitious strategies and goals
✓ Connect with industry peers and thought leaders
CCG Member Benefits

✓ **Access to cutting-edge research and data-driven tools** across WRI’s global network so that you can take informed actions and speak confidently about complex, critical issues

✓ **Focused support and advice from world-renowned experts**, and discounted rates on advisory services for extended assistance

✓ **Admission to MindShare**, WRI’s flagship sustainable business event, bringing together corporate partners and experts over one and a half days of interactive sessions, discussions and networking

✓ **Monthly member-only newsletter and invitations** to virtual and in-person activities, curated to help you stay informed of key developments within the sustainability agenda

✓ **Relationship manager** who will understand your needs and proactively connect you to the latest research, tools and knowledge products that will benefit you and your team

✓ **Opportunities to share experiences and insights** that help shape WRI’s corporate tools, research and analysis to ensure relevance and practical application
MindShare is designed for professionals focused on finding innovative, sustainable business solutions. Over a day and a half, work with fellow CCG members and experts on challenges, opportunities and insights to inform your strategy and engagement for the year ahead.

2019 Program Highlights:
✓ Examining the Global Political Economy
✓ Leveraging AI for the Corporate Sustainability Agenda
✓ SPARK Talk: The Belt & Road Initiative
✓ Managing Plastics Over Land and Water
✓ Responding to the Physical Risks of Climate Change
✓ Setting Post-2020 Corporate Sustainability Goals
✓ And 13 speed-geeking discussions on topics such as: Restoration, Water Stewardship, Sustainable Food Future, Science Based Targets, Circular Economy and more
What does it mean to be a CCG member?

We request that partners in WRI’s Corporate Consultative Group:

✓ Provide $50,000 of general support to WRI.
✓ State your commitment to, and publicly report progress towards, improvement in social and environmental performance over time. (We can work with companies to interpret how best to achieve this requirement.)
✓ Review WRI corporate partnership status at least once per year and provide feedback that can help us increase the effectiveness of our collaboration.
CCG Advisory Board

The Advisory Board provides market insights, feedback and direction for the CCG. Board members serve a two-year term.

Jim Bath
Global Environmental Director, Kimberly-Clark Corporation

Bill Brady
Vice President, Corporate Environmental Strategy, Exelon Corp

Tim Carey
Vice President, Sustainability, PepsiCo North America

Jane Schindewolf
Director, Sustainability, DuPont

Kevin Smith
Vice President, Environmental Markets Group, The Goldman Sachs Group Inc.

Ann Tracy
Vice President, EOHS, Sustainability & Supply Chain Strategy, Colgate-Palmolive Company
Current CCG Members

You’ll look good here.

Not pictured: Shell logo
About Our Members

As of December 2019

**FORTUNE 100**
15 COMPANIES

**FORTUNE 500**
26 COMPANIES

**SCIENCE-BASED TARGETS**

- 17 COMPANIES COMMITTED TO SET TARGETS
- 13 COMPANIES WITH TARGETS APPROVED

10 COMPANIES
DOW JONES SUSTAINABILITY INDEX LISTING

11 COMPANIES
RE100

3 COMPANIES
FORTUNE’S “CHANGE THE WORLD” RANKING

5 COMPANIES
CEO CLIMATE DIALOGUE

2 COMPANIES
EV100

12 COMPANIES
FORBES’ MOST VALUABLE BRANDS

10 COMPANIES
FORTUNE’S MOST ADMIRED COMPANIES LIST

8 COMPANIES
DIVERSITY INC’S TOP 50 COMPANIES FOR DIVERSITY
Seeing the lack of guidance and incentives companies have for achieving sufficient greenhouse gas (GHG) reductions, WRI sought to help by creating a methodology that would guide and empower business solutions.

The Science Based Targets initiative, a joint collaboration between WRI, CDP, WWF and the United Nations Global Compact, aims to increase corporate climate performance and drive bolder business solutions by identifying and promoting innovative approaches to corporate GHG emissions goal setting.
PARTNERSHIP SPOTLIGHT

After publishing an interim public statement on establishing a zero deforestation policy for raw materials, Mars enlisted experts from WRI to advise the company on how to operationalize a corporate zero deforestation strategy for its supply chain.

WRI’s team leveraged years of research, deep analytical capability and cutting-edge tools such as Global Forest Watch to help Mars maintain and grow its position as a sustainability leader.
PARTNERSHIP SPOTLIGHT

Exelon sought to identify water risks to its power generation operations. Using WRI’s Aqueduct tool, our experts showed Exelon that most of its operations in high risk areas also have smaller consumptive use due to solar and power generation installations—helping the company prioritize risk mitigation resources accordingly.

WRI’s analysis, advice and data visualization tools helped inform the company’s water strategy while also providing inputs for their sustainability report and CDP water questionnaire.
Join today

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