

CLIMATEVOICE 

IMPACT REPORT

2023





ClimateVoice™ leverages the power of corporate influence from climate-positive companies to win crucial policy battles. We educate and activate employees, engage executives, and shine the media spotlight to galvanize climate policy action.

Now more than ever, we need everyone “all in” when it comes to climate action. ClimateVoice is leading the way in mobilizing the private sector to actively and publicly support climate policy progress at speed and scale. The fossil fuel industry and oil lobby has played an outsized role in deciding the fate of climate policy battles for too long. Now is the time for employees and companies to step in and step up in leading on bold climate policy action - with ClimateVoice poised to continue to scale up employee engagement, raise the bar on corporate leadership, and promote strong climate policy advocacy.

As ClimateVoice enters its 5th year, we’re excited about our impact to date, and the opportunities ahead. Thank you for your support and partnership as we continue to advance the bold climate policy solutions we need.



Deborah McNamara

Deb McNamara
Co-Executive Director



Bill Wehl

Bill Wehl
Co-Executive Director & Founder



To decarbonize at the speed and scale required, we need a movement that raises expectations for the corporate sector.

Companies need to lead on broad systemic change, which requires them to be all in on climate, especially on supporting public policy. ClimateVoice empowers pro-climate employees to catalyze corporate advocacy on climate policy, educates corporate executives to lead and use their influence for policy change, and tracks corporate and trade association engagement on climate policy.

ClimateVoice presses companies to wield their influence through lobbying, trade association memberships, and public statements to advocate for bold climate policies everywhere they operate – activating thousands of employees championing climate policy progress and alignment with international climate goals.

Since our founding in 2020, ClimateVoice has been educating employees and executives and urging them to take action on climate policy. In 2023, ClimateVoice launched its new monthly newsletter [Connect the Dots](#)

that spotlights how policy turbocharges climate progress and educates employees on how companies influence climate policy. Calls to action have focused on urging employees and companies to defend the IRA, [be stronger allies for environmental justice](#), advocate for strong EPA power plant rules, and call out misalignment with trade associations.

This fall, ClimateVoice launched a new employee resource, [Climate Action at Work: A Guide for Employee Advocates](#), spotlighting employee voices in advocating for strong climate policy leadership. Through our new explainer-style newsletter, Employee Climate Action Guide spearheaded by employee volunteers, biweekly activation emails, targeted digital ad campaigns, and organizing events, **we reached over 21,000 employees with a galvanizing message: their activism can spur their companies to get in the fight for bold climate policy.**

21,000+



With the climate at a tipping point, and with public policy progress slowing, we called on companies to align their lobbying mojo with their pro-climate public stance.

In 2023, ClimateVoice expanded its focus to calling for action to address the misalignment between pro-climate companies and their trade associations, aiming to weaken and stop the obstruction from the U.S. Chamber of Commerce and other big trade groups.



Escape the Chamber

Trade Association Campaign

Obstruction by powerful trade associations continues to be a central roadblock impeding climate policy progress. Groups like the U.S. Chamber of Commerce, the Business Roundtable, and the National Association of Manufacturers leverage their influence to obstruct climate progress in the U.S. at the federal, state, and local levels. All three trade groups vocally opposed the Inflation Reduction Act (IRA). And yet, for the first time on a major climate issue, trade groups lost – signaling a moment of vulnerability for them and one of opportunity for climate advocates.

In August, ClimateVoice launched an employee engagement campaign designed to drive a wedge between influential pro-climate companies and their trade associations that continue to spend heavily to obstruct progress on climate policy. We believe that weakening trade associations' power to obstruct progress will be a critical lever, opening up space for pro-climate companies to proactively support bold climate action and accelerate the pace of change at all levels of government. Our Escape the Chamber campaign, styled after classic video games, urges companies to both

leave the U.S. Chamber of Commerce and lead on policy to counter its persistent obstruction. *The Washington Post* did an outstanding job reporting on the campaign launch and quoted ClimateVoice founder Bill Wehl saying companies “need to know that people see the misalignment and hypocrisy in their complicity with the Chamber.”

Throughout the year, we met with U.S. Chamber member company Chief Sustainability Officers and Government Affairs executives, calling for stronger leadership and climate policy support. We attended the Fortune ‘Sustainability 101’ series as an opportunity to ask executives questions and share calls to action around their trade association misalignment, especially for U.S. Chamber member companies, successfully getting responses from Google, Microsoft, and Salesforce on the record. **The campaign has already garnered 3,000+ signatures on the leave and lead petition**, formed cadres of workers at key companies, and scored over 5,000 views of a hard-hitting (and funny!) explainer video starring climate icon Bill McKibben.

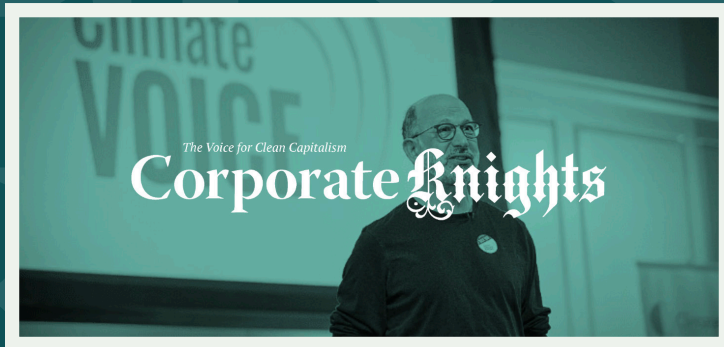
3,000+



Throughout 2023, ClimateVoice was in the media 84+ times, especially spotlighting the role of trade associations in blocking climate policy progress in the U.S.

We co-authored an op-ed in *The Hill* calling out the U.S. Chamber for its “persistent pattern” of obstruction on climate, and authored multiple GreenBiz Policy Voice columns highlighting the contrast between the U.S. Chamber and pro-climate companies, and urging companies to not play both sides and to take steps to close the trade group gap.

In June, the Corporate Knights article Meet the Man Calling Out Big Tech’s Climate Hypocrisy showcased our founder’s efforts to encourage tech employees to use their voices to foment change.



646.7M

MEDIA
& SOCIAL
IMPRESSIONS



ClimateVoice has been calling for stronger corporate political responsibility.

ClimateVoice spotlights misalignment when pro-climate companies fall short of strong climate leadership, such as [this Fast Company piece](#) highlighting Amazon's successful efforts to kill an emissions bill in Oregon.

ClimateVoice offers presentations to companies on corporate political responsibility and climate lobbying best practices, and has presented to corporate leaders via the Creating a Better World Strategy Group on the need for stronger corporate political responsibility and climate lobbying alignment. During Climate Week, ClimateVoice's founder was featured in a Conscious Capitalism session, sharing our message with 250+ participants. We also shared our message with executives from 10+ companies at an NGO coalition bootcamp with the goal of elevating executive leadership on climate.

ClimateVoice regularly publishes a GreenBiz 'Policy Voice' column, covering topics ranging from how [corporations can support the clean energy policy agenda](#), how companies are [ghosting the planet on climate policy](#), and how companies with serious net-zero targets will find it hard to meet them without [public policy](#).

In the fall, ClimateVoice urged companies to support Senate Bill 253 (SB 253) in California – a critical piece of climate

legislation called the Climate Corporate Data Accountability Act – which passed in early September. We activated our base of thousands of advocates and employees to ask their companies to support the bill, spoke out in the press, and privately reached out to tech company executives. At the crucial moment in a touch and go battle, and in the face of strong opposition from California's Chamber of Commerce, 4 pro-climate Big Tech companies (Apple, Google, Microsoft, and Salesforce) came out in support of the bill. We saw a similar result in 2022 when our work helped get several influential companies to speak up in favor of the historic IRA climate legislation.

We also urged employees and company executives to continue a bold stand for California's strong SB 253 legislation, urging executives to attend a forum for companies sponsored by the U.S. Chamber of Commerce. ClimateVoice spotlighted this as an opportunity to take a pro-climate stand, to lead the corporate movement toward the strongest possible emissions disclosure standards, and to ask the Chamber when they will be willing to take a specific legislative or regulatory stand that backs progress on the urgent issue of climate.

salesforce

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Saad Amer

Environmental Justice Expert and
Consultant to the United Nations

Rebecca Solnit

Activist, Scholar, Historian,
and Writer

ClimateVoice has been uplifting climate movement thought leaders and calls to action through our ClimateVoices interview series.

We tackle topics ranging from trade association obstruction, environmental justice, employee activation, youth climate activism, and the role of media in countering the power of the fossil fuel industry.

Making the change we need means raising many more powerful voices for climate action. We need to reach and activate every constituency to break through and be heard – and empower them to use their voices. Through the popular ClimateVoices interview series, we spotlighted fresh insights and calls to action from 20 leading climate activists and visionaries, ranging from activists and emerging leaders like Saad Amer, Nalleli Cobo, and Nina Jacobs, to authors like Rebecca Solnit, Michael Mann, and Bill McKibben.

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LEADING CLIMATE ACTIVISTS AND VISIONARIES



For some, a personal crisis is forged into an opportunity to make a difference.

In a moment with ripples across the climate community, the powerful message of one extraordinary leader – ClimateVoice founder Bill Wehl – has made his personal battle with ALS a much wider clarion call for companies to match his voice with their own leadership.

In a stirring tribute to Bill's courage, climate visionary Katharine Hayhoe called him an "inspiration":



Bill Wehl
ClimateVoice Founder

"Bill's untiring advocacy illustrates how, even in the face of unimagined challenges, it's still possible to find ways to envision and inspire climate action."

- Katharine Hayhoe

Thank you for supporting ClimateVoice's work and for your partnership and collaboration as we continue to advocate for the bold climate policies needed at the speed and scale required.



ClimateVoice aims to leverage the power of corporate influence from climate-positive companies to help win crucial climate policy battles.

Our unique mission is to mobilize the voice of the workforce to urge companies to go “all in” on climate, both in business practices and in policy advocacy. **We believe employee engagement is the key lever to propel corporate action.** When employees speak up as a group, and urge companies to advocate on climate policy, it catalyzes change at the highest levels.

ClimateVoice is a project of Tides Center, a 501(c)(3) nonprofit organization. Learn more at climatevoice.org, and donate to support ClimateVoice’s work [here](#).