

CLIMATEVOICE 

# IMPACT REPORT

JANUARY 2026



**As we navigate the ongoing attacks on climate and clean energy, ClimateVoice is doubling down in our efforts to promote corporate political responsibility, defend critical climate policies, demand stronger climate policy leadership, and scale employee action. Together, we are building the community and momentum needed for this moment.**

The fight for climate policy progress moves forward despite the headwinds. This past year, we led the launch of the new global Employee Climate Action Network to support employees in advocating for climate action and leadership at work, with a coalition of 20+ organizations in the U.S., Canada, Australia, and Europe. We also convened a new Cross Company Alliance, which brings together employee leaders across large U.S. based companies to collaborate and take climate action together.

As we head into 2026, ClimateVoice will continue to galvanize employees, sustainability professionals, business leaders, and companies to support strong climate policies — especially in key state policy battles. We will continue our advocacy for the development of clean energy infrastructure, while continuing to defend critical climate rules and protections at the federal level.

We need a movement that raises expectations for the corporate sector. Companies have an opportunity — and responsibility — to practice corporate political responsibility, especially now. As ClimateVoice celebrates its fifth year, we want to thank you for your support and partnership and look forward to collaborating in the months and years ahead.



*Deborah McNamara*

Deborah McNamara,  
Executive Director



# 2025 was a year for mobilization.

Employees are still speaking up, pushing forward, and finding new ways to influence change. According to Deloitte's 2025 [research](#), nearly two-thirds of employees say their employers are not doing enough to address climate change and sustainability. Throughout the year, ClimateVoice organized employees to call for company leadership and action.



## We mobilized our LEAD community.

The [LEAD Statement](#) calls on sustainability professionals to leverage their power and influence to accelerate climate policy progress. Throughout the year, we mobilized this group to advocate for climate policy leadership by sharing calls to action — including prioritizing clean energy and supporting the continued development of the clean energy infrastructure, maintaining the federal clean energy tax credits, and supporting federal pollution and energy efficiency standards.

## We launched the [Employee Climate Action Network](#) —

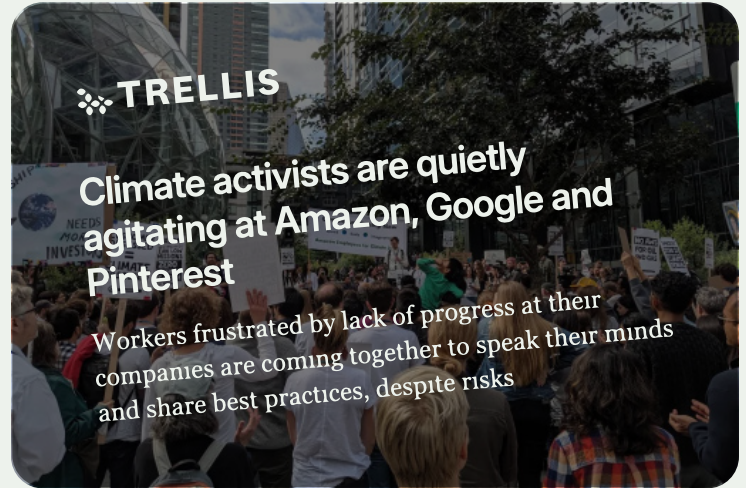
in partnership with an emerging global coalition of 20+ organizations working to catalyze employee climate action at work. ClimateVoice was a core convening member of this group and is playing a lead role in shaping this coalition's evolving presence and calls to action.





## We accelerated cross-company employee collaboration —

through founding and supporting the new employee-led *Cross Company Alliance for Employee Climate Action* that brings together employee leaders across large U.S. based companies to collaborate and take climate action together. We convened monthly coordination calls and catalyzed cross-company calls to action to keep pressure on business leaders. These efforts were spotlighted in a *Trellis* article — [Climate activists are quietly agitating at Amazon, Google and Pinterest](#).



## We expanded employee education, engagement, and action opportunities —

by hosting monthly events and publishing regular issues of our newsletter [Connect the Dots](#), which spotlights how policy turbocharges climate progress and educates employees on how companies influence climate policy.

## We released a new Employee Climate Action Checklist —

which offers actionable steps employees can take to advocate for climate policy progress at work and includes advice, best practices, and resources as a place to get started on the topic.





## We hosted 25+ events throughout the year,

such as a webinar on [Employees Leading Climate Action in Uncertain Times](#), which featured a conversation with employees from companies like Amazon, Google, and Pinterest who are keeping climate and sustainability on the agenda. They shared honest insights about what's working, what's not, and how they're adapting their approach to stay effective. We participated in events at Climate Weeks throughout the year and co-hosted a Climate Advocacy Dinner with Soapbox Project during Pacific Northwest Climate Week, where employee advocates gathered to consider how to most effectively lead climate action at work, and navigate the setbacks underway.



ClimateVoice + Climate Action Club event, October 2025

FAST COMPANY

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## Tech giants are complicit in an anti-climate agenda. Employees should be speaking up

As Big Tech bows to Donald Trump employees should use their influence to engage coworkers and press their leaders for action



## Our Founder and Chief Strategic Advisor, Bill Wehl, co-authored an article on how [the sustainability profession is at an existential crossroads and how it can survive](#) —

calling on sustainability professionals to prioritize a “duty of care” to society in sustainability-focused work — and Bill and Executive Director Deb McNamara also co-authored an opinion piece in *Fast Company* urging employees to speak up for climate leadership: [Tech giants are complicit in an anti-climate agenda. Employees should be speaking up.](#)



# 2025 was a year to combat greenwashing, greenhushing, and corporate backtracking on climate commitments.

Despite the policy setbacks, our calls for climate policy leadership didn't quiet down this past year. We urged companies to support clean energy, and called for clean energy powered AI. While fossil fuel interests continue to influence the policy landscape, clean energy surged this year, generating more electricity than fossil fuels in the U.S. for the first time — and renewable energy produced more electricity than coal globally — also for the first time.

**We demanded stronger accountability and corporate political responsibility.**

*By Deborah McNamara*  
Nearly 70% of the planet's 500 largest companies now have a public climate commitment, more than ever before — and we called on these companies to hold fast and firm to their commitments and to not back down. We urged companies to use their influence to advocate for climate policy defense under the new federal administration, and called on companies to uphold their climate commitments.

**We organized support for the federal Clean Energy Tax Credits and federal pollution and energy efficiency standards,**

prioritizing energy efficient and clean energy powered AI, and elevating climate-related financial risk as a serious and material risk to businesses and communities.



## We encouraged business leaders to ask the U.S. EPA to preserve and strengthen the Energy Star program.

We [joined](#) the American Sustainable Business Network (ASBN) in urging business leaders to express their support for preserving and strengthening the Environmental Protection Agency's (EPA) Energy Star program. The advocacy paid off: [EPA paused its decision](#) to cut the popular energy efficiency program after EPA faced blowback from business leaders over plans to end it.



## We urged employees and company leaders to submit public comments in support of preserving the EPA's Endangerment Finding.

This rule serves as the legal bedrock for regulating greenhouse gas emissions. For more than 15 years, the Endangerment Finding has supported the Environmental Protection Agency's (EPA) standards that limit planet-warming greenhouse gas emissions from the power, transportation, and oil + gas sectors. This ruling protects public health and the environment while also providing the policy certainty businesses need to invest confidently in emissions reduction efforts and clean technology.

We urged employees and company leaders to submit public comments and elevate this climate policy advocacy opportunity at work.

As part of this effort, Deborah McNamara wrote an [op-ed](#) published in Sustainable Views from The Financial Times urging companies to advocate with trade groups to protect climate science in the U.S. While trade groups were split in their response to the rollback, the U.S. Chamber of Commerce and the American Petroleum Institute publicly supported the rule, which was a win for climate advocates and those fighting for the legal basis to regulate emissions under the Clean Air Act.



# 2025 was a year for stronger accountability + spotlighting misalignment.

We released an update to our [Climate Policy Obstruction Scorecard](#), which now includes 20 U.S. based companies, adding five new popular consumer brands — Nike, Procter & Gamble, Starbucks, Uber, and Walmart — underscoring that companies positioning themselves as environmental leaders are simultaneously opposing climate action through their trade association such as the U.S. Chamber of Commerce and the Business Roundtable. The Scorecard update was picked up in the media with articles such as [Walmart, Nike, and Starbucks Say They're Green, But Fund the Fight Against Climate Laws](#) and [The “green” corporations funding anti-climate groups](#) featured by *HEATED*. We also published a new accompanying [Take Action 2-pager](#) that offers actionable ideas for employees looking to advocate for lobbying alignment at work.

We urged companies and employees to defend the EPA's greenhouse gas reporting program, and that pressure paid off with the Business Roundtable submitting public comments opposing the end of corporate GHG reporting. We mobilized our network to fight for the EPA's Endangerment Finding, which confirms that greenhouse gas emissions endanger public health. While trade groups were split in their response to the rollback, the U.S. Chamber of Commerce and the American Petroleum Institute publicly supported the rule, which was a win for

## GUILT BY TRADE ASSOCIATION

CLIMATE POLICY OBSTRUCTION SCORECARD

climate advocates and those fighting for the legal basis to regulate emissions under the Clean Air Act.

Through ongoing calls to action and information sharing, we empowered employees to press leaders for trade association lobbying alignment and climate policy advocacy. We also shared calls to action with Chief Sustainability Officers (CSOs) and other key executives on their trade associations' climate policy actions and around membership to the U.S. Chamber of Commerce.

And — our work is having an impact. *The Financial Times* reported on how [companies are leaving industry groups that oppose climate policies](#). According to research from InfluenceMap, **from 2022 to early 2025, the number of companies remaining a member of an industry association that is not aligned with their climate advocacy decreased by 14%.**



# 2025 was a year to spotlight and foster courage.

## ClimateVoice accelerated our calls for corporate climate leadership.

We continue to remind the thousands of employees, sustainability professionals, and business leaders we work with that their voices matter, and that speaking up for climate leadership and pressing for responsive action, even in the face of obstacles, is the critical work of our time.

ClimateVoice launched the inaugural [Bill Weihl Awards](#) to honor our Founder and Chief Strategic Advisor's courage and share examples of employees catalyzing transformative change. We celebrated the inaugural winners at GreenBiz25: Van Riker of Microsoft and Fiona Duggan of Unilever, employees who are both raising their voices for climate policy advocacy at work and creating meaningful change. We co-hosted an event at GreenBiz focused on **Sparking Connections and Igniting Change**, where over 150 people joined us to celebrate climate leadership, build community, and strategize on solutions. Deborah McNamara, our Executive Director, also moderated a panel discussion at GreenBiz with employee leaders — **Good to Great: How Employees Raise the Bar on Corporate Climate Action** — digging into how employees can contribute to driving organizational climate action, what is working well on the climate advocacy front, and where the opportunities lie ahead.



*Inaugural winners of Bill Weihl Award: Van Riker (left) and Fiona Duggan (right)*



*Good to Great: How Employees Raise the Bar on Corporate Climate Action*



# Throughout 2025, our media strategy kept press attention focused on the policy action (or inaction) of companies.

**ClimateVoice appeared in the media 120+ times, generating over 989 million media impressions.**

Articles in *Bloomberg*, *Fast Company*, *Grist*, *HEATED*, *Politico*, *Sludge*, *Sustainable Views* (from *The Financial Times*), *Trellis* (formerly *GreenBiz*), and *The Washington Post* were key drivers, with many of them focusing on the importance of positive corporate engagement on climate policy and the obstruction of trade associations to climate policy progress.

ClimateVoice’s “inside/outside” strategy continues to be key to our impact. By applying internal pressure from employees, and increased social and traditional media attention from the outside, we hold companies accountable to their stated values and climate commitments. We offer critical opportunities to encourage companies to speak up in favor of just, science-based climate policy. And we bring the bright spotlight of media accountability for companies that do not.



*ClimateVoice Team with Bill in October 2025*

As ClimateVoice celebrates our fifth year, we look forward to accelerating our impact and catalyzing climate leadership — with renewed commitment and strategic insights garnered in our collective work.



When employees speak, companies act.

# ClimateVoice aims to leverage the power of corporate influence from 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](https://climatevoice.org), and donate to support ClimateVoice's work [here](#).*