

AMSOIL



Climate Week & Sustainability

INTRO

Sustainability remains a universal, top-priority topic for companies and institutions of all sizes. The stakes continue to mount as the world grapples with surpassing the 1.5-degree Celsius warming threshold over the past year, and as severe weather threatens communities and business operations across the globe.

Within this environment, enterprises are responding to growing demands from consumers, employees and corporate boards for more sustainable products, services and supply chains. Likewise, more than 140 countries—including the biggest polluters, China, the United States, India and the European Union—have set net-zero targets, covering about 88% of global emissions. Despite the pressures facing organizations, there is also great opportunity. A report cited by the **World Economic Forum** found that sustainable business models “could open economic opportunities worth \$12 trillion and create 380 million jobs by 2030.”

With **Climate Week NYC** fast approaching (September 22-29), Allison Worldwide, a global integrated marketing and communications consultancy, is proud to unveil this special report: “Climate Week & Sustainability.” It takes a deep dive into the week’s activities, provides unique data and insights from Allison professionals around the world, and offers up key case studies and event targets to help practitioners map out the year ahead in sustainability communications. The report is a joint initiative between two of Allison’s Centers of Excellence, the Thought Leadership Center of Excellence and The Purpose Center of Excellence, which work with top clients and professionals worldwide to deliver exceptional campaigns, winning strategies and key insights.

88%
of global emissions



INSIDE CLIMATE WEEK

Over one week, New York City will host more than 600 live events, where key voices from business, government, philanthropy, entertainment and culture will gather to drive climate action.

“It’s Time” is the theme for this year’s event, which is hosted by the Climate Group, an international non-profit organization that aims to accelerate climate action. The title denotes the urgency of this year’s conversations and the need for progress across a range of priorities—from tripling renewable energy capacity and doubling energy efficiency to speeding the decarbonization of industries.

How can you tap into Climate Week? Here are the “can’t miss” moments:



- **Opening Ceremony:** September 22, 1pm-6pm ET (livestreamed and free)
 - Attended by hundreds of elected officials, executives and civil society representatives, this is where leaders share global outlooks and news in engaging interviews and discussions.
- **The Hub Live:** September 23-24 (livestreamed and free)
 - Leaders from business, government and the climate sector discuss key themes, including the new industrial revolution, the energy and transportation transition, nature, food systems and health, leadership and green growth.
- **The Nest Climate Campus:** September 21-22 (Multiple in-person, free events with registration [here](#))
 - Held in the Javits North building, leaders will come together to address, educate and plan the acceleration of effective climate solutions. In 2023, the Campus’ interactive and experiential learning activations were a top draw.
- **The Marketplace of the Future:** September 28-29 (Multiple in-person events, purchase tickets ranging from \$30-50 [here](#))
 - Now in its 8th year, the Marketplace of the Future features panels, talks, live music and a zero-waste bar, and is dedicated to a net-zero future.
- **Billion Oyster Project walking tour:** September 23 (Purchase \$5 ticket for an in-person tour [here](#))
 - This public walking tour will delve into the vital work being done to restore New York Harbor’s oyster reefs, which play a significant role in combating climate change.

KEY THEMES FOR CLIMATE WEEK NYC



ENERGY

Energy is responsible for two-thirds of greenhouse gas (GHG) emissions worldwide, with buildings representing nearly 40% of GHG emissions.



FINANCE

The shift to a low-carbon economy can spark economic activity and create millions of jobs.



HEALTH

Climate change poses a critical threat to human health—yet awareness of this among policymakers is limited.



NATURE

From oceans to forests, nature plays an essential role in the wellbeing and livelihoods of all species.



SUSTAINABLE LIVING

Collective individual action, lifestyle shifts and improvements in the built environment are a vital part of climate action.



ENVIRONMENTAL JUSTICE

Racial and socioeconomic justice is key to climate action.



FOOD

The global food system currently contributes to 21-37% of total GHG emissions.



HEAVY INDUSTRY

Cement and steelmaking are big emitters of carbon emissions, with plastics and aluminum just behind.



POLICY

Policy is the key to accelerating and supporting climate action.



TRANSPORT

The transport sector is the fastest-growing contributor to climate change, accounting for nearly a quarter (23%) of global emissions.

WHITNEY DAILEY

EVP



Purpose: The Role of Communications in Decarbonization

It is a fact that the climate conversation has been, historically, characterized by mistruths, deceptions and

obfuscation, from reluctance to share the realities of the damage of CO2 emissions (**dating back to 1977**) to the origin of the **Climate Footprint**. Communications, marketing and advertising have, for better, but mostly for worse, played a role in clouding the hard reality of our warming planet.

Today, it's much more difficult to ignore, obscure or deny the validity of the climate crisis. It is in the news, across our social media feeds and, quite literally, **at our front doorsteps**. And still, communicators have a role to play in charting the future—and the fight ahead to limit warming to 1.5 C.

From the early moments of our careers, communicators are told we have the power to touch hearts, change minds and drive behaviors. When put in that context, we certainly hold an immense amount of power. So, it's time to ask ourselves as an industry—what side of history do we want to be on? More specifically, what is the

message we want to share and what behaviors do we want to reinforce?

That is the question we at Allison ruminated on when given the opportunity to sign the **Clean Creatives** pledge at Climate Week NYC 2023. Upon our signing, we became the **largest PR agency** to commit to refusing work from oil, coal and gas companies.

This isn't about looking back or laying blame, it's simply about identifying the bright opportunity ahead and the important role we play in leading a new conversation. Right now, we need a culture shift, and that is something marketing, advertising and communications practitioners happen to know quite a lot about. This is the call—to put the very same energy and investment that has been spent on fossil fuel advertising into the very viable alternatives that exist. A fair, just and profitable transition away from fossil fuels is possible and that is a message worth amplifying.

There is space for all of us in this movement—from the largest global agencies to the boutique shops. The problem is massive and time is short, but the challenge is worthy. Will you join us?

Whitney will be speaking on a panel at The Nest Climate Hub on Thursday, September 26.

CASE STUDY

Seventh Generation & Climate Week

Climate Week has been, and continues to be, a critical moment in time for our client Seventh Generation—an organization founded on the mission to protect the planet for the next seven generations.

A leader in corporate climate activism, Seventh Generation is pushing for radical transparency in understanding and reporting climate impact. The company has developed a **Climate Fingerprints** approach, accounting for the climate impact of every dollar it spends, whether on banking relationships or PR firms, and challenged other companies to follow suit.

To support this mission, during Climate Week 2023, Allison worked alongside Seventh Generation to build

an owned event from the ground up, which was featured on the official Climate Week agenda and provided unique avenues for message, mission and brand articulation.

Titled **How to Cash Out of Carbon and Future-Proof Your Sustainability Plan**, the event featured a panel of experts from Seventh Generation, Lush Cosmetics, Burton Snowboards, Salesforce, Clean Creatives and TOPO, and was moderated by climate thought leader Ellen Dorsey.

The standing-room-only event was attended by top media and resulted in a strong, research-based feature on **Trellis** (formerly GreenBiz).



MARCEL GOLDSTEIN

MANAGING DIRECTOR, CORPORATE



Marketing Strategy: Creating a Unique Green Energy Category

Successful marketing leverages differentiation strategies to stand out in a competitive market. These strategies aim to

make a product or service appear unique relative to the competition, ideally in a way that matters to customers and tilts their decision-making in your favor.

The ultimate differentiation strategy is to define, create and own your own category. For many of our clients that are selling “green” products or services to help organizations achieve their sustainability goals, this is the “holy grail” of marketing.

Essential to category differentiation is to build a suite of products or services unmatched in the current marketplace. With brands easily challenged for any sleights of hand, especially in the sustainability space, business and product strategy must lead marketing strategy. Authenticity in marketing is a must-have today.

Our client Plug Power offers an interesting case study in category creation and ownership in the green energy market. Historically a fuel cell manufacturer, Plug spotted an important macro-trend: as the cost of solar and wind power dropped over the last decade, green hydrogen could emerge as a replacement for blue and gray hydrogen.

Leveraging this macro-trend, Plug executed a series of acquisitions to build the first and only vertically integrated green hydrogen ecosystem. Plug integrated multiple stages of the green hydrogen value chain, from production and processing to storage, distribution and utilization of hydrogen in end-use applications.

Three years ago, Plug decided to assert itself as the de facto leader of this new category. Plug’s recipe for taking the “pole position” was as follows:

- **Boldness of Vision.** When seeking to create a new category, you need to sell people on more than just products. Ask yourself what the vision for your products is and what is their potential impact on society. Plug leaders underscored that they were building a new ecosystem as proof-of-concept of their vision to help meet customers’ corporate sustainability goals.
- **Humble Tone and Manner.** While risk-taking assertive statements about your vision are required to create your own category, credibility for your claims is simultaneously built upon humbleness. Plug leaders acknowledged the importance of deploying green hydrogen in only the right applications as part of a broader renewable energy architecture necessary to achieve sustainability goals.
- **Relatable Analogies.** When you are building something that is unknown, it can be hard for people to see what you see. Plug leaders tapped into relatable analogies for their vision of a new category, citing the cell phone market journey—from the 1980s, when prices were high and only Wall Street traders owned them, to today, when scaling up manufacturing creates efficiencies that drive down prices and everyone carries a cell phone in their pocket.
- **Agenda-Setting Conversations.** In addition to what you say and how you say it, where you say it is a critical ingredient. You need to be in the right conversations with the right people. Plug placed an all-in bet on a pricey sponsorship at CERAWEEK 2023 that put them literally on the center stage of green hydrogen conversations at the thought-leading energy transition show.
- **Long View Optimism.** When you are creating something new, there will be doubters and critics—as well as those with financial or political interests in seeing you fail. Plug leaders always maintained their optimism for the long view—even when skeptics grabbed headlines.

If you have authentically built a new green product category that stands alone in the market, stake the claim but take the lessons learned—both successes and failures—of those who have journeyed down this path before you.

ALLISON AND RADIA

*How do you “unstealth” one of the most ambitious projects in sustainability today? For our client Radia—an energy company that’s building the world’s largest airplane to deliver giant, efficient wind turbine blades, too large for ground transportation, directly to wind farm sites—Allison pulled out all the stops. We developed a global, integrated campaign that flooded the business landscape with powerful storytelling about Radia’s **WindRunner aircraft** and its transformative impact on the energy industry.*



“We designed a launch that was as visionary as the WindRunner aircraft. To unstealth the WindRunner and drive buy-in for Radia’s vision for the energy industry, the first step was to establish brand awareness—but not just for its own sake. In close partnership with Radia, we created an integrated, 360-degree multichannel platform — with brand positioning and messaging synchronized across all stakeholder channels, including a newly created website, earned and paid media, as well as digital marketing, executive thought leadership and significant presence at industry conferences.

And to launch the effort, we took a campaign approach and leveraged top conferences as our tentpoles. At CERAWEEK, the leading global energy conference, and soon after, at American Clean Power, we launched waves of branded communications and direct customer outreach. To bring the WindRunner story to life, we worked with one media outlet over the course of six months—The Wall Street Journal, which resulted in a front page story, with companion video and art, catalyzing follow-on coverage throughout the world and introducing the company on a global scale.”

- **David Baum**, Managing Director



THE WALL STREET JOURNAL.



How the World’s Biggest Plane Would Supersize Wind Energy

Radia, a unicorn startup, plans to use rocket science to overcome one of the wind power industry’s biggest hurdles with a giant cargo plane

MARK ALLEGRINI

SVP, PURPOSE



The Language of Sustainable Food

Organic, regenerative, responsible, non-GMO, humane: These are just a few of the certifications and qualifiers that pop up in conversations

around food and its impact on communities and the planet. And while certifications and labels are important as we monitor and manage impact, we must determine what consumers really need, and what they really want to know about the products they're buying.

We know consumers care about health benefits, nutrition and sustainable practices, but they're also motivated by cultural shifts and values alignment. Last year, an **article** in The New York Times highlighted the constant consumer tensions between perception, nostalgia, cultural trends and social and environmental impact.

The piece explored the rise of dairy alternatives that coincided with wellness culture, creating a cultural shift in how consumers view and purchase traditional dairy milk. One quote stood out: "The return of cow's milk is kind of the cultural zeitgeist saying, 'Screw tech. This is too fast and science is going too far... Just go back to normal and stop engineering the way we live.'"

Ultimately, it boils down to finding the right framing to use to connect with consumers and then activating in the right places to drive engagement. And while certifications and labels can serve as technical assurance (and shorthand for environmental or social impact), they usually don't accomplish the full task. To drive real impact for the brand and business, companies need to take the extra step to ensure they're connecting with consumers' emotions and aligning with their attitudes and habits.

Scientific rigor and transparency are integral to effective sustainability efforts; that's why elements like global reporting standards and labels and certifications are important. But, as with most things sustainability-related, we need to consider the broader stakeholder set to really have an impact. After all, why go to the trouble of getting the technical details and nuances right if you can't get consumers to understand or care?



MOLLY LUBY

GM, NEW YORK



Consumers and Sustainability: Price vs. Planet

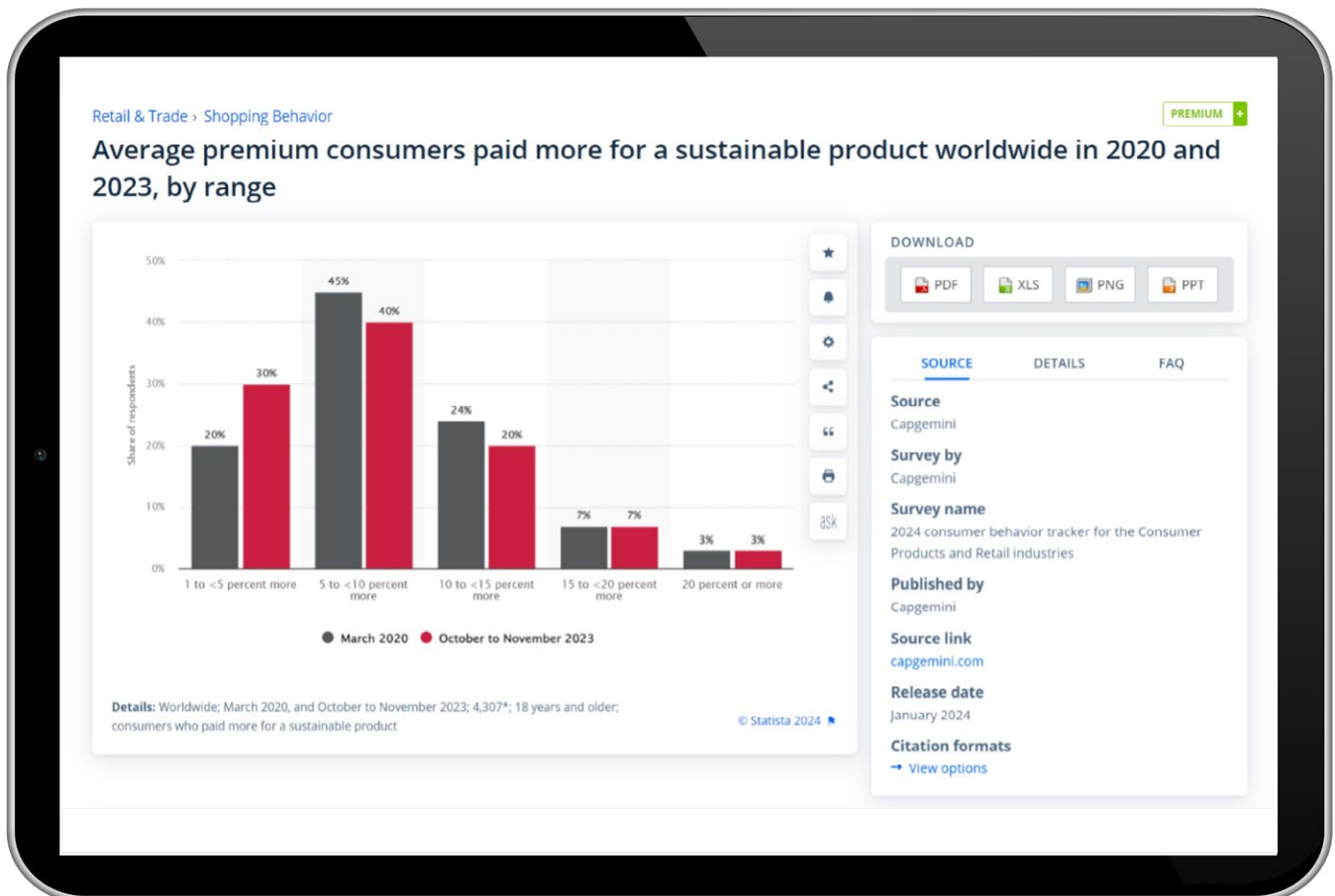
Consumers today are faced with a dilemma when making purchase decisions: prioritize the selfish present—cost and

convenience—or the selfless future—sustainability and planet health. While data from Statista shows there's a willingness among global consumers to pay more for sustainable products, it has waned over the last few years—largely due to the pressures of the inflationary environment. The average premium they're willing to pay for a sustainable product has decreased, as price reigns when it comes to influencing purchase decisions.

This begs the question of whether we should have to choose between price and planet. Prioritizing both is what's right, and what

consumers want. We're increasingly seeing consumers, particularly Gen Z, putting the responsibility back on brands to provide sustainable products at price parity to conventional products. Why should consumers have to sacrifice by paying more when companies can produce great products at a fair price that benefit people and planet?

Where does conscious consumerism go from here? Will consumers continue to prioritize sustainability and influence innovation and business with the purchasing choices they make? Time will tell how this plays out, but with the increasing purchase power and influence of Gen Z, which many have called the sustainability generation, we anticipate the brands that prioritize the best of both worlds will continue to lead when it comes to winning hearts, minds and wallets.



LARS ROSENE

MANAGING DIRECTOR, CORPORATE



The Industrials Opportunity: Embracing Sustainability to Future Proof the Industry

In recent years, the industrial sector has faced increasing pressure to adopt sustainable practices in response to climate change, resource depletion, supply chain transparency and growing customer demand for environmentally friendly product design, sourcing and manufacturing. These external influences coupled with the real business opportunities for growth that these sustainable practices provide, have resulted in companies transitioning their operations and embracing sustainability as a core component of their overall business strategy.

A key aspect of sustainability in the industrial sector is the focus on circularity. For the industrial sector, this model emphasizes the importance of reusing, recycling and repurposing materials used in products, essentially minimizing waste. Many companies have taken steps to design their products with the entire product lifecycle in mind, ensuring that materials can be easily reclaimed

and reused at end of life, or more easily made into another future product of the same type of material. This not only conserves resources but fosters accountability and responsibility among manufacturers.

The industrial sector is clearly undergoing a significant transformation as companies embrace sustainability. To bring these concepts full circle—and since industrial companies are some of the biggest commercial users of power in the world—they are also leaning into adopting and funding cleaner energy technologies to reduce their overall carbon footprint as well as optimizing their supply chains, all of which will have a near-term positive impact on the environment, while positioning these industrial companies for long-term success in a rapidly changing world.

In the end, we believe industrial companies that prioritize sustainability and sustainable practices—and push them deep into their organizations through their overall business strategy—will not only lead the charge into a more responsible and resilient future, but will also have the greatest opportunity for a positive impact on the environment.



ADELINE GOH

GM, SINGAPORE



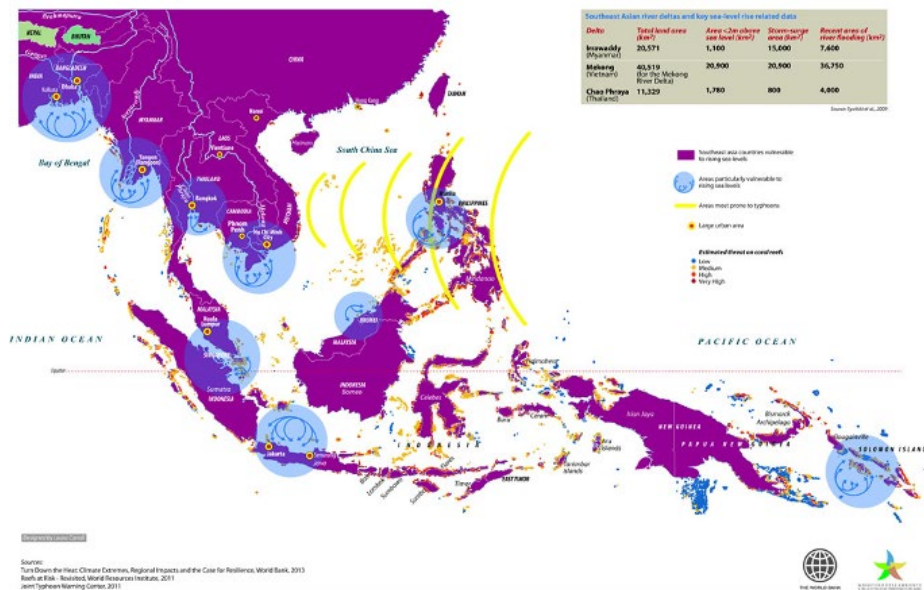
ASIA SPOTLIGHT: Climate Change and The Global Business Landscape

Wildfires, heat domes, tornadoes, hurricanes and floods have been making big headlines in the U.S. market throughout much of 2024, but what of Asia? As heat climbs and oceans rise, what are the unique seasonal threats impacting Asia?

Southeast Asia is one of the regions most exposed to climate change, with huge coastal populations and most incomes heavily dependent on agriculture. It is also one of the most disaster-prone areas in the world, as it sits between the Pacific and Indian oceans, making it vulnerable to seasonal typhoons and, in some cases, tsunamis. The region also spans several tectonic plates, which can cause earthquakes and volcanic eruptions.

VISUALISING A WARMING WORLD

COASTAL ZONES AND PRODUCTIVITY AT RISK IN SOUTHEAST ASIA



Between May and October, some of Southeast Asia's most popular tourist destinations, such as those in the Philippines and Vietnam, are affected seasonally by tropical storms that can grow into dangerous typhoons. This past July, for example, Typhoon Gaemi swept over parts of Asia, including the Philippines, causing widespread flooding and landslides in Manila. The storm even sank an oil tanker, causing a massive oil spill and a mobilization effort to save the 17 crew members.

With climate change, Southeast Asia has also experienced more frequent, prolonged heatwaves, much like the United States. This year, record-breaking temperatures of over 40 °C (over 100°F) were felt from Thailand and Vietnam all the way to India and Bangladesh, resulting in thousands of deaths from heat stroke. The extreme heat has also caused severe crop damage and reduced yields, which hurt economies.

Needless to say, these climate-related disasters have serious impacts on human health, as well as consequences for the livelihoods and economic security for millions of people. According to a report by the World Economic Forum, heat waves are forecast to contribute nearly 1.6 million fatalities by 2050, with about 70% of these deaths anticipated in high-risk regions, such as Southeast Asia. According to the Asian Development Bank, the cost of climate change in the region could result in a 6-7% loss in GDP by 2100.

Recognizing the urgency to addressing the issue, countries in the Association of Southeast Asian Nations (ASEAN), which comprise Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam, are rallying to pledge their climate commitments. Post-COP 28, the grouping of member states have set ambitious goals, including net-zero emissions and increased renewable energy capacity.

ASIA CASE STUDY

Allison & GE Vernova



With the split of General Electric in 2024, the newly-listed energy company GE Vernova — formerly GE Power and GE Renewable Energy — had a singular mission in an era of climate change, continuing to electrify the world while simultaneously working to decarbonize it.

To amplify the narratives around its mission in Asia Pacific, GE Vernova turned to Allison to elevate the profiles of its senior executives and expand awareness of its business throughout the region.

Working across our offices in Singapore, Japan and Australia, Allison brought GE Vernova’s spinoff story to the masses, with coverage volume across Asia Pacific increasing 300% (compared to the previous year) and 58% of total coverage appearing in Tier 1 media. This included feature interviews with regional broadcaster CNA, as well as strong coverage in Japan’s national dailies, Denki Shimbun and The Nikkei, and many more local mainstream, business and trade publications.

In the back half of 2024, Allison teams across Asia Pacific will drive more momentum for GE Vernova at key industry conferences, including Enlit Asia and Singapore International Energy Week.

300%

coverage increase from 2023 to 2024

58%

of total coverage appearing in Tier 1 media

ASIA CASE STUDY

Elevating The Nature Conservancy



In 2023, The Nature Conservancy (TNC) partnered with Allison to expand awareness of its work as a leading environmental NGO in the Asia-Pacific region.

Leveraging the launch of TNC’s Singapore chapter and the Southeast Asia Climate and Nature-based Solutions Coalition as a news opportunity, Allison tapped the Ecosperity sustainability conference to showcase powerful stories about the chapter’s launch, fostering trust among key stakeholders at a vital moment in time.

Allison’s Asia team advanced the TNC mission and growth by securing an array of high-profile media engagements, including a 45-minute feature on CNBC International with TNC Global CEO Jennifer Morris. The team continued to bolster TNC’s presence with ongoing media relations, as well as participation in the World Economic Forum’s Summer Davos.

The results were striking—nearly 450 million impressions, flowing out of more than 30 major stories within six months, allowing TNC establish itself as the #1 share-of-voice among environmental NGOs in Singapore for 2023.

450M

impressions

30

major stories within six months

ALAN AMPOLSK

EVP, CORPORATE



Climate and the U.S. Election — How our clients are navigating and talking about the uncertainty

What impact will the 2024 U.S. election have on climate policy? And as a business leader, what

should you plan to say—and not say—about climate in the coming weeks and months?

Given the sharp contrasts on climate between the two presidential candidates and their parties—and with polls showing a tight race—Allison clients are taking a measured approach. While many are sticking with established positions and few are staking out new ground, we are seeing an emerging trend, with key opinion leaders discussing climate in terms of business impact and results, rather than focusing purely on societal impact and the organization's aspirational goals.

In general terms, all of that makes sense—not only in an election year but after several years of culture-war backlash against ESG (both the term and the agenda). This is especially true given the range of possible election outcomes—a Harris administration that continues Biden's climate policies (though climate was not a major focus at the Democratic National Convention), a Trump administration that withdraws again from global climate agreements and strips climate regulations, and the prospect of a divided Congress that limits either president's ability to enact a full climate program.

But playing close to the vest isn't leadership. Is it possible to take a leadership position on climate change? Thought leadership isn't just issues communications. It requires that you set a new agenda or reframe a debate.

The answer is yes—but with some caveats. The trick is to lead without getting too far out ahead of issues... or stakeholders.

Here's a snapshot of what our clients are doing:

- **Focusing on stakeholders.** Some leaders are explaining their climate policies and priorities in terms of the concrete benefits they deliver to employees, communities, investors and supply chain partners (essential for Scope 3 emissions tracking and reporting). That approach enables companies to calibrate the message. U.S. organizations can choose to be pragmatic. Those with an EU focus can consider a stronger, more vocal, issues-focused climate commitment.
- **Framing climate actions in terms of business benefits.** Directly related to the point above—there can be risks in vague communications that focus on societal aspirations without connecting directly to the business. Many leaders are shifting their focus to the business impact of climate investment—on profitability, competitive advantage and the ability to recruit and retain talent. If a company can quantify the business benefit, so much the better. Research and numbers are essential—survey results and KPIs help make the case.
- **Staying the course.** Climate change is a long-term challenge, and most organizations have set net zero goals that stretch to 2050. Equally, the energy transition may be a decades-long project. So the strategies and messages that made sense last year probably still do. Some clients are making the case for continuing down their established climate path. That's true for investors advocating an "all of the above" energy strategy and for a greater private-sector role in climate funding, but also for renewables leaders who can and do argue that economics favor clean energy, no matter the results of this year's election.

There is one certainty—one size does not fit all. Framing climate issues in terms of the urgent need for solutions, hard numbers, stakeholder impact, economic impact and organizational strategy—all can serve as a basis for climate leadership during the U.S. election cycle, in 2025, and beyond.



EUROPEAN POLICY ENVIRONMENT

Climate concerns remain top of mind across Europe. For instance, Germany and the UK aspire to net zero within the next 20-25 years.

In Germany, the Energy Efficiency Act, which has been in force since 2023, compels large industries to save energy (though the parameters remain somewhat unclear). In the UK, the recent change of government has brought climate action back into focus. All eyes are on the new Labour government as it either supports—or revises and reforms—pre-existing energy policies. The UK, after all, has a mandate to address climate change, and actions will include approving alternate sources of energy, increasing public transportation, home insulation programs and helping workers in fossil fuel-dependent industries find new work.

More broadly, the automotive industry is under pressure throughout the EU. From 2035, the sale of new cars with petrol, diesel, hybrid or gas engines will be banned in the bloc. This was decided by Parliament last year (with a relatively narrow majority), but as each day passes more stakeholders are calling for banning combustion engines entirely.

Overall, sustainability is central in Germany, the UK and across the bloc, with policies pushing for rapid change. As the climate debates unfold, businesses must prepare for evolving regulations and shifting market dynamics. They will fare best if they are proactive in adapting their sustainability strategies to keep ahead of the pace of change.

ASIA ELECTIONS

Climate change and sustainability will rank among the hot topics for forthcoming elections across Asia. Over the next 12 months, national elections will occur in Australia, Singapore and Japan. The incumbent Australian government is using its Future Made in Australia policy as a linchpin for its election campaign. The policy focuses on building a local clean energy industry. In Singapore, all eyes will be on the country's **SG Green Plan 2030** to achieve long-term net zero emissions. The country hopes to achieve this by focusing on planting one million trees, quadrupling solar energy deployment by 2025, reducing landfill waste by 30% by 2030, making 20% of schools carbon neutral and mandating that all newly registered cars be clean energy models by 2030.

ASIA POLICY SNAPSHOTS

Regions	Trends
Southeast Asia	<p>Singapore: A new registry, supported by the Ministries of Trade, Industry and Sustainability, helps listed companies convert operational data into accurate greenhouse gas figures, aiding in the pursuit of net zero goals.</p> <p>Malaysia: Sustainability efforts are driven by Bursa Malaysia's mandate for listed companies to disclose environmental, social and governance (ESG) practices, contributing to a regional ASEAN Interconnected Sustainability Ecosystem.</p> <p>Indonesia: Made strides in ESG reporting, requiring all listed companies to publish sustainability reports since 2020; this is due to the Financial Services Authority's push for sustainable finance.</p> <p>Philippines: Will enhance sustainability with mandatory ESG disclosures for publicly listed companies, focusing on improving compliance with global reporting standards.</p> <p>Thailand: Focusing on reducing carbon emissions, enhancing energy efficiency and investing in renewable energy, which raised the country's renewable power capacity to more than 12,000 megawatts by 2022. Efforts in tourism and waste management are also gaining momentum, as Thailand strives to balance its role as a major tourist destination with a commitment to sustainability.</p> <p>Vietnam: Advancing sustainability by mandating annual environmental and social impact reports from public companies, supported by guidance from the State Securities Commission.</p>
Oceania	<p>Australia: Future Made in Australia policy is gaining momentum as a foundational policy for the forthcoming 2025 national election. Clean energy is the focus of this policy.</p> <p>New Zealand: Overhauling strict genetic engineering regulations from the 1990s to facilitate scientific advancements, particularly in agriculture, healthcare and environmental sectors, addressing challenges like climate change, global competitiveness and potential medical breakthroughs.</p>
Greater China Region	<p>China: Currently striding toward a 'dual carbon' goal – reaching its carbon emissions peak before 2030, and becoming carbon neutral before 2060.</p> <p>Hong Kong SAR: Its Climate Action Plan 2050 outlined four major decarbonization strategies: net zero electricity generation, energy saving and green buildings, green transport and waste reduction.</p> <p>Taiwan: Has implemented a plan for achieving the 2030 goals, and a vision for decarbonizing industries, enhancing human health, fostering cleaner water, transforming waste to resources, moving toward zero-forest-loss and co-existing with wildlife.</p>
Japan	<p>Japan: Announced in 2020 its goal to achieve carbon neutrality by 2050, with a focus on three key sectors: energy-related industries, transportation and manufacturing and home and office-related industries.</p>
Korea	<p>Korea: Data center developers are now required to complete land acquisition, design, investment and customer acquisition before submitting a power grid impact assessment, which could still lead to project suspension based on government and KEPCO decision.</p> <p>Targets for carbon-free power generation have been set to reach to 70% by 2038, up from under 40% in 2023, with plans to add four new nuclear plants, triple solar and wind capacity, replace aging coal power plants with cleaner alternatives and support small modular reactors.</p>
India	<p>India: Union Budget 2024 outlined the country's climate action plans, including the adoption of clean energy technologies, climate-smart agriculture and disaster risk management. This raises budget concerns around agricultural R&D, crop insurance and the broader inclusion of vulnerable populations in solar energy programs.</p>

RELEVANT EVENTS

GLOBAL THOUGHT LEADERSHIP

- November 11-22, Baku, Azerbaijan, **COP 29**
- January 20-24, 2025, Davos-Klosters, Switzerland, **World Economic Forum**
- March 2025 (TBD), Location TBD, **Aspen Ideas: Climate**
- May 2025 (TBD), Doha, Qatar, **Qatar Economic Forum**
- June 25-July 1, 2025, Aspen, Colorado, **Aspen Ideas Festival**

NORTH AMERICA

- September 16-19, NYC, **Fast Company Innovation Festival**
- October 8-9, Atlanta, **Fortune Impact Initiative**
- October 21-23, Laguna Beach, **WSJ Tech Live**
- November 11-12, NYC, **Fortune Global Forum**
- December 10-11, NYC, **Reuters Next**
- February 4-5, 2025, San Francisco, **Bloomberg NEF Summit**
- March 10-14, Houston, **CERAWeek**
- April 29-30, 2025, NYC, **Bloomberg NEF Summit**
- July 2025, Seattle, **Bloomberg Green Festival**

EU

- September 30-October 1, London, **Reuters Sustainability Europe**
- October 8-9, London, **Bloomberg NEF Summit**
- October 15, Berlin, **German Climate Day**
- November 27-28, London, **London Climate Technology Show**
- November 28-29, Dusseldorf, **17th German Sustainability Day**
- January 21-23, 2025, Berlin, **Handelsblatt Energy Summit**
- March 10-12, 2025, London, **The Economist Sustainability Week**
- April 2025 (TBD), London, **Bloomberg Sustainable Business Summit**
- May 20, 2025, Munich, **Bloomberg NEF Summit**
- June 11-13, 2025, Frankfurt, **Sustainability World Summit**
- June 21-29, 2025, London, **London Climate Action Week**

APAC

- September 25-27, Vientiane, Lao, **ASEAN Energy Business Forum**
- September 25-27, Goyang, South Korea, **H2 MEET Conference (Hydrogen)**
- October 2-4, Makuhari Messe, Japan, **Smart Energy Week**
- October 8-10, Kuala Lumpur, Malaysia, **Enlit Asia**
- October 21-22, Sydney, Australia, **AFR Energy & Climate Summit**
- October 21-25, Singapore, **Singapore International Energy Week**
- October 22-25, Singapore, **Asia Clean Energy Summit**
- December 3-4, Shanghai, **Bloomberg NEF Summit**

AFRICA/MIDDLE EAST

- October 1-2, Sandton, South Africa, **ESG Africa Conference & Expo**
- October 17-18, Abu Dhabi, UAE, **Sustainability Leaders Summit 2024 - Forbes Middle East Events**
- October 24-25, Cape Town, South Africa, **Sustainability Week Africa**
- January 14-16, 2025, Abu Dhabi, UAE, **World Future Energy Summit**
- March 12-14, 2025, Nairobi, Kenya, **The Africa CEO Leadership, Entrepreneurship and Sustainability Forum**
- June 18-19, 2025, Madinat Jumeirah, Dubai, UAE, **Middle East Event Show**