

# Mercedes-Benz

## Detailed assessment of Mercedes-Benz’s corporate climate policy engagement review

This document outlines a detailed breakdown of InfluenceMap's assessment of the company's disclosure on climate policy engagement. Further detail on the assessment methodology is available in the Appendix, and on InfluenceMap’s CA100+ Investor Hub [here](#).

A summary of Mercedes-Benz’s disclosures on climate policy engagement is shown below. Mercedes-Benz has undertaken two reviews of its climate policy engagement to date. The Review Score represents InfluenceMap’s overall assessment of the quality of the company’s review process, where 100 would indicate that a company has met investor expectations for all criteria related to the review process.

Date of Review	Review Score
March 2022	29 / 100
March 2023	43 / 100

This assessment focuses solely on Mercedes-Benz’s disclosure on climate policy engagement, which can be found [here](#). This assessment does not include an analysis of the company's actual climate policy engagement, which can be found on InfluenceMap's online profile of Mercedes-Benz [here](#).

The table below provides a breakdown of Mercedes-Benz’s performance against each of the seven assessment criteria, using the traffic-light assessment framework summarized below.

Key	Explanation
<span style="color: green;">■</span>	Has broadly met investor expectations in this area.
<span style="color: yellow;">■</span>	Has made some progress on investor expectations in this area, but with significant deficiencies.
<span style="color: red;">■</span>	Has fallen short of investor expectations in this area.

Disclosure & Transparency	Policy Alignment Process
Corporate climate positions	Identify & Assess
Industry group climate positions	Monitor & Review
Alignment assessment method	Act
Framework for misalignment	

## Mercedes-Benz’s Company Scorecard

The tables below highlight, for each indicator, the criteria for companies to meet investor expectations, Mercedes-Benz’s assessment, and examples of better practice by companies to date.

While InfluenceMap did not find an example of best practice across the entire review process, some companies have demonstrated better practice under specific metrics under the 'Disclosure & Transparency' and 'Policy Alignment Process' assessments.

### Disclosure & Transparency

Corporate climate policy positions and influencing activities	
<p><b>To meet investor expectations under this indicator:</b> The company has to disclose a detailed and clearly referenced breakdown of its own climate policy positions and influencing activities beyond 'top-line' climate statements. This includes descriptions of the company’s positions and policy engagement activities on specific items of regulation and legislation which are material to the company’s operations, business sector, and/or the region(s) in which it operates.</p>	
<p><b>Mercedes-Benz</b></p>	<p>Mercedes-Benz’s disclosure is largely limited to top-line positions on issues such as carbon neutrality and electric vehicles, operational initiatives, and high-level commitments such as the Climate Pledge and the Transform to Net Zero initiative. The company did list, and provide links to, examples of engagements with policymakers and “External Events”, including Mercedes-Benz’s engagement on the US Inflation Reduction Act and the EU Regulation on the Development of Alternative Fuel Infrastructure.</p> <p>However, Mercedes-Benz appears to omit cases of negative climate policy engagement. For example, in a May 2022 consultation response, Mercedes-Benz appeared <i>unsupportive</i> of California’s proposed Advanced Clean Cars II (ACC II) regulation, which would require an increasing percentage of new light-duty electric vehicle (EV) sales each year until a 100% zero-emissions vehicle (ZEV) mandate in 2035. As well as calling for optional compliance, it referred to the requirements as "overly stringent", emphasized challenges around the cost of ZEVs, and advocated for major flexibilities, such as credit transfer from the Advanced Clean Trucks rule to ACC II.</p>
<p><b>Best Practice</b></p>	<p>In its lobbying review, <i>BP</i> provides a link to a dedicated webpage titled ‘Advocacy activities’ which includes clear and detailed advocacy updates on specific government policy consultations in Europe, Australia and the US. These include specific consultations with climate-related policies under 6 topics, and a link to <i>another webpage</i> which discloses further details on the company’s advocacy activities in the US. BP also includes links to public submissions via the EU Transparency Register, the Scottish Lobbying Register, and the US Lobbying Disclosure Act.</p>

**Industry association climate policy positions and influencing activities**

**To meet investor expectations under this indicator:** The company has to disclose a detailed and accurate account of the climate policy positions and influencing activities of each industry association actively engaged on climate change policy, including descriptions of positions and policy engagement activities on specific items of regulation and legislation beyond 'top-line' statements.

<p><b>Mercedes-Benz</b></p>	<p>In its 2023 review, Mercedes-Benz disclosed the positions and engagement activities of its industry associations on key climate-related regulations in the EU and US. These included the EU Renewable Energy Directive, EU Emissions Trading System, EU carbon dioxide interim targets, the US Inflation Reduction Act, and the US Environmental Protection Agency's Revised 2023 and Later Model Year Light-Duty Vehicle Greenhouse Gas Emissions Standards.</p> <p>Mercedes-Benz has however omitted key instances of negative engagement with climate-related regulations by its industry associations, including the European Automobile Manufacturers' Association (ACEA), the Alliance for Automotive Innovation, and the German Association of the Automotive Industry (VDA) (see Identify &amp; Assess for further details).</p>
<p><b>Best Practice</b></p>	<p>No companies have met investor expectations in this area, although <i>BASF</i> and <i>BP</i> exhibit current leading practice. Both companies have disclosed a detailed account of all key industry associations' climate policy positions, and a summary of their influencing activities. However, they appear to overlook detailed negative lobbying by a number of industry associations identified by InfluenceMap's database.</p>

**Alignment assessment method**

**To meet investor expectations under this indicator:** The company has to: (1) disclose a clear and detailed framework for assessing alignment with its industry associations across all relevant areas of policy engagement; (2) consistently apply this framework across *all* industry associations; and (3) provide a clear and detailed explanation behind each evaluation.

<p><b>Mercedes-Benz</b></p>	<p>Mercedes-Benz does not disclose a clear and detailed framework for assessing alignment with its industry associations, stating only that it is based on the company's positions regarding climate-related policies, but without reference to what constitutes a finding of alignment or misalignment.</p> <p>However, Mercedes-Benz has provided an explanation behind each evaluation, describing the industry associations' positioning related to six top-line climate positions.</p>
<p><b>Best Practice</b></p>	<p><i>Shell</i> has disclosed a clear explanation of its alignment assessment method along with a clear and detailed explanation of how it has been applied to each industry association. The company also provided clear criteria which were used to categorize the degree of alignment of Shell's climate policy positions with the positions of its industry associations.</p>

**Framework for addressing misalignment**

**To meet investor expectations under this indicator:** The company must disclose a clear and detailed framework for addressing misalignments with its industry associations including escalation steps and clear deadlines for industry associations which do not amend misaligned practices.

<b>Mercedes-Benz</b>	Mercedes-Benz has not disclosed a framework to address potential cases of misalignment. As such, there are no clear escalation steps or deadlines for industry associations which do not amend misaligned practices.
<b>Best Practice</b>	<i>Rio Tinto</i> has disclosed clear and detailed steps for addressing potential misalignment, including an escalation strategy and clear timelines attached. The company states that it will clarify its own positions with misaligned industry associations, seek common ground, seek leadership positions to influence associations, and consider suspending membership if differences are not resolved after 12 months.

## Policy Alignment Process

**Identify & Assess**

**To meet investor expectations under this indicator:** The company has to identify all cases of misalignment with its industry associations and the Paris Agreement in line with InfluenceMap’s *database* on corporate lobbying.

<b>Mercedes-Benz</b>	<p>In its 2023 review, Mercedes-Benz assessed 3 industry associations (European Automobile Manufacturers’ Association (ACEA), the Alliance for Automotive Innovations (Auto Innovators) and the German Association of the Automotive Industry (VDA). The company states that “in principle”, each associations key positions have “high congruence” with Mercedes-Benz’s position. However, InfluenceMap analysis indicates that all three industry associations have climate policy engagement misaligned, or potentially misaligned, with the Paris Agreement.</p> <p>InfluenceMap analysis indicates that Mercedes-Benz has at least 4 memberships to industry associations misaligned with the Paris Agreement (<i>Illinois Chamber of Commerce, BusinessEurope, German Association of the Automotive Industry (VDA), Society of Indian Automobile Manufacturers (SIAM)</i>), and at least 5 memberships to industry associations potentially misaligned with the Paris Agreement (<i>Federal Chamber of Automotive Industries (FCAI), Alliance for Automotive Innovation, European Round Table for Industry (ERT), European Automobile Manufacturers’ Association (ACEA), Society of Motor Manufacturers and Traders (SMMT)</i>).</p> <p>InfluenceMap analysis finds that these industry associations have engaged negatively on climate-related policies. For example:</p> <ul style="list-style-type: none"> <li>■ <i>European Automobile Manufacturers’ Association (ACEA)</i>: In a December 2022 letter to EU Commission Executive Vice President Frans Timmermans, ACEA Director General Sigrid de Vries <i>opposed</i> a 100% zero-emission carbon dioxide (CO2) target for heavy duty-vehicles, and an internal combustion engine phase-out date, in the EU. The association also opposed multiple light-duty vehicle emissions targets in a <i>January 2022 fact sheet</i>, including opposing a 2035 zero-emissions target for cars and vans, opposing a 50% 2030 CO2 target for vans, and not supporting a higher 2025 CO2 target.</li> <li>■ <i>German Association of the Automotive Industry (VDA)</i>: In an October 2022 <i>Automobilewoche</i> article, VDA President Hildegard Müller <i>opposed</i> the EU’s 2035 zero CO2 emissions target for light-duty vehicles, criticizing the goal as “negligent”. In a June 2022 press release, Müller also <i>opposed</i> the European Council’s vote on the target, opposing the proposed 2026 review date and calling for a final decision to be delayed to 2028, and calling for the inclusion of e-fuels in the target which would weaken the policy’s climate ambition.</li> </ul>
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	<ul style="list-style-type: none"> <li>■ <b>Alliance for Automotive Innovation:</b> In a May 2022 consultation response, the industry association <i>advocated</i> for numerous flexibilities such as allowing medium-duty electric vehicles to be used to meet Advanced Clean Car II requirements in California (including a 2035 100% ZEV mandate), and calling for plug-in hybrid electric vehicle provisions to be extended for two years until 2030.</li> </ul>
<b>Best Practice</b>	<p><i>Enel</i> is the only company to meet investor expectations in this area, identifying all cases of misalignment with its industry associations and the Paris Agreement in line with InfluenceMap's database, although the company does not disclose additional details of why they are not fully aligned. InfluenceMap analysis indicates that most companies have missed key cases of misalignment with industry associations lobbying counter to the goals of the Paris Agreement.</p>

**Monitor & Review**

**To meet investor expectations under this indicator:** The company has to publish a review of industry associations on an annual basis, commit to do so at least once a year, or commit to disclose regular updates on its review and alignment process. Updates should accurately report on relevant material and on-going lobbying activities of potentially misaligned industry associations, as well as the company's alignment and engagement with the industry association concerning these activities.




<b>Mercedes-Benz</b>	<p>Mercedes-Benz has published two annual lobbying reviews, in 2022 and 2023. The company has not explicitly committed to publishing annual reviews.</p>
<b>Best Practice</b>	<p><i>Rio Tinto</i> has published detailed assessments of its industry association memberships every year, with detailed updates on misaligned industry associations each year. Rio Tinto has published six full reviews of its industry associations, annually from 2018 to 2023. The company has committed to continue reviewing its memberships on an annual basis.</p>

Act	
<p><b>To meet investor expectations under this indicator:</b> The company has to show evidence of action to address all cases of misalignment with its industry associations and the Paris Agreement, in line with InfluenceMap’s <i>database</i> on corporate lobbying. The investor expectations outlined by <i>PRI</i>, <i>IIGCC</i> and <i>Ceres</i> include several steps companies can take to address misalignment. Steps should include terminating memberships or taking specific action to reform the detailed and material lobbying activities undertaken by misaligned organizations.</p>	
<p><b>Mercedes-Benz</b></p>	<p>Mercedes-Benz has shown some evidence of action to address misalignments. In its 2023 review, the company states that it will steer discussion at The Alliance for Automotive Innovation towards a stronger commitment on the Paris Agreement, and support for renewable energy and carbon pricing mechanisms. There are however limited details on the specific outcomes sought in these engagements.</p> <p>Furthermore, the company does not appear to have addressed key cases of material and potential misalignment with the Paris Agreement identified by InfluenceMap’s database (see Identify &amp; Assess).</p>
<p><b>Best Practice</b></p>	<p>No companies have met investor expectations in this area by showing evidence of action to address all cases of misalignment identified by InfluenceMap’s database, although some companies have made more progress. <i>Rio Tinto</i> terminated its membership to Queensland Resources Council in 2022 following findings of misalignment in past reviews, and also outlined detailed actions to be taken at two "partially aligned" industry associations. <i>Total</i> announced in January 2021 that it had decided not to renew its membership to the American Petroleum Institute due to divergences on climate positions. <i>Fortum</i> has not left any industry associations but has disclosed its engagement on specific climate change policy issues with four industry associations, including details of the results of this engagement in 2022. Similarly, <i>General Motors</i> has disclosed that it has not financially contributed to advocacy campaigns against the Build Back Better Act by the Business Roundtable and US Chamber, and has publicly advocated a supportive position to ensure its stance is differentiated from them.</p>

# Appendix: InfluenceMap’s Methodology for Assessing Corporate Climate Policy Engagement Disclosures

## Scoring Disclosures and Policy Alignment Process



InfluenceMap assesses corporate performance against seven assessment criteria, using the traffic-light framework summarized below. A ‘Green’ scores 2 points, a ‘Yellow’ scores 1 point, and a ‘Red’ scores 0 points. This total is converted into a percentage from 0 to 100, calculated using the total number of points available (14). As such, only certain scores within the 0 to 100 range are possible under this methodology.

Key	Score Explanation
	Has broadly met investor expectations in this area.
	Has made some progress on investor expectations in this area, but with significant deficiencies.
	Has fallen short of investor expectations in this area.

## Assessing Disclosures

Since BHP’s 2017 industry association review, around 60 major global corporates have delivered similar, specific disclosures on their industry association links in response to investor pressure. This positive momentum is undermined, however, if the resulting disclosures are of poor quality.

In its *‘Investor Expectations on Corporate Climate Lobbying’* report, the PRI highlights the need for disclosure on the company’s positions and activities on climate change policy engagement, as well as the positions and activities of the industry groups it supports. The PRI further requests information on the governance processes and actions taken to ensure alignment between these activities and the company’s stated climate goals. *IIGCC* and *Ceres* articulate similar expectations, also requiring companies to disclose a material impact assessment of lobbying by an organization that opposes their public position. InfluenceMap uses the following assessment criteria to test the clarity, accuracy and scope of information provided by companies against four key issues.

Disclosure Item	Score	InfluenceMap’s Assessment Criteria
<b>Corporate climate policy positions and influencing activities</b>		The company has disclosed a detailed and clearly referenced breakdown of its own climate policy positions and influencing activities beyond ‘top-line’ climate statements. This includes descriptions of the company’s positions and policy engagement activities on specific items of regulation and legislation which are material to the company’s operations, business sector, and/or the region(s) in which it operates.
		The company has disclosed a breakdown of its own climate policy positions and influencing activities. However, the company’s description of its positions and policy engagement activities on specific items of regulation and legislation lacks detail, and/or the company has not disclosed its position and engagement activities on key items of

		regulation and legislation which are material to its operations, business sector, and/or the region(s) in which it operates.
		The company has made no attempt to disclose its climate policy positions and influencing activities, or the company's disclosure is limited to a brief overview of its 'top-line' climate statements and operational commitments without reference to specific items of regulation and legislation.
Industry association climate policy positions and influencing activities		The company has disclosed a detailed and accurate account of the climate policy positions and influencing activities of each industry association actively engaged on climate change policy, including descriptions of positions and policy engagement activities on specific items of regulation and legislation beyond 'top-line' statements.
		The company has disclosed an account of the climate policy positions and influencing activities of each industry association actively engaged on climate change policy, beyond 'top-line' statements. However, the disclosure lacks detail on positions and policy engagement activities on specific items of regulation and legislation, and/or does not disclose evidence of negative climate lobbying by one or more of its industry associations.
		The company has not disclosed the climate policy positions and influencing activities of each industry association actively engaged on climate change policy, and/or the company's disclosure is limited to a brief overview of 'top-line' climate statements without reference to specific items of regulation and legislation.
Alignment assessment method		The company has: (1) disclosed a clear and detailed framework for assessing alignment with its industry associations across all relevant areas of policy engagement; (2) consistently applied this framework across <i>all</i> industry associations; and (3) provided a clear and detailed explanation behind each evaluation.
		The company has disclosed a framework for assessing alignment with its industry associations but the disclosure lacks detail regarding <i>one</i> of the above steps (1-3).
		The company has not disclosed a framework for assessing alignment with industry associations, or it has disclosed a framework but the disclosure lacks detail regarding <i>more than one</i> of the above steps (1-3).
Framework for addressing misalignment		The company has disclosed a clear and detailed framework for addressing misalignments with its industry associations including escalation steps and clear deadlines for industry associations which do not amend misaligned practices.
		The company has disclosed a clear and detailed framework for addressing misalignments with its industry associations including escalation steps, but there is no clear deadlines for industry associations which do not amend misaligned practices
		The company has not disclosed a framework for addressing misalignments with its industry associations, or the company has disclosed a framework but the steps are ambiguous and lack sufficient detail.

## Assessing Policy Alignment Process

As well as transparent disclosures on industry group links and lobbying activities, the investor expectations communicated by IIGCC, CERES and the UN PRI also set out the need for robust processes to ensure alignment between the company's stated policy positions and the positions and lobbying activities of their industry groups. These processes consist of the following three elements:



Alignment Process	Score	InfluenceMap's Assessment Criteria
Identify & Assess	Green	The company has identified all cases of misalignment with its industry associations and the Paris Agreement in line with InfluenceMap's <i>database</i> on corporate lobbying.
	Yellow	The company has not identified key cases of misalignment with the Paris Agreement in line with InfluenceMap's <i>database</i> on corporate lobbying. Companies are scored in this category if they miss up to three cases of "potential" misalignment (industry associations with Organization Scores 51-75 in InfluenceMap's database).
	Red	The company has not identified key cases of misalignment with the Paris Agreement in line with InfluenceMap's <i>database</i> on corporate lobbying. Companies are scored in this category if they miss one case of misalignment (industry associations with Organization Scores 0-50) or more than three cases of "potential" misalignment (industry associations with Organization Scores 51-75 in InfluenceMap's database).
Monitor & Review	Green	The company has published a review of industry associations on an annual basis, has committed to do so at least once a year, or is/has committed to disclose regular updates on its review and alignment process. Updates should accurately report on relevant material and on-going lobbying activities of potentially misaligned industry associations, as well as the company's alignment and engagement with the industry association concerning these activities.
	Yellow	The company has committed to publish an update to its review of industry associations but not an annual basis or not specified a timeframe.
	Red	The company has not committed to any follow-up processes as part of its review of industry associations.
Act	Green	The company has shown evidence of action to address all cases of misalignment with its industry associations and the Paris Agreement, in line with InfluenceMap's <i>database</i> on corporate lobbying. The investor expectations outlined by <i>PRI</i> , <i>IIGCC</i> and <i>Ceres</i> include several steps companies can take to address misalignment. Steps should include terminating memberships or taking specific action to reform the detailed and material lobbying activities undertaken by misaligned organizations.
	Yellow	The company has shown some evidence of action to address cases of misalignment with its industry associations and the Paris Agreement, but has not addressed key cases of misalignment or "potential" misalignment identified by InfluenceMap's <i>database</i> on corporate lobbying, i.e. industry associations with Organization Scores 0-75 in InfluenceMap's database. The investor expectations outlined by <i>PRI</i> , <i>IIGCC</i> and <i>Ceres</i> include several steps companies can take to address misalignment. Steps should include terminating memberships or taking specific action to reform the detailed and material lobbying activities undertaken by misaligned organizations.
	Red	The company has shown no or limited evidence of action to address cases of misalignment with its industry associations and the Paris Agreement, missing key cases of misalignment or potential misalignment identified in InfluenceMap's <i>database</i> on corporate lobbying, i.e. industry associations with Organization Scores 0-75. The investor expectations outlined by <i>PRI</i> , <i>IIGCC</i> and <i>Ceres</i> include several steps companies can take to address misalignment. Action will be scored under this category if it does not include terminating memberships or taking specific action to reform the detailed and material lobbying activities undertaken by misaligned organizations.

To assist this assessment, InfluenceMap will be applying its database on corporate and industry group climate change lobbying. This tracks in real-time the detailed climate policy lobbying of around 450 companies and 250 industry associations globally, allowing like-for-like comparisons of organizations' positions on climate policy that are compared to a benchmark of Paris-aligned climate policy. This system can track the evolution of corporate and industry group climate lobbying positions over time.