

A background image showing a blurred scene of people in a meeting or office setting. In the foreground, a person with long dark hair is seen from the back. In the background, another person is gesturing with their hands while holding a smartphone. The overall tone is professional and collaborative.

CLIMATE ACTION FOR
ASSOCIATIONS.

CLIMATE POLICY.

Guidelines for membership organisations

The decarbonisation of business and industry presents a significant challenge, and the membership sector is increasingly called upon to spearhead the necessary transition of industries, systems and sectors.

Trade associations and professional bodies globally in particular, are under mounting pressure from their members, communities, employees, customers, stakeholders, policymakers, and supply chains to take proactive climate leadership.

As an official accelerator for the UN-backed Race to Zero campaign, CAFA is dedicated to advocating for and assisting the membership sector in the just transition.

We believe that every membership organisation, regardless of size or sector, has a role to play and is pivotal in limiting global warming and keeping the 1.5o ambition in sight.

AIM

To harness the influence and reach of the membership sector to exponentially accelerate climate action and achieve net zero.

WHO IS IT FOR?

Key stakeholders, senior leadership and decision makers, in addition to the individual(s) responsible for carbon emission benchmarking and implementation of policies and procedures within Membership Organisations (MO's).

Membership organisations sit at a unique intersection of influence between their membership and the government.

MO's can often proactively participate in the consultation process for new standards and legislation.

MO's can use the influence of representation to push for pro-climate action policy and support for the industry/profession it represents.

Members of MO's push their RO to represent their needs, deliver the support they require and drive pro-climate action policy.

Members of MO's also use organisational infrastructure to promote semi-independent campaigns and form splinter groups.

GOVERNMENT & POLICY MAKERS



MEMBERSHIP ORGANISATIONS



MEMBERS OF MEMBERSHIP ORGANISATIONS

Standards, legislation and support provided to MO's to cascade to their respective members.

MO's can aid policy implementation via: Updating accreditation requirements (if they play this role).

MO's implement pro climate action policies and expectations of their members.

Some MO's have a mechanism for members to establish communities of interest, often autonomously.

Climate Action for Associations (CAFA) emphasizes that membership organizations can and should adopt an ambitious stance, proactively leading and transforming their industries and professions.

Most membership organisations are independent not for profits, driven by intent and purpose, with public, industry and social impact at the core of their strategy.

However, many membership organisations encounter challenges in translating their ambition into action due to factors such as, lack of capacity, skills, budget, resources, confidence, and data regarding the climate impact of their members, industry, and value chain. Many also experience peer pressure and conflicts of interest with inhibit action.

To address these challenges, CAFA has developed multi-stakeholder guiding points for membership organisations to consider when designing and implementing climate policies. These guidelines are aligned with the Race to Zero 5th P criteria, ISO Net Zero Guidelines and serve as a companion to the Business Associations Climate Action Guide for organisations.





YOUR *INTERNAL* POLICY POSITION

- Measure and report on your own internal emissions data and reduction plans and ensure that they are aligned with achieving net zero by 2050 (if not earlier)
- Demonstrate how the implementation of plans to meet your own ambitious targets influences your members and creates opportunities for others to follow
- Make your climate commitments clear by issuing and publicly publishing a formal letter or statement on your climate action position to members and other stakeholders
- Put the right internal structures in place (resources, supporting content, committees or working groups, governance and shareholder disclosures, an internal sustainability officer or champion)
- Implement internal sustainability and 1.5 aligned net zero policy for all employees, SMT, board/council and volunteers to persuade individual action as well as organisational wide change.

EXPECTATIONS & REQUIREMENTS OF *MEMBERS*

**“Its crucial to proactively engage
advocate and influence positive
change with your members &
Keep them up to date on changes
to regulations”**

Alison Heppenstall, Founder Climate Action for Associations

- Proactively engage with and survey your members on their own climate, carbon position and sustainability needs. Collect data to understand their impact and position within the system and supply chain they operate within
- Ask your members to pledge commitment to undertake this journey/get started upon joining the association and encourage them to join the Race to Zero Campaign
- Agree on a process for 1.5 alignment with your current members
- Share knowledge, net zero business models, products and solutions to support your members and to develop cross-sector partnerships
- Build climate action into member engagement strategies including, support, skills, standards, education and training such as resources, content, hub, solutions to support members on the above
- Build 1.5 degree transition plan evidence/alignment into existing member renewal expectations, similar to a standards/CPD requirement style level of expectation
- Evidence/alignment into new member recruitment criteria
- Put in place mechanism to showcase and promote those members who are implementing ambitious targets to inspire others to follow
- Put code of practice in place to ensure members publish interim targets; how the organisation is engaging workers, the supply chain, the public and other interested parties. Be transparent about partnerships, manifesto and lobbying position.

YOUR *EXTERNAL* POLICY POSITION.

- Be clear on external policy change and industry requirements
- Contribute to investor, supplier, consumer and employee engagement and work with peers to transform the economic sectors in which you/your membership operates
- Those that represent business services and high emitting sectors should publicly disclose how its member engagements contribute to net zero and how you are tackling greenwashing across your industry/profession
- Disclose existing or previous affiliations that may negatively impact pro-climate action position
- Ensure there is alignment between your policies and actions assignment should be assigned at the board level for oversight on climate change lobbying and activities
- Take part in initiatives engaging in climate issues to support and amplify emissions reduction efforts and counteract any efforts against climate action.



The background image shows a large, modern glass and steel dome structure, likely a conservatory or greenhouse. A winding walkway with railings is visible, with several people walking on it. To the left, there is a lush vertical garden with various green plants and flowers. The overall scene is bright and airy, with natural light filtering through the glass panels.

CLIMATE ACTION FOR
ASSOCIATIONS.

BE THE
LEADERS
YOUR MEMBERS EXPECT

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