

# Force for Good Forecast

—2023 Edition—

This is our 12th annual  
report. Learn more at  
[future500.org/forecast](https://future500.org/forecast)

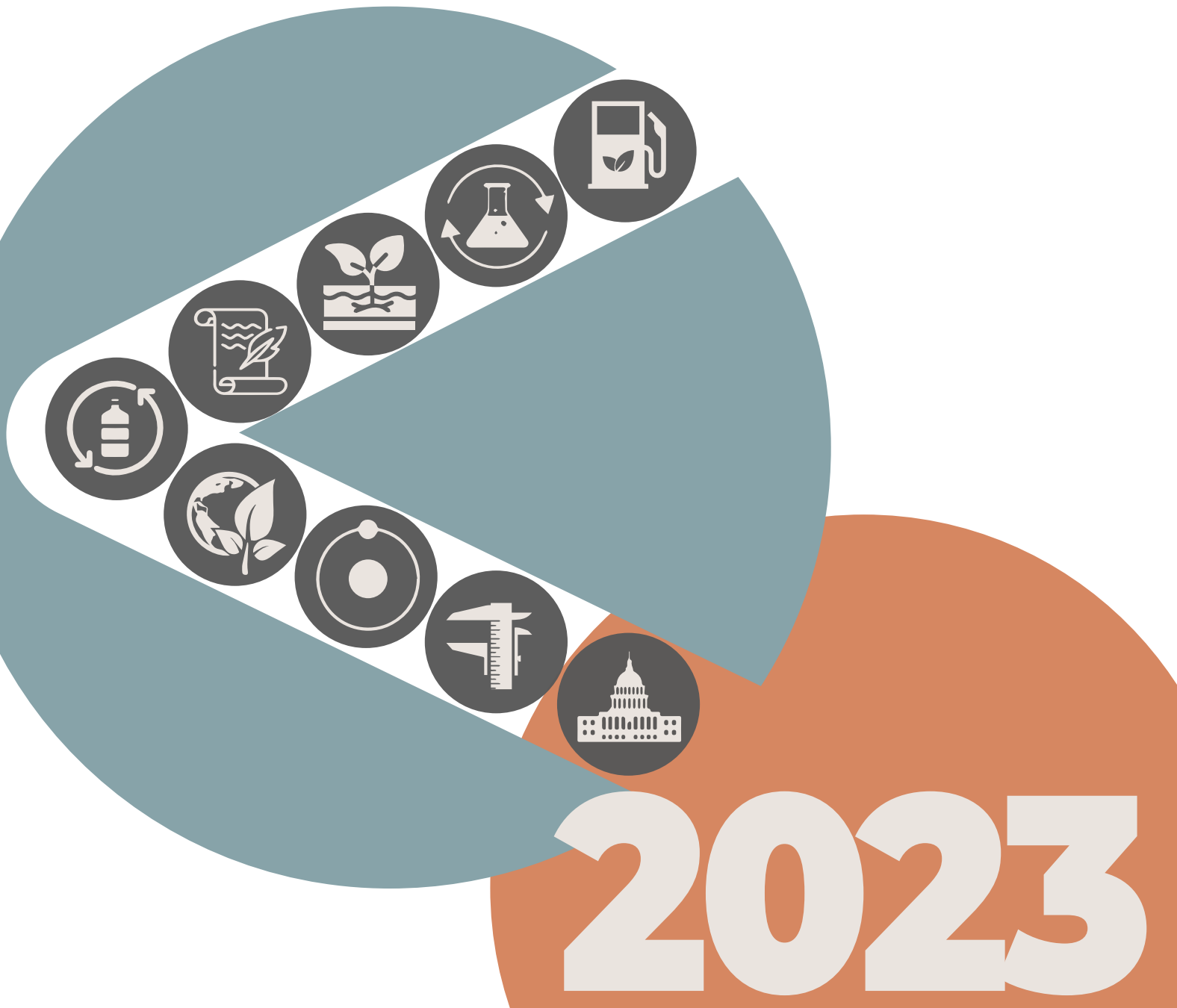


Future 500's

Force For  
Good Forecast

# What is the Force for Good Forecast?

The top environmental and social trends and associated advocacy tactics that will shape engagement between corporations and advocacy stakeholders over the coming year and beyond.





**SCRUTINY OF  
RENEWABLE FUELS**

**AG, ENERGY, &  
ANIMALS COMPETE  
FOR WATER**



**MICROPLASTICS &  
HEALTH**

**DEFINING PFAS  
ESSENTIAL USE**



**OPPOSITION TO  
CCUS SCALES**

**TO PERMIT  
PERMITTING?**



**WATCH OUT,  
HYDROGEN**

**ON-SHORING  
OPPORTUNITY... &  
POLLUTION?**



**MEASURING THE  
IMMEASURABLE**

**THE POLITICIZATION  
OF ESG**



Led by the Packard Foundation, advocacy funding is ramping up to counter what are seen as the negative externalities of the biofuels market.

## Strategic Priorities

1. Stopping forests from becoming the new coal
2. Reducing demand for high-carbon biofuels that drive deforestation
3. Empowering communities and movements advocacy for their rights and for forests



### Beyond Bioenergy

Toward a Clean Energy and Forest-Positive Future with Social Justice at its Heart

the David &  
Lucile Packard  
FOUNDATION

10 years of EU's failed biofuels policy has wiped out forests the size of the Netherlands – study

## Scrutiny Of Whole Biofuels Value Chain

Source: Packard Foundation, *Beyond Bioenergy: Toward a Clean Energy and Forest-Positive Future with Social Justice at its Heart.*



# Ag, Energy, & Animals Compete for Water



**Droughts are creating new supply chain problems. This is what you need to know**

Nov 25, 2022

5 minute read · November 8, 2022 10:48 AM PST · Last Updated a month ago



**Column: U.S. rush for renewable diesel may ignite fresh food fight**



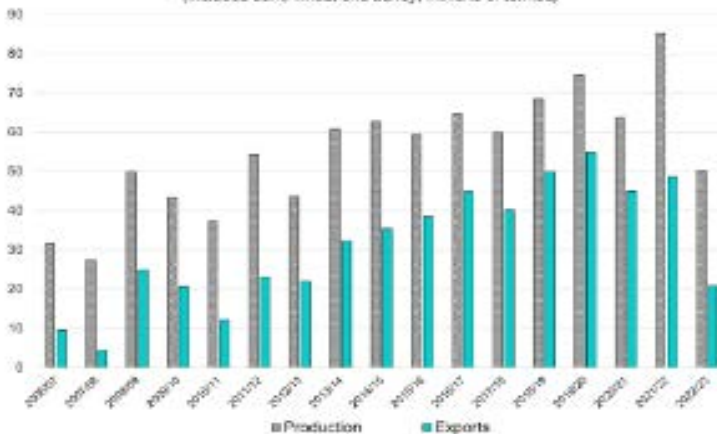
**Europe's Scorching Summer Puts Unexpected Strain on Energy Supply**

The dry summer has reduced hydropower in Norway, threatened nuclear reactors in France and crimped coal transport in Germany. And that's on top of Russian gas cuts.

Aug. 18, 2022

## Ukraine Grain Production & Exports

(Includes corn, wheat and barley; millions of tonnes)



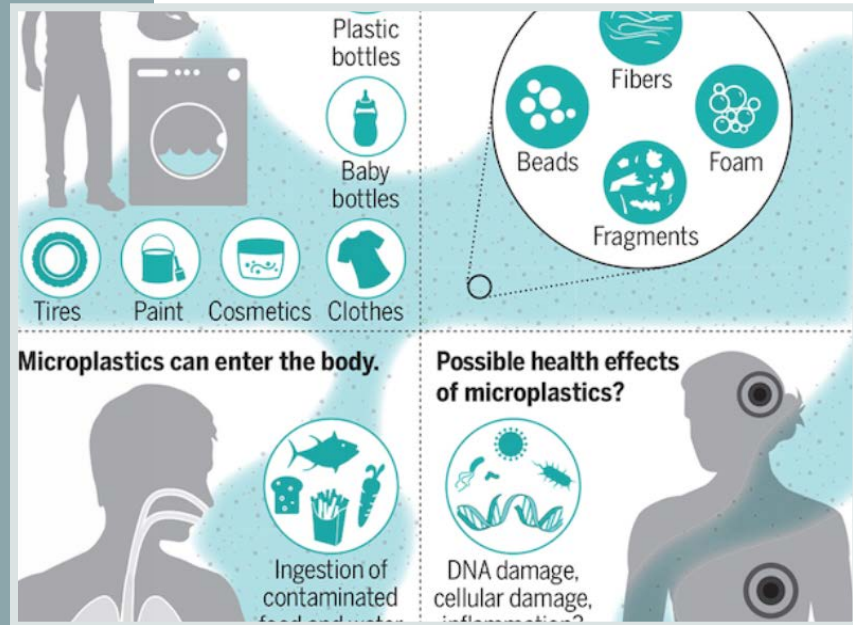
Data source: U.S. Department of Agriculture as of July 2022



Activists and investors are noting the growing risks of drought from cascading inflationary effects of climate change, land degradation, ongoing covid supply chain disruption and the war in Ukraine, that is challenging where and how water should be used.



Microplastics—and their perceived impact on human and ecological health—is becoming the core motivation for many anti-waste advocates in singling out plastics for activism.



Source: Science, Microplastics and human health

# The Waste Movement Organizes Around Microplastics



**In California, you are eating and breathing plastic every day.**



**Microplastics found in feces and natural habitat of Taiwan's protected species**

Greenpeace East Asia  
August 23, 2022 · 0 Comments



**A Growing Concern: Microplastic Pollution on Farm Fields**



**Plastics, Pathogens and Baby Formula**



# Defining PFAS “Essential Use”

Turn off the tap:

## Ban the flow of toxic PFAS!

Polyfluoroalkyl substances (PFAS) are a group of toxic chemicals used to make products stain proof, water resistant and stick proof. But research links PFAS exposure in humans to cancer, immune system deficiencies, low fertility, and developmental issues in children and infants. The health impacts of PFAS are magnified because they accumulate in the food chain and persist in the environment indefinitely.

### PFAS in:

- Firefighter protective equipment
- Personal care products
- Children's products
- Rugs and furniture
- Fabric treatments
- Food packaging
- Pots and pans
- Pesticides
- Car seats

### Leads to:

- PFAS in sludge
- PFAS in compost
- PFAS in drinking water
- PFAS-contaminated farms
- PFAS-contaminated groundwater
- PFAS-contaminated fish and shellfish
- PFAS in the blood of 97% of Americans tested<sup>1</sup>

### Results in:

Increased risk of kidney cancer, testicular cancer, Crohn's/colitis, increased cholesterol, reduced response to vaccines, increased immunosuppression, endocrine disruption, risk of developmental, and neurodevelopmental harm and other health concerns.<sup>2</sup>

# VS

Certain fluorinated chemistries may be essential to energy transition technologies — such as batteries and hydrogen electrolyzers — but face growing calls to eliminate “forever” chemicals.

## PFAS: Critical to Resilient Supply Chains

Recent disruptions to several of America's critical supply chains have caused shortages and have acted as a drag on economic and job growth. The Biden Administration has made supply chain resilience a priority, ordering a review of four especially important supply chains: semiconductors, high-capacity batteries, critical minerals, and active pharmaceutical ingredients.

One group of substances critical to resilient supply chains is PFAS, a diverse group of chemistries essential to advancing American manufacturing's global competitiveness. They make possible the semiconductors, pharmaceuticals, and other products we rely on every day. One subset of PFAS chemicals, fluoropolymers, are necessary to advance 5G technologies, Li-ion batteries for electric vehicles, hydrogen fuel cells, and a host of renewable energy generation technologies.

 Insurance Journal

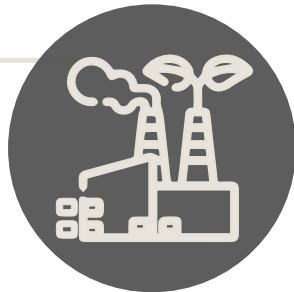
### Call to Phase Out 'Forever Chemicals' Gains Investor Momentum

Investors managing \$8 trillion in assets have written to the world's biggest chemicals companies urging them to phase out the use of...



### Bloomberg launches \$85 million Beyond Petrochemicals campaign





Spurred on by the IRA and 45q tax credits, 2023 will see carbon capture in its various forms – sequestration and utilization – get a big boost. NGOs are split, and several are standing up new carbon capture program areas. Companies may not be prepared for the scrutiny from multiple angles – including EJ conflation of CCS/CCU/CCUS, and carbon accounting for utilization.

# As Carbon Capture Scales – So Does Its Opposition



**The Great Carbon Capture Scam**



**An Array of False Solutions**

**Carbon Capture and Storage**



Seven reasons why policymakers should reject carbon capture and storage



**Carbon Capture: Five Decades of False Hope, Hype, and Hot Air**



**SIERRA CLUB**

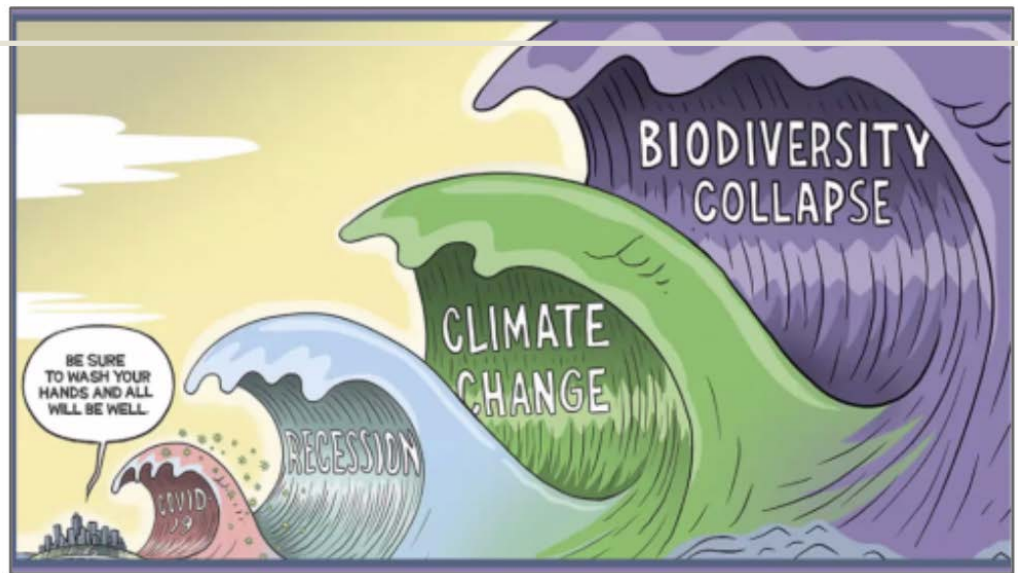
**Suck It Up**

Everyone's in favor of carbon dioxide removal—including the fossil fuel industry, which sees it as a lifeline



Even after we have maximized the carbon sequestration possible from natural climate solutions, we will still need to clean up excess carbon remaining in the atmosphere.





## Manchin's permitting deal is a major setback for environmental justice

BY DONNA CHAVIS, OPINION CONTRIBUTOR - 11/23/22



For Immediate Release, October 25, 2022

## Lawsuit Launched Seeking Final Endangered Species Protection for Nevada's Rare Tiehm's Buckwheat

RENO, Nev.— The Center for Biological Diversity filed a [formal notice](#) today of its intent to sue the U.S. Fish and Wildlife Service to force it to finalize Endangered Species Act protections for the rare Nevada wildflower Tiehm's buckwheat.

The unique buckwheat, which is threatened with extinction by a lithium mine, was [proposed for protection](#) as an endangered species on Oct. 7, 2021.

DECEMBER 6, 2022 NEWS ALERT

## New Plastics Bill Would Place a Moratorium on All Permits for New Plastics Facilities Until Massive Slate of New Environmental Regulations Adopted

## Activists fear a new threat to biodiversity—renewable energy

NATIONAL GEOGRAPHIC PUBLISHED MAY 26, 2022

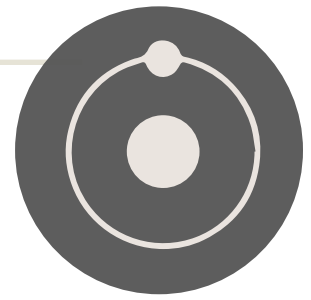
November 14, 2022

## Earthjustice Joins Environmental Justice Groups in Letter Opposing White House Support of Senator Manchin's Permitting Deal

The permitting deal includes various provisions that would greenlight harmful fossil fuel projects, silence environmental justice communities, and limit judicial review.

# TO PERMIT PERMITTING?

Accelerated permitting will be needed for the energy transition build out – but is running into headwinds with those concerned about environmental justice and biodiversity.



# Watch Out, Hydrogen

Hydrogen is in vogue, but NGOs are split. Its proponents may not be anticipating the scrutiny.



**STUDY: Emissions of Hydrogen Could Undermine Its Climate Benefits; Warming Effects Are Two to Six Times Higher Than Previously Thought**



 POLICY BRIEF

**Hydrogen Deployment at Scale: The Infrastructure Challenge**

Authors: Nicola De Blasio, Fridolin Pflugmann, Henry Lee | August 2021

**CATF urges Senate to promote clean hydrogen and accelerate deployment**

February 14, 2022 Work Area: [Zero-Carbon Fuels](#)

**Climate Groups Tell Democrats: Don't Fuel Hydrogen Hype**

New letter urges Pelosi and Schumer not to fund energy industry's hydrogen schemes



# ONSHORING OPPORTUNITY... & POLLUTION?

The pandemic and the Russia-Ukraine war has upended geopolitical stability and disrupted supply chains, prompting companies to exit Russia and now increasingly China, which is now accelerating due to the IRA. Advocates and funders are honing in on the implications of this.

## **EP** Shifting Mining From the Global South Misses the Point of Climate Justice

Onshoring critical minerals mining doesn't address the root causes of predatory extraction.

FEBRUARY 7, 2022, 6:00 AM

 Protocol

## The IRA has brought the first wave of EV onshoring

The first wave of EV onshoring is here. Some automakers were a little cranky about the Inflation Reduction Act's \$7,500 electric vehicle tax...

Oct 11, 2022

 Fortune

## How Putin's invasion of Ukraine could drive advances in energy technology

... in automation and the onshoring—or at least near-shoring—of manufacturing-critical technologies such as semiconductors, batteries, electric vehicles,...

Jun 28, 2022





## Growing CO<sub>2</sub> Levels Despite Heightened Attention

The dramatic increase in corporate reporting on social and environmental performance hasn't curbed carbon emissions.

Corporate social responsibility reports using Global Reporting Initiative standards

5,000 reports

4,000

3,000

2,000

Global CO<sub>2</sub> emissions

40 billion tons

35

30

25

20

15

Sustainable Business Practices

## Overselling Sustainability Reporting

We're confusing output with impact. by Kenneth P. Pucker

From the Magazine (May-June 2021)



Corporate Social Responsibility

## An ESG Reckoning Is Coming

by Michael O'Leary and Warren Valdmanis

March 04, 2021



Yagi Studio/Getty Images

# MEASURING THE IMMEASURABLE

Performance against ESG metrics has become a primary way to hold companies accountable. But now, stakeholders are asking whether these measures are actually capturing outcome and impacts.



Backlash to ESG from the political right in the US is growing, leading companies to walk a tightrope in how they communicate their sustainable initiatives—with many companies choosing to “green-hush” rather than walk back on ESG.



# ESG Politicization

THE BOTTOM LINE

## There’s an ESG backlash inside the executive ranks at top corporations

PUBLISHED THU, SEP 29 2022-10:51 AM EDT | UPDATED THU, SEP 29 2022-12:41 PM EDT

 Eric Rosenbaum  
@ERPROSE

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## America’s Political Right Has a New Enemy No. 1: ESG Investors

The popular investing strategy is drawing new partisan attacks ahead of the US midterm elections

CLIMATE

## Texas stumbles in its effort to punish green financial firms

April 29, 2022 · 5:01 AM ET

MARIO ALEJANDRO ARIZA MOSE BUCHELE





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 [www.future500.org](http://www.future500.org)

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