

Climate Advisers 2020 Presidential Climate Leadership Race Methodology

Each declared candidate is rated according to the following table.

| Evaluation Criterion | Weighting |
|---------------------------|-----------|
| Mandate Building | 35% |
| Proposed Policy | 30% |
| Past Policy | 20% |
| Fossil Fuel Pledge | 15% |

Mandate Building – 35%

Thirty-five percent of the candidate’s score is based on their ability to build a movement around combatting climate change, referred to as “mandate building”. This is measured by the candidate’s commitment to climate change as a core campaign issue, the candidate’s ambition for a carbon neutral future, the candidate’s engagement on social media on posts about climate change, and the candidate’s ability to shape the narrative about climate change in the media.

There is a maximum score of three points for the section. The first possible point of the mandate building score is made up of two yes or no questions, each worth one half of a point. The second point measures the candidate’s social media. The candidate can be awarded up to one point for social media engagement around climate change. The final point measures the candidate’s ability to shape the narrative around climate change in the media. The methodology used by the Climate Advisers team is described below.

The candidates’ sub-scores are then summed and normalized. This constitutes the candidate’s final mandate building score.

Has the candidate clearly articulated that action on climate change will form a central part of her/his presidency? – 0.5 POINTS
YES / NO

Climate Advisers’ researchers examine each candidate’s announcement speech or statement, official campaign literature, stump speech and responses to interview questions about their top-priority issues. To score a half point, the candidate must use language that clearly articulates that action on climate change would be among one of their *top* priorities upon becoming President. Merely acknowledging that climate change is a threat and requires action is not enough to score a half point in this category. Sources are clearly listed. Should a

candidate's position change over time, their latest statement will be judged. Should the candidate be inconsistent on this, the half point will not be awarded.

Has the candidate made a clear and compelling case for a carbon neutral future? 0.5 POINTS
YES / NO

Climate Advisers' researchers examine each candidate's announcement speech or statement, official campaign literature, social media posts, stump speech and responses to interview questions. To score a half point, the candidate must articulate the importance of urgently transitioning toward a carbon neutral world in their *own* words. Simply saying that she or he supports the Green New Deal is not enough to score a half point in this category. Sources are clearly listed.

How effectively is the candidate using social media to drive engagement around climate change?
1 POINT

Normalized scores between 0 and 1 with candidate with highest level of engagement earning 1 full point.

Climate Advisers' researchers have developed a custom search using Twitter's Advanced Search function to capture all the Tweets each candidate has sent from their official account starting from the day they announced their candidacy that includes one of the following keywords:

- Climate
- Warming
- Greenhouse
- Renewable
- Carbon
- Electric

Once the list of Tweets has been generated, those that are negative or neutral in tone about climate change are excluded. After that, researchers add up all engagements with these Tweets to arrive at the total. Only publicly visible engagements (Likes, Retweets and Replies rounded to the nearest 100) are counted toward the total. The totals are then normalized to have values between 0 and 1, such that the candidate with highest total will get one point and the candidate with lowest total will get zero points.

Candidates' scores are normalized using the following formula. Lowest total = A, highest total = B.

Score = (Candidate's total – A) / (B – A)

Twitter was chosen as a proxy for all social media because, as of X, all candidates had larger followings on Twitter than on Facebook.

Note: Scores are reset at the beginning of each new leg of the POTUS Climate Leadership Race; only engagement on Tweets made after this point will be counted.

Is the candidate helping shape the narrative about climate change in top tier media? 1.5 POINTS
Normalized scores between 0 and 1 with candidate with highest number of media stories earning 1 full point. Within the final mandate building score, this score is weighted to 1.5 points.

Climate Advisers' researchers have developed a [custom Google search](#) of top-tier, U.S. print and online media outlets, as established in Pew's 2018 State of the Media report, plus TIME.COM, NEWSWEEK.COM, THEHILL.COM, CBSNEWS.COM, NBCNEWS.COM, ABCNEWS.COM, FOXNEWS.COM, ROLLINGSTONE.COM, and THEATLANTIC.COM.

The search results capture all stories that include the candidate's name plus the phrase "climate change" since the candidate announced their candidacy. Only stories that primarily focuses on the candidate and some aspect of leadership on climate change politics and policy are counted. Here, "primarily focuses" means that the headline and/or introduction of the news story clearly establishes that this is what the article is about. News stories that are syndicated in more than one media outlet are only counted once. Only stories that appear in the first 5 pages of the search results are counted.

Candidates' scores are normalized using the following formula. Lowest total = A, highest total = B.

Score = (Candidate's total – A) / (B – A)

Note: Scores are reset at the beginning of each new leg of the POTUS Climate Leadership Race; only news stories published after this point will be counted.

Final Mandate Building Score

For each of the candidate's, the four sub-scores are added together. The candidates' scores are normalized using the following formula. Lowest total = A, highest total = B.

Score = (Candidate's total – A) / (B – A)

Proposed Policy – 30%

Each candidate is scored based on their proposed climate policies. They can receive up to one point for specific policy commitments for each of the following:

- 1) Carbon tax
- 2) Regulation through either executive order or agency ruling
- 3) Renewable energy in the power sector
- 4) Electrification of transport

- 5) Company disclosure on climate risks
- 6) Funding for research and development
- 7) Bonus for other policy that would bring material effects for fighting climate change.

Any candidate is deducted a point for supporting either the Renewable Fuel Standard, expansion of fossil fuel production, and/or policies friendly to coal plants. The scoring is based on policy proposals on candidates' websites.

Once the candidate's policies have been recorded, the total points are summed up. Candidates' scores are then normalized using the following formula. Lowest total = A, highest total = B.

$$\text{Score} = (\text{Candidate's total} - A) / (B - A)$$

This constitutes the candidate's final proposed policy score.

Past Policy—20%

Each candidate is scored based on their [League of Conservation Voters Environmental Scorecard Lifetime Score](#) (LCV Score), and the number of environmental bills they have cosponsored in the past 5 years using [GovTrack](#) data.¹ These bills were curated using the primary 'Environmental Protection' and secondary 'climate change and greenhouse gases' search filters within the GovTrack database. If the candidate has not served in Congress, the candidate receives zero points for this section. If the candidate has not served in Congress in the past five years, their score consists entirely of their LCV Score.

Each candidate's LCV Score is normalized using the following formula. Lowest total = A, highest total = B.

$$\text{Score} = (\text{Candidate's LCV Score} - A) / (B - A)$$

The number of environmental bills cosponsored in the last 5 years are tallied, and then the scores are normalized, again using the formula above.

These two sub-scores are then summed and normalized using the formula above. This number constitutes the candidate's final past policy score.

Fossil Fuel Pledge – 15%

If a candidate has signed the [No Fossil Fuel Money](#) pledge, they score one point. If they have not, they score zero points. This constitutes the candidate's final fossil fuel pledge score.

¹