Electricity companies: Compliance is enough

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What were companies doing?

For managers, in 2003, climate change was not on the radar

The exception: small number of managers on policy teams
Explaining the lack of engagement

(1) Compliance culture:
--Managers equate environmental action with compliance
(They’re committed – motivated by financial and ethical concerns)
--”Beyond compliance” doesn’t resonate

Because climate change action isn’t regulated, it’s not seen as important
Why the focus on compliance?

--utilities used to being regulated
--insular culture
(Look to industry peers for info, not green business community or environmental groups. Don’t see customer pressure.)
--compliance is hard (confusing, time consuming, expensive) – enough!
Policy engagement…

Different approaches: waiting vs. pushing