



Interface®

CLIMATE TAKE BACK SURVEY

INSIGHTS REPORT
MAY 2017



If humanity has changed the climate by mistake, can we change it with intent?

At Interface, we're convinced a fundamental change needs to happen in our global response to climate change. We need to stop thinking about how to merely **limit** the damage caused by climate change – and start thinking about how to create a **climate fit for life**.

Let's raise our ambitions and shift our mindsets towards the positive. Because the right attitude will drive better action.

Our solution.

There are four elements to the Climate Take Back plan. Each is designed for business or any organization which wants a climate fit for life.

Live Zero

Aim for zero negative impact on the environment

Love Carbon

Stop seeing carbon as the enemy, and start using it as a resource

Let Nature Cool

Support our biosphere's ability to regulate the climate

Lead Industrial Re-revolution

Transform industry into a force for the future we want

A person stands on a long wooden pier extending into a calm body of water. In the background, a city skyline is visible under a hazy, dawn or dusk sky. The scene is framed by four large, L-shaped corner graphics: orange in the top-left, blue in the top-right, cyan in the bottom-left, and lime green in the bottom-right.

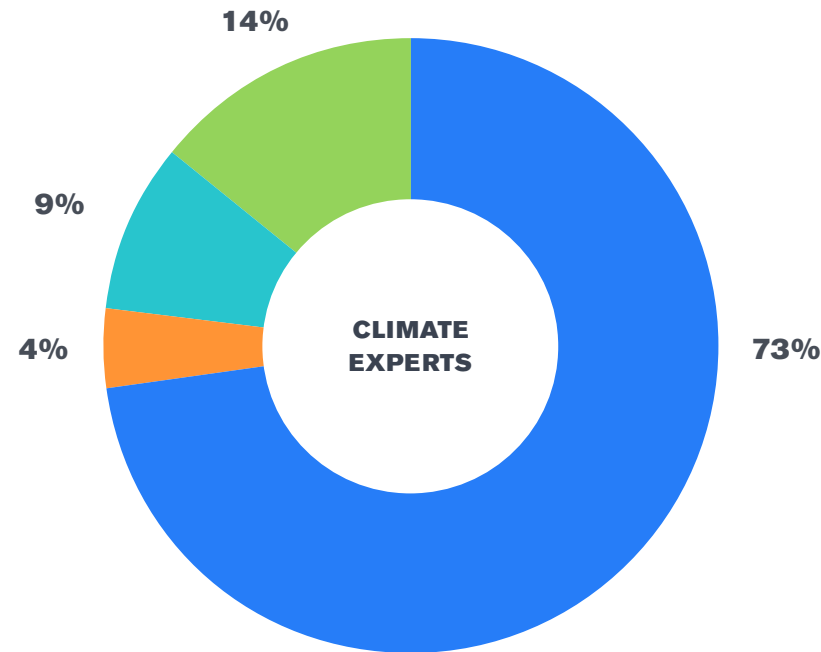
**SO...IS INTERFACE ALONE IN
BELIEVING THIS IS POSSIBLE?**

To answer this question, Interface invited climate experts for their views.

This included change-makers and thought leaders, from a range of sectors and from across the world*. 404 responded.

Following that survey, we also then partnered with Net Impact to survey the next generation of business leaders (aged between 18 and 35 year old). Over 300 responded.

This report presents and compares the results from both surveys. They were both conducted online, in late 2016 and early 2017, with the experts asked to provide more rationale for their responses. And one question (on business action) was asked only of the young leaders.



400 CLIMATE EXPERT RESPONSES BY SECTOR

- BUSINESS
- ACADEMIA
- NGO, IGO, NONPROFIT, FOUNDATION
- GOVERNMENT

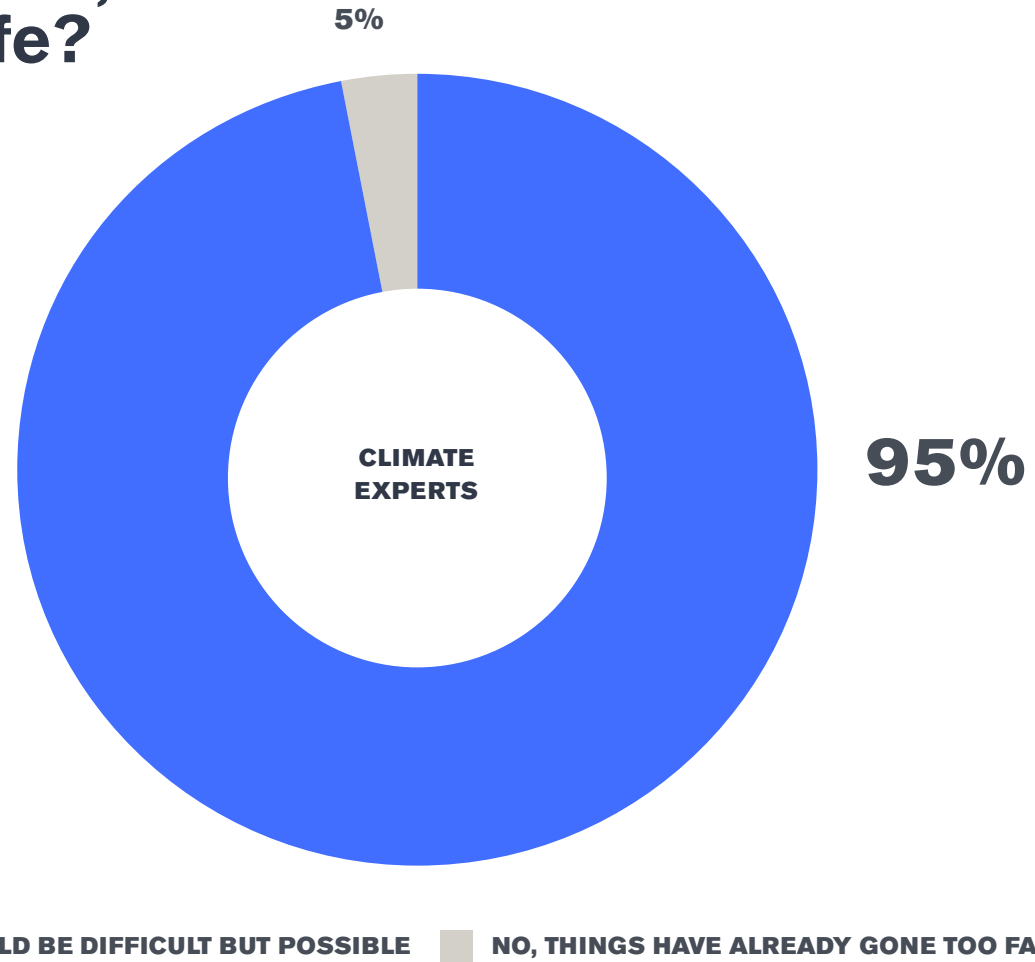
We are very grateful all our respondents for their time and effort in sharing their views.

*Participating countries

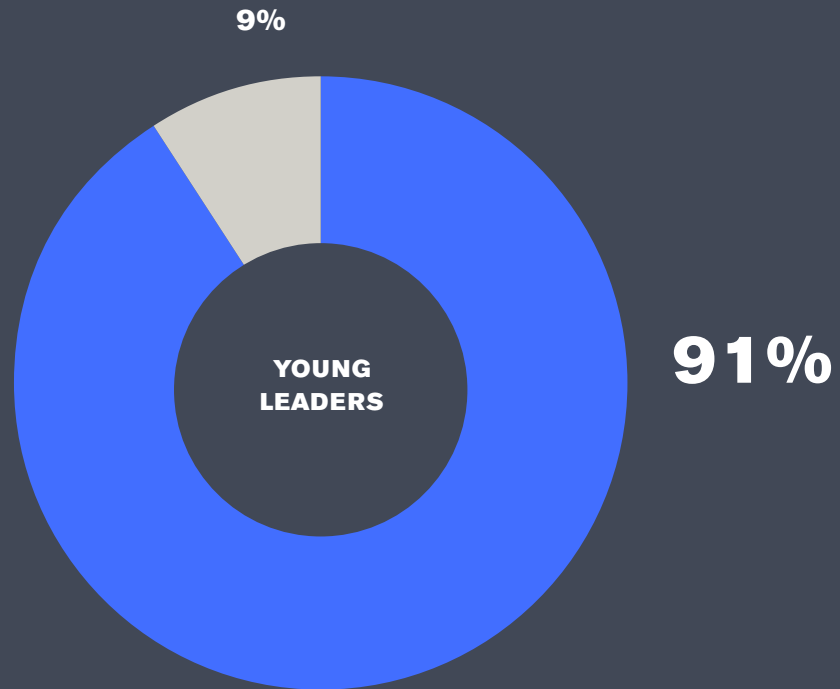
- Argentina
- Australia
- Austria
- Belgium
- Canada
- China
- France
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- Morocco
- Netherlands
- New Zealand
- Pakistan
- Singapore
- South Africa
- South Korea
- Spain
- Switzerland
- Thailand
- The Philippines
- UK
- USA
- Vietnam

WE ASKED

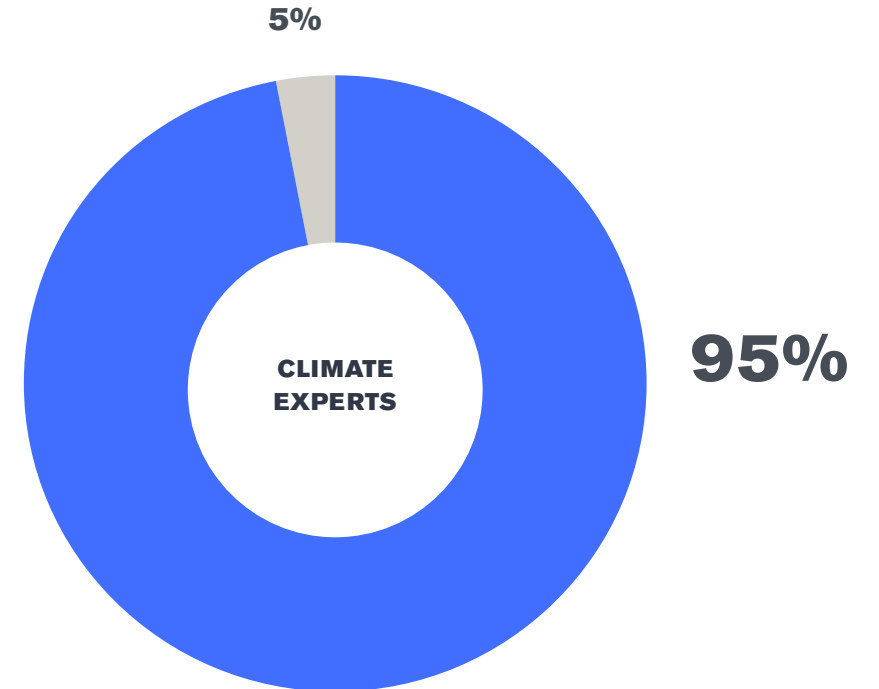
Do you believe we can take back our climate, and, make a climate fit for life?



The next generation of business leaders was less optimistic.



- YES, IT WOULD BE DIFFICULT BUT POSSIBLE
- NO, THINGS HAVE ALREADY GONE TOO FAR



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- NO, THINGS HAVE ALREADY GONE TOO FAR



**WHY DO SO MANY BELIEVE
IT'S POSSIBLE TO TAKE BACK
OUR CLIMATE?**

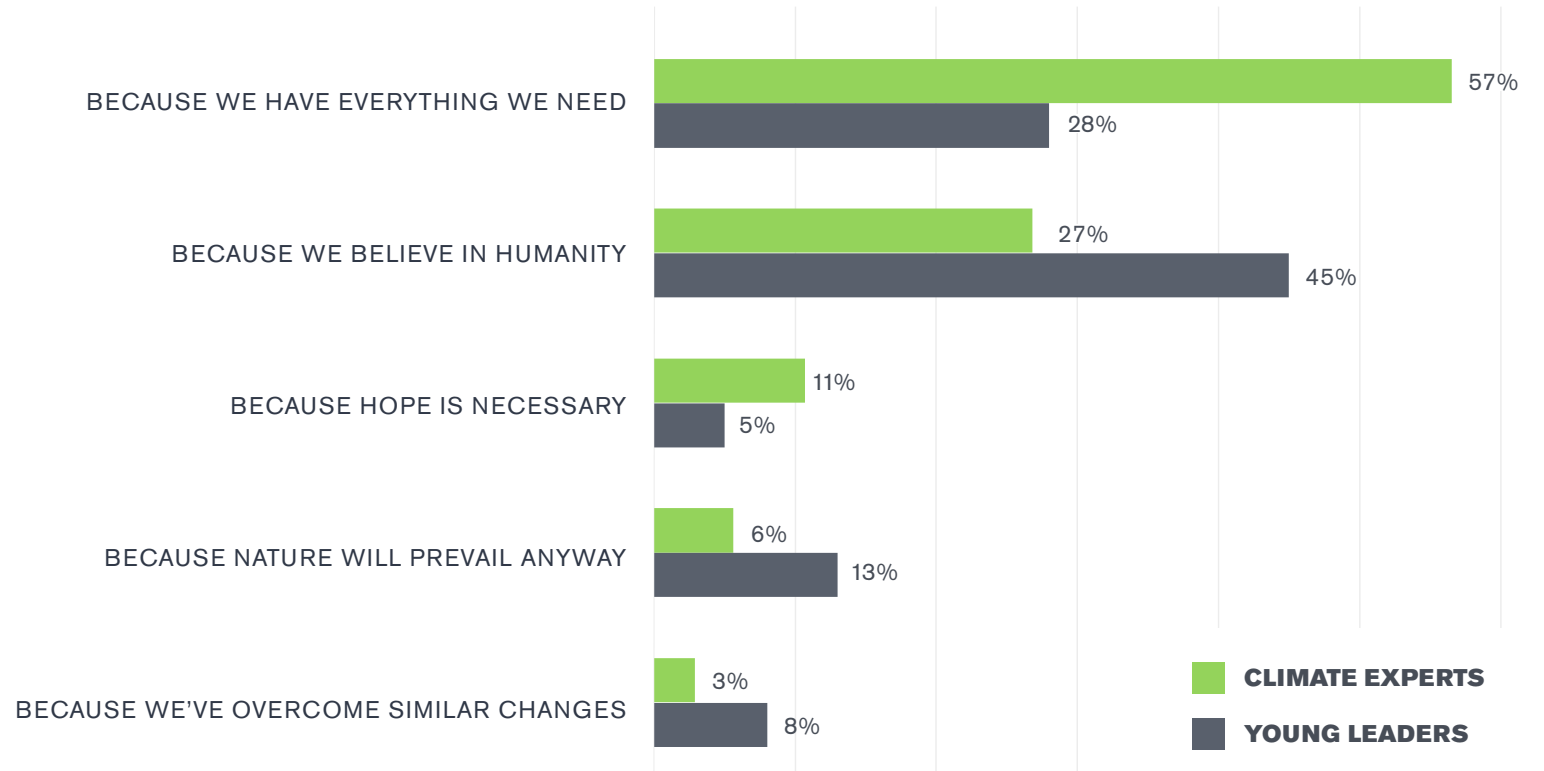
Top reasons for believing it's possible.

The climate experts stated five main reasons for believing Climate Take Back is possible. And the young leaders responded.


For the climate experts, the most compelling reason to believe is that we already have everything we need. While the young leaders agreed with the power of this argument, they are more inspired by their belief in humanity.

WE ASKED

Why do you believe it's possible?



Please note that we asked climate expert respondents to give free text responses to our questions. Many of their responses covered more than one of the themes in this report – so the percentages in this graph do not add up to 100.



57% said: We have everything we need.

Climate experts see positive technology, policy and potential for change across the world.

“Because the technologies that dramatically reduce carbon are **tipping into becoming cheaper** than conventional solutions.

“Because the technologies that we need are already becoming **cost competitive and scaling**.

“**Collectively, we already know the right mix** of policies, technologies, business practices and life style choices to make it right.

“**The momentum is there and the levers to drive change** are becoming aligned toward a sweet spot.

“We have the technologies to move to a **zero carbon economy right now, and fast**.

“**Radical change is possible** very quickly, if people are properly mobilized in all walks of life.

“There are so many cool **technologies that are available** that are not yet mainstream.

“Most of the solutions are already available or known, we just **need to scale up the solutions**.

“We are reaching a point where **renewables are the cheapest form of energy**, making a rapid transition possible.

“So many cost-effective opportunities exist, and so do opportunities which I would call **wellbeing-effective**.

“We have the **technology and the capability**.

“Because we already have the technology we need to do so and **we will have even more in future**.

27% said: We believe in humanity.

We were encouraged by the level of belief from climate experts in human willpower, ingenuity and creativity.

“ The limits of human endeavour are defined only by the limits of our imagination.

“ A fair proportion in my country know we have problems and want to do something.

“ I believe we can figure it out.

“ We need to create a courageous human movement with heroic players pulling us all together, including companies.

“ Man can undo what it has done.

“ Human kind has the ability to adapt if we put our minds to it.

11% said: Hope is necessary.

Many experts felt that optimism is the only healthy attitude.

“ I’m an optimist - I have four children and three grandchildren. Any questions?

“ Despair and defeatism is unacceptable.

“ Because it has to be!

“ It’s too horrific a proposition to not have hope that it can still be changed.

“ Impossible is not an alternative for the planet and its species!

“ We have no option. However daunting, it can be done.

6% said: Nature will prevail anyway.

Some experts noted the biosphere's proven ability to self-regulate.

“ We have an ally in the Earth... If we just stop making it too hard for her.

“ Because the Earth can repair itself.

“ Earth can adapt, but the question is whether humans and other life forms we're familiar with will be around to appreciate its recovery.

“ History has proven that nature is resilient.

3% said: We've overcome similar challenges before.

We've witnessed exponential progress before. Many climate experts believe it can happen again.

“ If we can put a person on the moon, we can change our practices.

“ Because we altered it very quickly in an adverse way so, with proper motivation, we could tip the scale in the other direction.

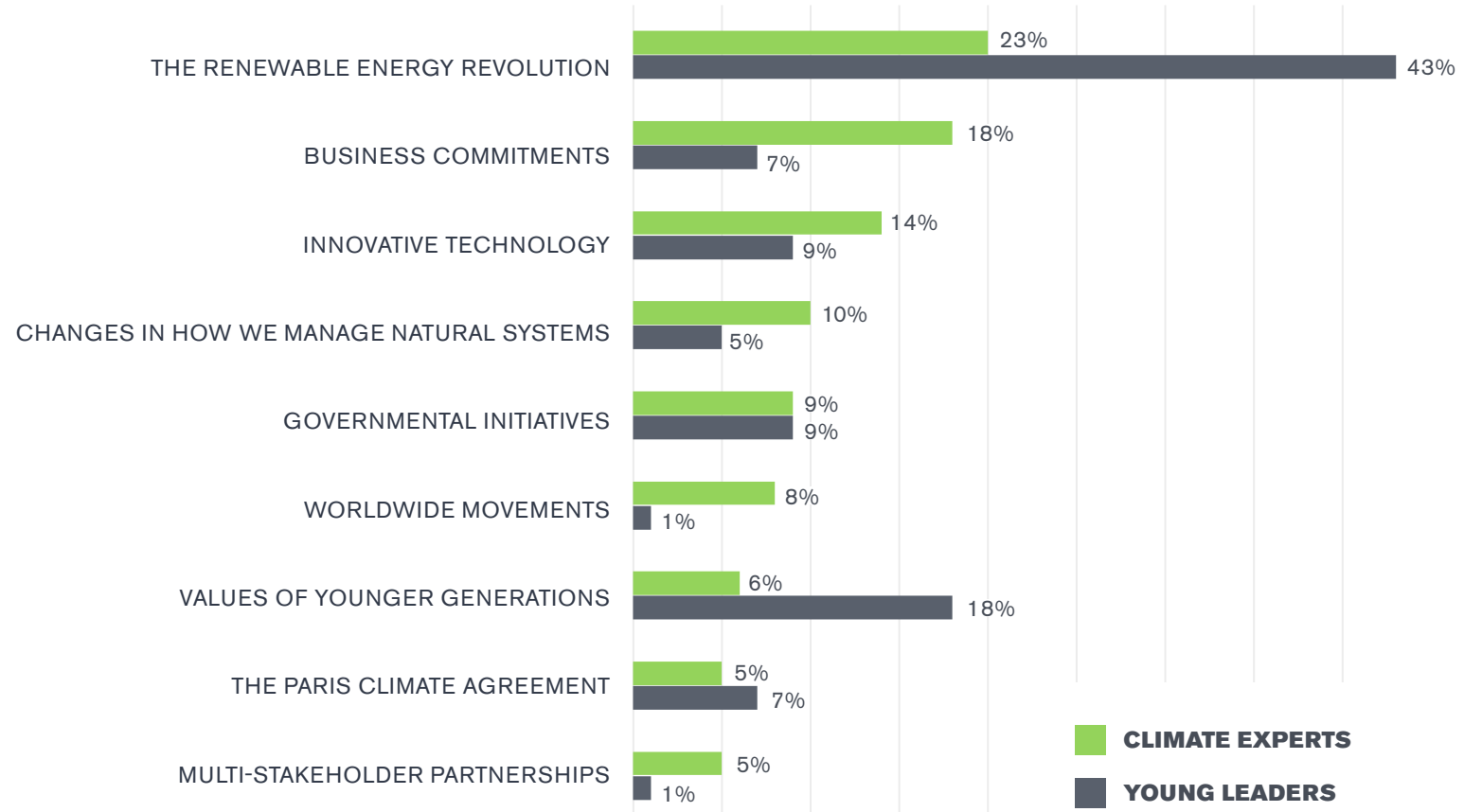
“ Humanity has continually adapted to dire situations to survive and thrive.

WE ASKED

What is the best example of Climate Take Back already happening?

When we asked our climate experts for examples of Climate Take Back, we received over 250 suggestions.

The young business leaders responded to these, with huge optimism for renewables and a confidence in their own generation.



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Many climate experts also mentioned specific coalitions and partnerships as a signal of positive change.

1000 Cities

B Corps

Beyond Zero Emissions

C40

Carbon divestment movement

Ceres

Citizens' Climate Lobby

Climate and Health Alliance

Climate Bonds Initiative

Climate Vulnerable Forum

Compact of Mayors

Global Green and Healthy Hospitals

Keystone XL climate activism

Living Building Challenge

Living Net Zero

Natural Capital Protocol

Net Positive Project

Project Drawdown

RE100

Science-Based Targets

Economy for the Common Good

Marin Carbon Project

The Paris Agreement

World Business Council for Sustainable Development

Balancing beliefs.

There is clearly optimism that Climate Take Back is possible and respondents believe that the technologies and coalitions necessary to make it happen are beginning to emerge.

But both the climate experts and young leaders were careful to balance their reasons for optimism with the serious challenges we still face.

There was a great deal of nuance in their responses. Often those who noted the potential of human ingenuity also raised the risk of human apathy.

And while the vast majority of respondents believe that Climate Take Back is possible, they have clear answers to the question:

What would make it impossible?

WE ASKED CLIMATE EXPERTS

What would make Climate Take Back impossible?

Climate experts believed there was one factor above all holding back progress on climate change.

The phrase 'business as usual' was often repeated. And issues of vested interests, short termism and political ennui have been included within this category.



said it was
'business as usual' holding us back.

“ Fixations and short term gains over long-term prosperity.

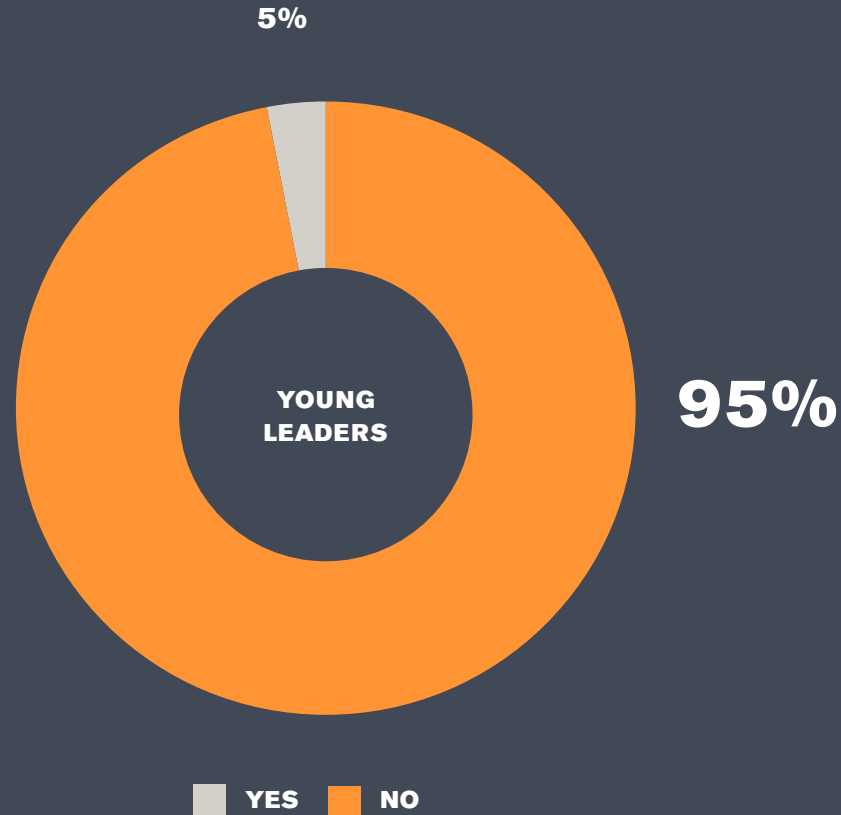
“ Policy markets caught by the tragedy of the horizons.

“ When companies talk about the need to tackle the climate issue, yet still focus on selling more stuff to generate more profits and create more waste, without seeing the need to change to more sustainable business models.

“ Complacency and continuation of the business as usual lifestyle.

“ Lack of transformation of the policy, market and social systems that pattern and drive current modes of economic production.

Inspired by the climate experts concerns about 'business as usual', we asked young leaders if business is doing enough.



Young leaders are clearly disappointed in current business leaders action on climate change. And they gave us strong direction on what they want to see.

52% said: Raise ambition levels within organizations

- “ Think in terms of closed cycle in their production.
- “ Zero footprint along entire value chain.

19% said: Develop new ways of doing business

- “ Commit to the triple bottom line; see beyond the dollar value.
- “ Creating viable + compellingly profitable sustainable business models.

16% said: Influence policy and regulation

- “ Reaching out directly to policy-makers to emphasize the business imperative of staying in the Paris Agreement.
- “ Making the case in public to create a carbon tax.

7% said: Partner and collaborate to drive change

- “ Building coalitions to make a larger impact and set a positive example.
- “ More companies getting their industry peers to make tangible commitments and work collaboratively on solutions.

Please note that we asked emerging business leaders to give free text responses to our questions. Many of their responses covered more than one of the themes in this report – so the percentages in this graph do not add up to 100.

WE ASKED CLIMATE EXPERTS

What would make Climate Take Back impossible?

In addition to business as usual, other themes emerged as barriers to Climate Take Back from the climate experts.

17%



Lack of will and leadership for change in politics and business

- “ Business and political leaders continuing to choose to look the other way, i.e. to prioritise short term interests vs long-term wisdom.
- “ Slow responses by social actors because they are waiting for political leaders.
- “ Political constraints and frustrations that lead to weakening will, focus and commitment on the part of people who want to change things.
- “ Current leaders being risk averse.

8%



Human mindsets and attitudes that cannot adapt

- “ Human short sightedness.
- “ Cultural inertia.
- “ Continued self-interest anchored in confirmation bias.
- “ Wrong mind-set and counter productive forces that oppose each other, acting as a distraction to what truly matters.
- “ Ignoring the problem, not fighting hard enough.

6%



Climate feedback loops that push the biosphere beyond its ability to recover

- “ If we inadvertently trigger a cataclysmic geophysical change, beyond those we already know about.
- “ A black swan climate event.
- “ Tipping points such as the polar ice melt, accelerated melting of the glaciers, permafrost melt.

WE ASKED CLIMATE EXPERTS

What would make Climate Take Back impossible?

One additional fascinating barrier emerged from the experts.

This mindset challenge was raised by experts across sectors and geographies.

 **15%**

said we will never take back the climate unless *we believe we can.*

“Where there is a will there is a way.

“Not believing it is possible.

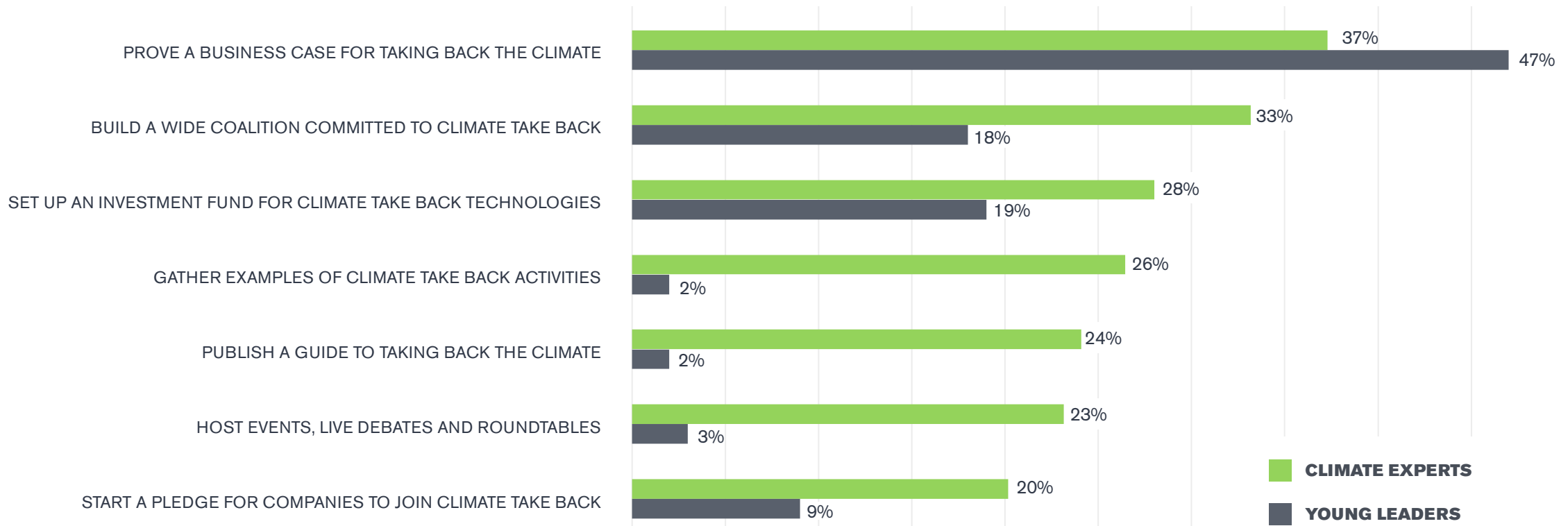
“Disengagement of people to take actions and believing they can't make a difference.

“Not doing anything. Focusing on the negatives.

“Gloom porn. Focusing on how awful life could be, on how bad we are.

“Not being able to imagine a positive future. People not being inspired to make changes.

After asking for their response to the Climate Take Back idea, we went on to ask the experts and young leaders what they need to make it a reality.



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Several climate experts added spontaneous responses to the question, identifying the need for

A new story.

“ Inspire people by showing them that it’s already happening.

“ Build a narrative about climate take back. Climate change is seen as a disaster to avoid. You are trying to reframe it as a positive opportunity.

“ Take the message to ‘non believers’.



WHERE NEXT?

At Interface we are building our own Climate Take Back plan.

And we want to help answer the needs expressed by the climate experts. So we are developing new resources that will be available to everyone who wants a climate fit for life.

Please join us [here](#)





Who is Interface?

Interface, Inc. is the world's largest manufacturer of modular carpet, and recently expanded into modular resilient flooring with a new luxury vinyl tile line. Our hard and soft tiles are designed to work together in an integrated flooring system. We are committed to sustainability and minimizing our impact on the environment while enhancing shareholder value. Our mission, Climate Take Back™, focuses on driving positive impacts in the world to create a climate fit for life.



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