

# Researching the Business Stakeholder and Economic Dimensions of Climate Change

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# Goals

- Understand the current attitudes about climate change in the Nevada business community
- Help develop an advisory board that can serve as an ongoing link between the university and business community on climate change issues and policies
- Provide an understanding about the information needs of different industries with respect to climate change
- Develop channels to disseminate relevant climate change research to the business community
- Develop a channel for business leaders to convey their concerns about climate-change policy costs



# Research Questions

- How well does the perceived risk of climate change among managers of Nevada firms coincide with current scientific models of climate change risk?
- Is so-called “green rejection” - a denial that climate change is a problem – an issue in Nevada? If so, does “green rejection” vary with the industry?
- Do managers in industries that are likely to be affected by new regulation, such as automobile retail or electric-power generation, perceive a lower risk of climate change than the “average” manager?
- What costs, in terms of increased materials, infrastructure, or other input costs, do managers project might increase if climate change is not addressed?



# Research Questions cont.

- What are managers' forecasts of the costs of specific climate-change regulation to their firms?
- What type of climate-change information do firms most need to help them project costs increases from climate change and climate-change regulation?
- What types of regulation (cap& trade, emissions fees, carbon standards, voluntary, involuntary, etc.) do managers think will best help to mitigate climate change at the lowest cost?



# Research Method

- Internet survey of businesses
- Elicit climate change perceptions in terms of a probability distribution over future global mean temperatures
- Conjoint experiment for the willingness to support a menu of policies such as cap & trade, carbon taxes, and voluntary programs
- Query businesses about their predicted costs and benefits from climate change and regulation



# Status of Research

- Survey completed
- Submitted lists of names for the Stakeholder Advisory Committee and Stakeholder Working Group
- Currently analyzing the survey data

