

Climate Science, Learning, and the Corporation

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When formulating profit-oriented corporate strategies, executives often rely on projections and scenarios based on business performance data (quantitative and qualitative). Thus, when it comes to formulation of environmental strategies, it should come as no surprise that there is, increasingly, a call for data on the performance of ecosystems and quantification of business impact upon those systems. Members of the scientific community are often called upon, directly and indirectly, to provide such information.

However, there are a number of influences that often block, distort, and/or redirect scientific information when it reaches the corporation, and corporate responses to scientific information seen as threatening often appear inconsistent with stated policies. In response, the scientific community can view the inconsistency between corporate environmental policies and actions as evidence of 'greenwashing' leading to an erosion in trust of corporate intentions.

Drawing on research from various disciplines such as philosophy of science, psychology, organizational learning and management strategy, we identify common barriers and enablers to the productive integration of science knowledge and present a model for optimizing the integration of such knowledge into the corporation for maximum benefit.
