



Energy  
Transitions  
Commission

# State of the climate conversation ahead of COP29 and COP30

*ETC Commissioners Meeting*

*31st October 2024*



# Energy Transitions Commission

- **What to expect at COP29 and beyond**
- ETC's focus: Key messages and events
- Financing the transition: NDCs and NCQG
- Update from the ITA



# COP28-30 Timeline – assess, enable, implement

## COP28 – “Global Stocktake”

- **First stocktake under the Paris Agreement**, assessing global progress toward climate targets.
- A **focus on loss and damage**, particularly on how to implement the fund established at COP27.
- Major focus on **scaling up adaptation finance** and finalising rules for carbon markets (**Article 6**).

## COP29 – “Unlocking Finance”

- Agree to a new global finance goal: **New Collective Quantified Climate Goal (NCQG)**. Update 2009 target of \$100bn a year by 2020.
- Increase involvement of **private finance to mobilise climate funds**, addressing the gap left by public finance.
- Push for **more robust international carbon markets**; standards to ensure real emission reductions.

## COP30 – “Implementing NDCs”

- Focus on **reviewing and updating national climate commitments** (NDCs 3.0).
- Promote large-scale **clean energy transitions in line with updated climate goals**.
- Given the location, key focus will be the **intersection of climate action and biodiversity protection**.



# COP29, 30 & 31: 4 priorities to deliver action through future COPs



**Delivering and increasing the COP28 commitments to triple renewable capacity by 2030** informed by work on barriers to clean electrification and grids.



**Further progressing the global debate about moving beyond fossil fuels**, seeking to gain increasingly strong and specific commitments to the rapid phase-down



**Supporting the work of the ITA, which is envisaged as a multi-COP initiative.** Driven by MPP but with the ETC focused on identifying, and driving action on, implications for the wider energy transition (e.g., the scale of clean electricity or H<sub>2</sub>)



**Developing more ambitious and comparable NDCs in the next NDC ratchet which act as investable plans** – ensuring they reflect commitments made at COP26 and COP28, real economy action, and latest technological progress.



# What to expect at COP29

- **Financing the transition** & agreeing the New Collective Quantified Goal (“NCQG”)
- Upcoming ratchet of **NDCs 3.0**
- Held in the **shadow of US election** (& prospect of a Trump win)
- **Limited interest in and optics** of another petro-state COP

**THE  
BUSINESS  
STANDARD**

Bangladesh to advocate for equitable climate finance at COP29



**COP29**  
Baku  
Azerbaijan

**POLITICO**

*Wary of Trump and Azerbaijan, businesses shun COP climate talks*

**AFRICA DEMANDS NCQG OF \$1.3 TRILLION PER YEAR FOR DEVELOPING COUNTRIES**

**CARBONCOPY**  
MAKING CLIMATE SENSE

**CLIMATE HOME NEWS**

**For Cop29 to succeed, rich nations must get their parliaments to agree more finance now**

**BusinessGreen™**

**COP29: Azerbaijan Presidency confirms new climate finance goal as 'top negotiating priority'**

**The  
Guardian**

**Cop29 at a crossroads in Azerbaijan with focus on climate finance**

Fossil-fuel dependent country hopes to provide bridge between wealthy global north and poor south at November gathering

**‘You only go to the party if everyone is going’: finance bosses to skip COP29**

Business expectations lowered for summit to be held in Baku next month

**FINANCIAL TIMES**



# Looking ahead to COP30



## Main area of focus:

- Position Brazil within the **global context** to understand the **opportunity to become a green supply chain leader**.
- **Biodiversity** focus given Amazonian location – looking at the intersection of climate action and biodiversity protection.
- Delivery of new ratchet of national climate targets – **NDCs 3.0**

## Partners:

S Y S T E M I Q



## ETC priorities:

- Establish “ETI Brazil” programme to build partnerships and potentially impact the **system-wide vision for a Net-Zero Brazil**
- **Make the case for renewables beyond bio**
- **Analytical programme in 2025** in lead-in to COP30:
  - The role of low-carbon molecules across sectors
  - Power Systems Transformation
  - Economic Impact of the transition
- Continue NDC campaign

# Looking ahead to COP31

# COP31

- **Australia (& Pacific islands) frontrunners** (although Turkey also in the mix)
- Considering hosting in Adelaide, which is leading Australia in renewables > "**The Renewables COP**" ?
- **Likely focus areas:**
  - Loss & Damage
  - Economic opportunity – low-carbon industrial hubs
  - Accelerating coal-phase out

## Partners:





# Energy Transitions Commission

- What to expect at COP29 and beyond
- **ETC's focus: Key messages and events**
- Update from the ITA
- Financing the transition: NDCs and NCQG





**COP29**  
Baku  
Azerbaijan

**11-22 November**



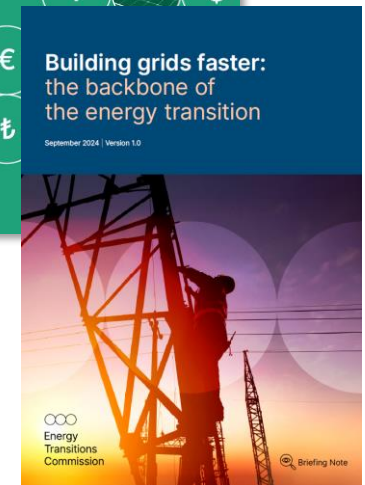
Two pillars of COP29:  
**Enhance Ambition,  
Enable Action**



Theme days of priority to the ETC:  
**November 14:** Finance, Investment and Trade  
**November 15:** Energy / Peace, Relief and Recovery



ETC Chair **Adair Turner** and  
Director **Ita Kettleborough** will be attending



# COP29 Thematic Days



**COP29**  
Baku  
Azerbaijan

<b>November 11</b>	COP29 Opening
<b>November 12</b>	World Leaders Climate Action Summit
<b>November 13</b>	World Leaders Climate Action Summit
<b>November 14</b>	Finance, Investment and Trade
<b>November 15</b>	Energy / Peace, Relief and Recovery
<b>November 16</b>	Science, Technology and Innovation / Digitalisation
<b>November 17</b>	Rest Day and No Thematic Programming
<b>November 18</b>	Human Capital / Children and Youth / Health / Education
<b>November 19</b>	Food, Agriculture and Water
<b>November 20</b>	Urbanisation / Transport / Tourism
<b>November 21</b>	Nature and Biodiversity / Indigenous People / Gender Equality / Oceans and Coastal Zones
<b>November 22</b>	Final Negotiations



# ETC plans for COP29

## Inform

### ETC COP29 Focus



**Nationally Determined Contributions and Financing the Transition.**

MPP – Industrial Transition Accelerator (ITA).

### Regional

ETC regional teams focused on country specific content.

### Pre-COP29 Briefing

5 Nov 2024

Member briefing highlighting key messages.

## Amplify

### Event Programme



**ETC panel event** - 15 November 2024

- *Supply Chains in Transition: Trade Policies, Geopolitics, and the Path to Net-Zero*

Participation in high profile events and support members events with speakers & content.

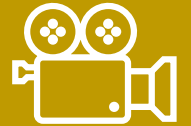
Working with Global Optimism (Groundswell), WMBC, GRA and event organisers Climate Action, World Climate Foundation.

### Social Media

Amplifying the core messages, insights and activities through social media

## Engage

### Member Networking



**ETC member drinks** – 14<sup>th</sup> November 2024

**ETC Portal** – for news of member events/networking.

### Media Briefing

Pre-briefings with Tier 1 media outlets.

Broadcast media push – international channels

### Member Meetings

Bilateral meetings with senior execs



# ETC events at COP29

## Drinks reception



- **Date & Time:** November 14<sup>th</sup>, 17:30 – 19:30, local
- **Venue:** Black City Lounge & Terrace (Baku Marriott hotel Boulevard)
- **Location:** 4C Khagani Rustamov St, Baku 1010, Azerbaijan
- **Access:** by invitation only
- Opportunity to engage in member networking

\* If you would like to attend please RSVP to our PMO team.



- **Title:** Supply Chains in Transition: Trade Policies, Geopolitics, and the Path to Net-Zero
- **Date & Time:** November 15<sup>th</sup>, 10.30 – 11.30, local
- **Moderator:** Adair Turner
- **Climate Action Innovation Zone**
- **Venue:** Sustainable Innovation Forum, Baku Marriott Hotel Boulevard, Baku, Azerbaijan
- **Location:** 4C Khagani Rustamov St, Baku 1010, Azerbaijan



# ETC Members at COP29

## Confirmed participation at COP29

- Arup
- Aspen Technology
- BNEF
- DP World
- Iberdrola
- Quadrature Climate Foundation
- Longi
- Octopus Energy
- National Grid
- SSE
- Schneider Electric
- Shell
- The Energy and Resources Institute (TERI)
- Vattenfall
- World Resources Institute
- Institute of Climate Change and Sustainable Development (ICCSA)

We encourage you to share the details of your COP29 event with the broader member community **via the ETC Member Portal**.

To submit your event, log in to your account, navigate to the "Submit an Event" section in your account settings, and complete the form. Once submitted, we will be notified and ensure your event is published on the portal for all members to view.

## Submit an Event

Member events can be displayed on the Events calendar. A member of the ETC team will review each submission before it is published.

Dashboard > Submit an Event

### Event information

All event details submitted will be visible to all ETC members in the Events calendar.

Event Title

Start Date

10/22/2024

End Date

10/29/2024

Start Time

03:31 PM

End Time

11:31 PM

Location/Meeting Link



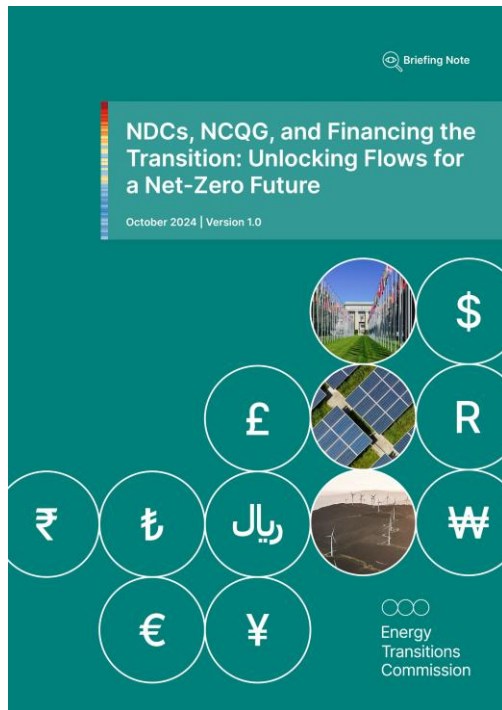


# Energy Transitions Commission

- What to expect at COP29 and beyond
- ETC's focus: Key messages and events
- **Financing the transition: NDCs and NCQG**
- Update from the ITA



# What is “climate finance”? – a term often vaguely and broadly used



## Estimated climate finance requirements for energy transition, adaptation and loss and damage around the world

Exhibit 4.1

Average cost per year in 2030  
\$ billion per year

	Category	Total Costs (\$ billion per year in 2030)	Area of the World	Sources of Finance
	Mitigation – Investment	1950	High income countries and China	Private investment, with some limited public support
	Mitigation – Investment	900	Middle and low income countries	Mix of private investment, MDB lending and additional investment catalysed by MDB actions
	Mitigation – Concessional	300	Estimate for all middle and low income countries	Primarily concessional/grant mechanisms
	Adaptation	250	Estimate for all middle and low income countries	Mix of MDB lending and concessional, grant mechanisms
	Loss and Damage	400	Estimate for all middle and low income countries	Grant payments only

Note: Mitigation investment numbers are 2026–2030 averages.



# Mitigation - Investment

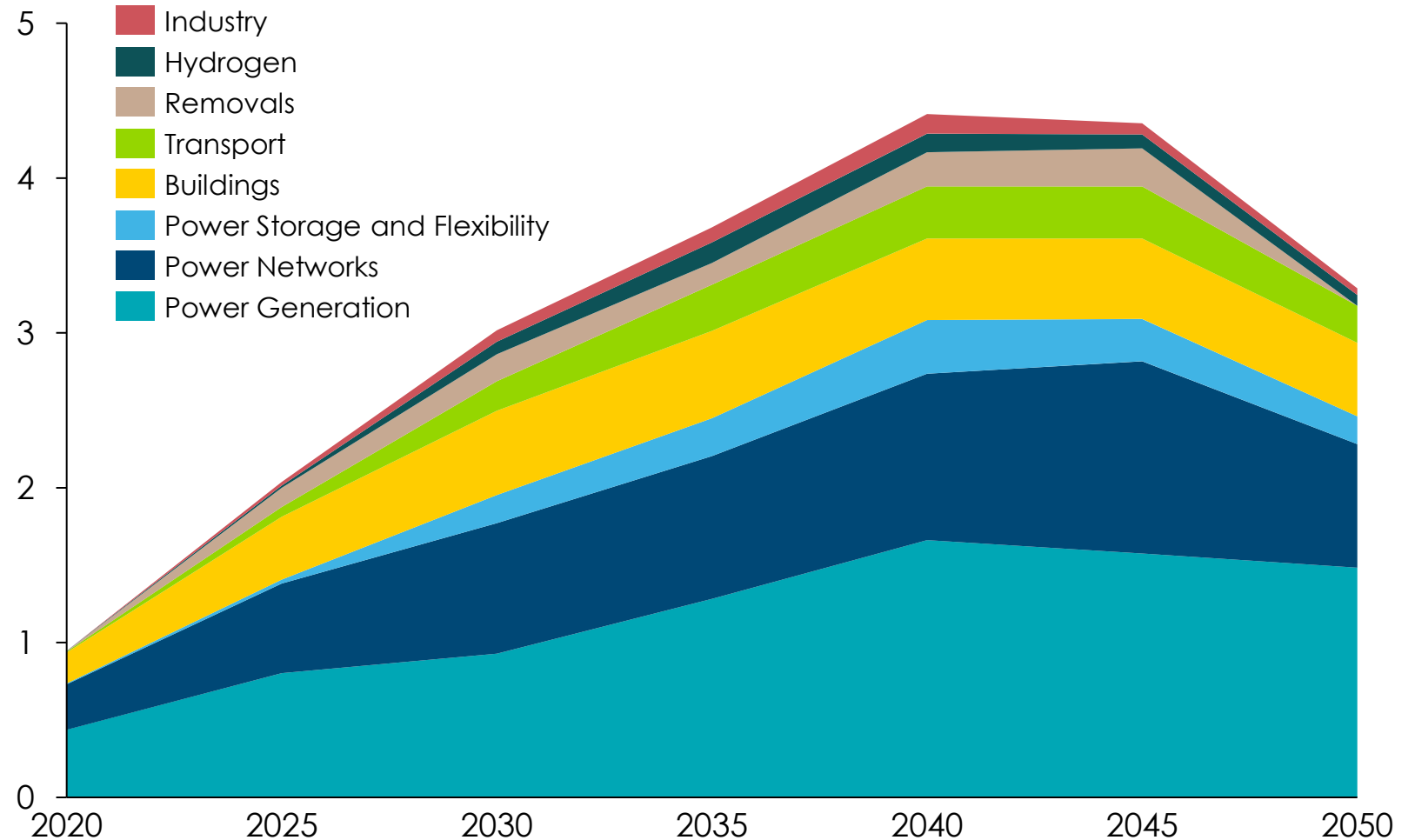
These investments average around **\$3 trillion annually until 2050**

Most of this investment will be financed by **private institutions** delivering an attractive rate of return to investors if appropriate **real economy policies** are in place

**MDBs and other public financial institutions** must also play a significant role to support financial flows to middle and low-income countries.

## Annual capital expenditure in the energy system

Trillion \$

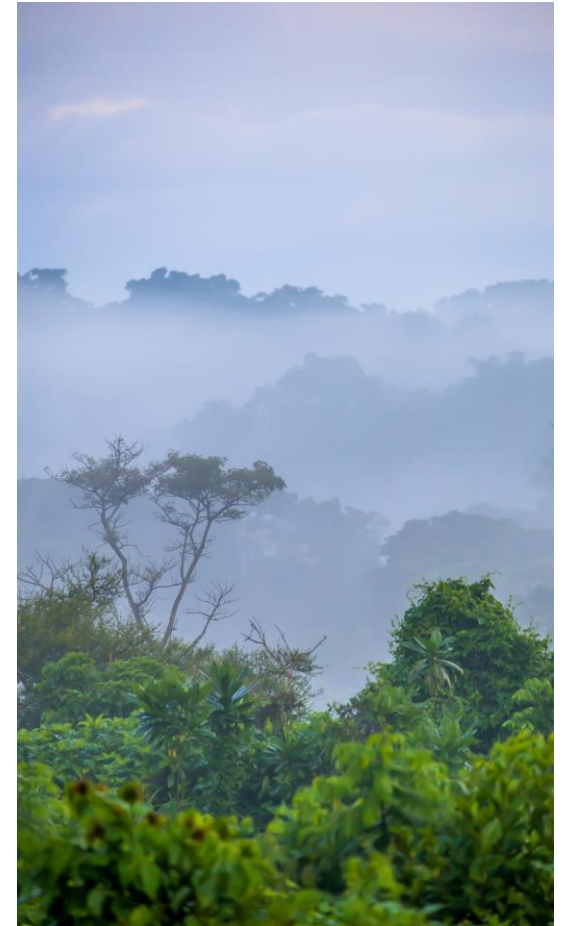


# Mitigation – Concessional/grant

**\$300 billion** of this type of payment may be required to mitigate emissions in specific areas:

- **close coal plants early,**
- **end deforestation, and**
- **finance carbon removals**  
– which may not generate a return on investment.

but actual flows are unlikely to reach this magnitude, necessitating other measures, such as **strong policy**



# Adaptation & Resilience

The Songwe-Stern 2022 report suggested these might reach **\$250 billion per annum** in middle and low-income countries

A significant part will be financed from **domestic resources** (especially in middle-income countries) but there is a major essential role for loans provided by **MDBs** and for **concessional payments or grants** from high-income countries.



**THE WORLD BANK**

**IsDB**



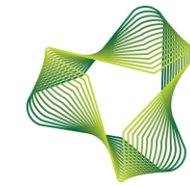
البنك الإسلامي للتنمية  
Islamic Development Bank



**ASIAN DEVELOPMENT BANK**



**European Bank**  
for Reconstruction and Development



**New  
Development  
Bank**



**IDB** Inter-American  
Development Bank



**AIIB** ASIAN INFRASTRUCTURE  
INVESTMENT BANK



# Loss & Damage

The Songwe-Stern report estimated that these costs in middle and low-income countries might reach **\$200-\$400 billion per annum by 2030.**

At COP27 in 2022, the **principle was agreed that higher-income countries should contribute** towards meeting these costs.

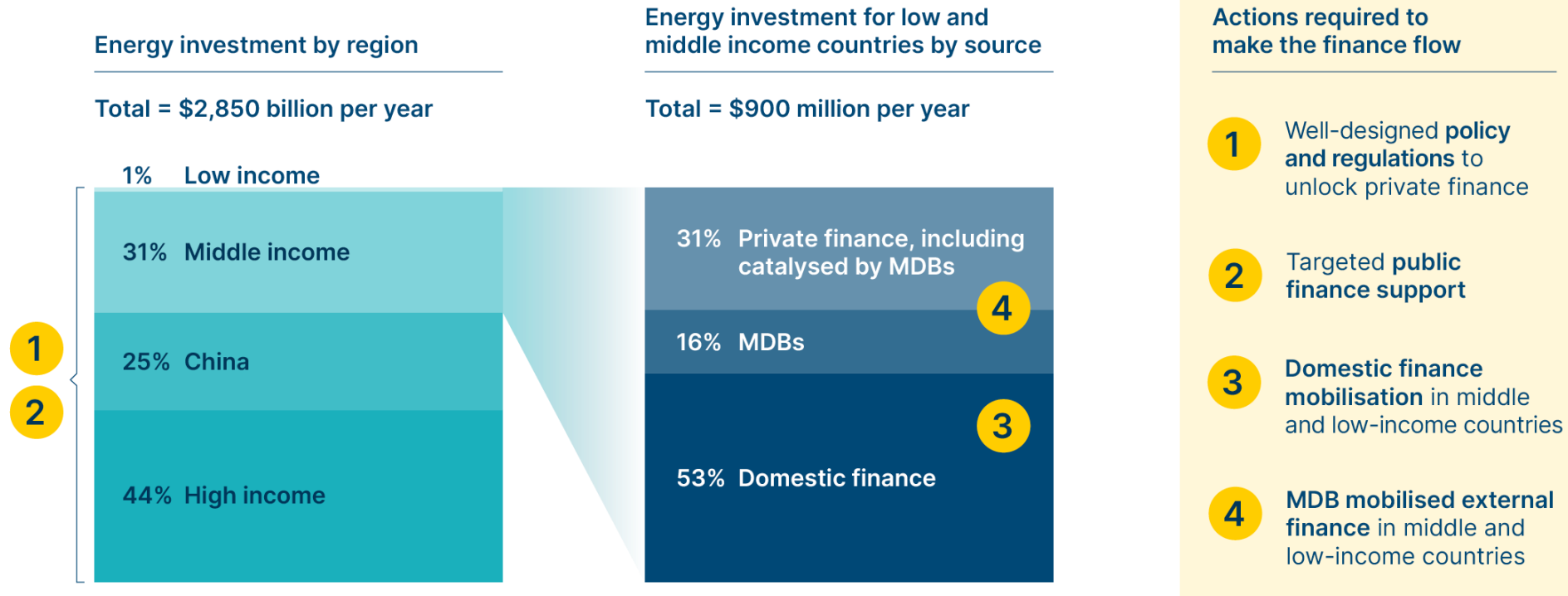


# 4 principles to unlock investment for the energy transition

## Four critical actions to ensure adequate mitigation investment

Exhibit 3.1

Annual climate finance requirements  
\$ billion per year, 2023–2030



**Note:** Numbers may not sum due to rounding.

**Source:** ETC (2023), *Financing the Transition: How to Make the Money Flow for a Net-Zero Economy*.



# NCQG beliefs and debates

## Quantum

India calls for \$1 trillion per year climate finance from next year, submits its proposal to the UNFCCC

THE TIMES OF INDIA

## Donor Base

G7 to demand wealthy developing nations pay up on climate change

FINANCIAL TIMES

## Timeframe

New Climate Finance Goal: Too many options, too little time?

DownToEarth

## Target Coverage

TRACKING LOSS AND DAMAGE IN THE NEW COLLECTIVE QUANTIFIED GOAL ON CLIMATE FINANCE

The  
Loss &  
Damage  
Collaboration

## Sources of Funding

Quality - not just quantity - matters in the new climate finance goal

CLIMATE HOME NEWS

## Reporting

Lessons from the \$100B target can shape the next climate finance goal

devex  
Do Good. Do It Well.™

## Wider financial system alignment

Delivering on climate finance and long-term alignment of financial flows: NCQG and 2.1.c

E3G



## 4 key priorities for the NCQG

The NCQG conclusions will have the best impact on **global mitigation efforts** if they include:

1. **Clarity on the types of finance flows required** and what is covered by any NCQG commitments.
2. **Strong focus on the very large-scale financial flows required** to support mitigation and adaptation in middle- and low-income countries.
3. **Expansion of the definition of contributing countries** to include at least China and high-income oil and gas producers such as Saudi Arabia, United Arab Emirates and Qatar.
4. **Strong support for new sources of funds** to support climate. E.g.,
  - Global carbon taxes on aviation and shipping as proposed by the Nairobi Declaration.
  - The allocation of revenues arising from CBAMs to support climate finance flows to low-income countries



## 4 recommendations for the next round of NDCs

1. **Set more ambitious emission reduction targets** to reflect technological progress and cost reductions, and bring NDC objectives in line with policy commitments already made.

2. **Define strong links between targets and supporting policy**, acting as comprehensive roadmaps for implementation.

3. **Contain absolute or equivalent emissions targets** for specific sectors and cover all greenhouse gases.

4. **Identify the investments required** to deliver emissions reductions and the broad balance of financing sources envisaged



# Comms Campaign: before and during COP29

## Collaborating with ETC members and partners ahead of and during COP29



**COP29**  
Baku  
Azerbaijan



Global  
Strategic  
Communications  
Council

Energy & Climate  
INTELLIGENCE UNIT

NDC  
PARTNERSHIP



## Targeting Tier 1 International Media



REUTERS

العربية

alarabiya



S&P Global



The  
Guardian



CGTN

FT  
FINANCIAL  
TIMES

Environmental  
Finance

We encourage members to get involved with the campaign across digital, media and events





# Energy Transitions Commission

- What to expect at COP29 and beyond
- ETC's focus: Key messages and events
- Financing the transition: NDCs and NCQG
- **Update from the ITA**



# Industrial Transition Accelerator

Overview

October 2024



**ITA**

INDUSTRIAL  
TRANSITION  
ACCELERATOR

Confidential - not for further distribution

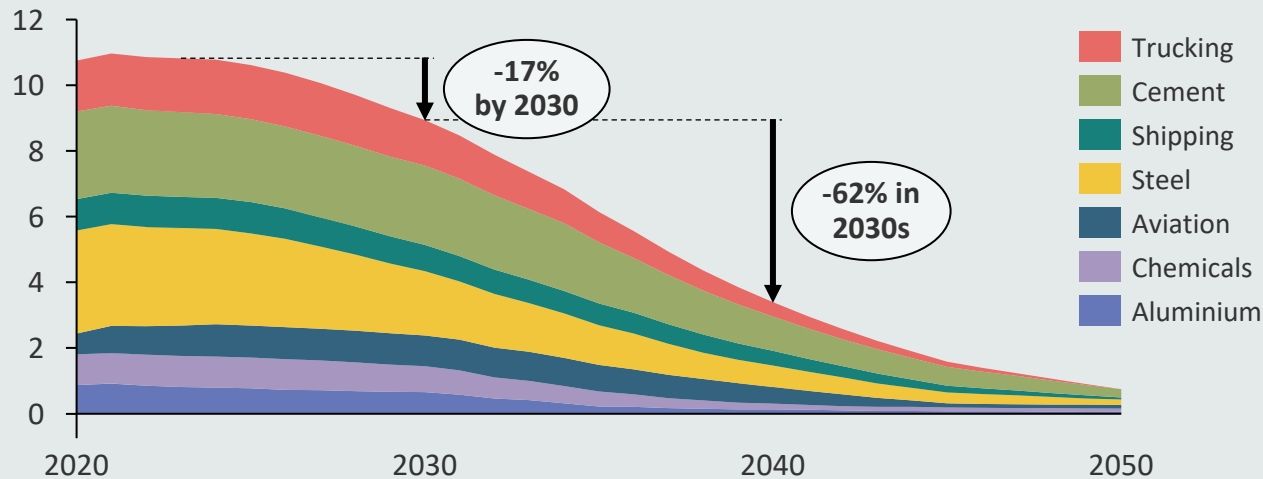
# Disclaimer

The ITA recognizes that its activities must not be a vehicle for individuals or organizations to reach unlawful business agreements, exchange competitively sensitive information, or engage in other aspects of anti-competitive behavior. ITA's policy, therefore, is to take appropriate measures to comply with U.S. antitrust laws and foreign competition laws, and the ITA expects the same from its members when acting on behalf of the ITA or participating in ITA activities.

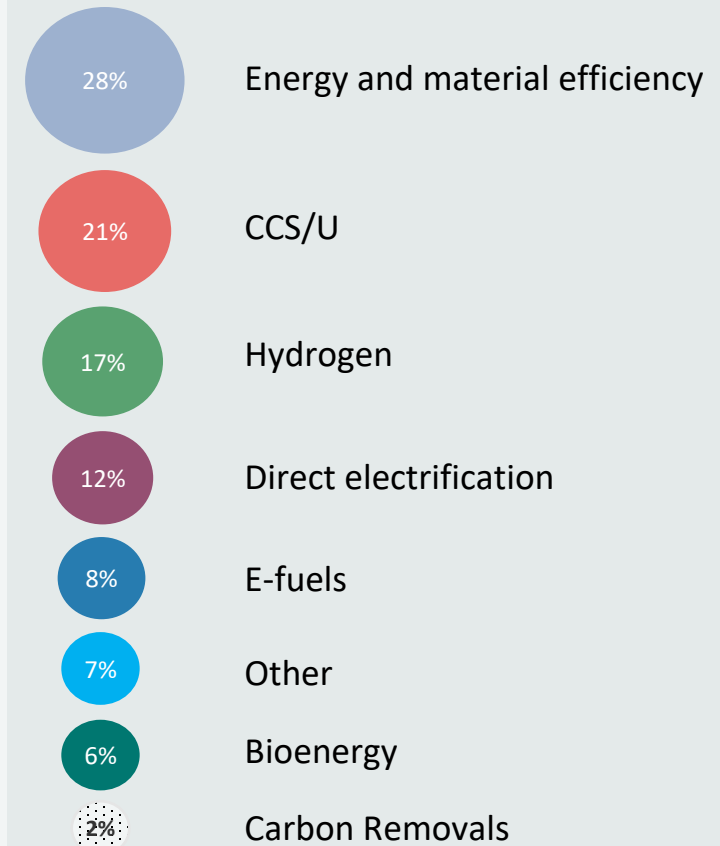
# The decarbonisation path for heavy industry and transport relies at 70% on the deployment of clean technologies

**~30%** of today's emissions stem from high-emitting heavy industry and transport sectors

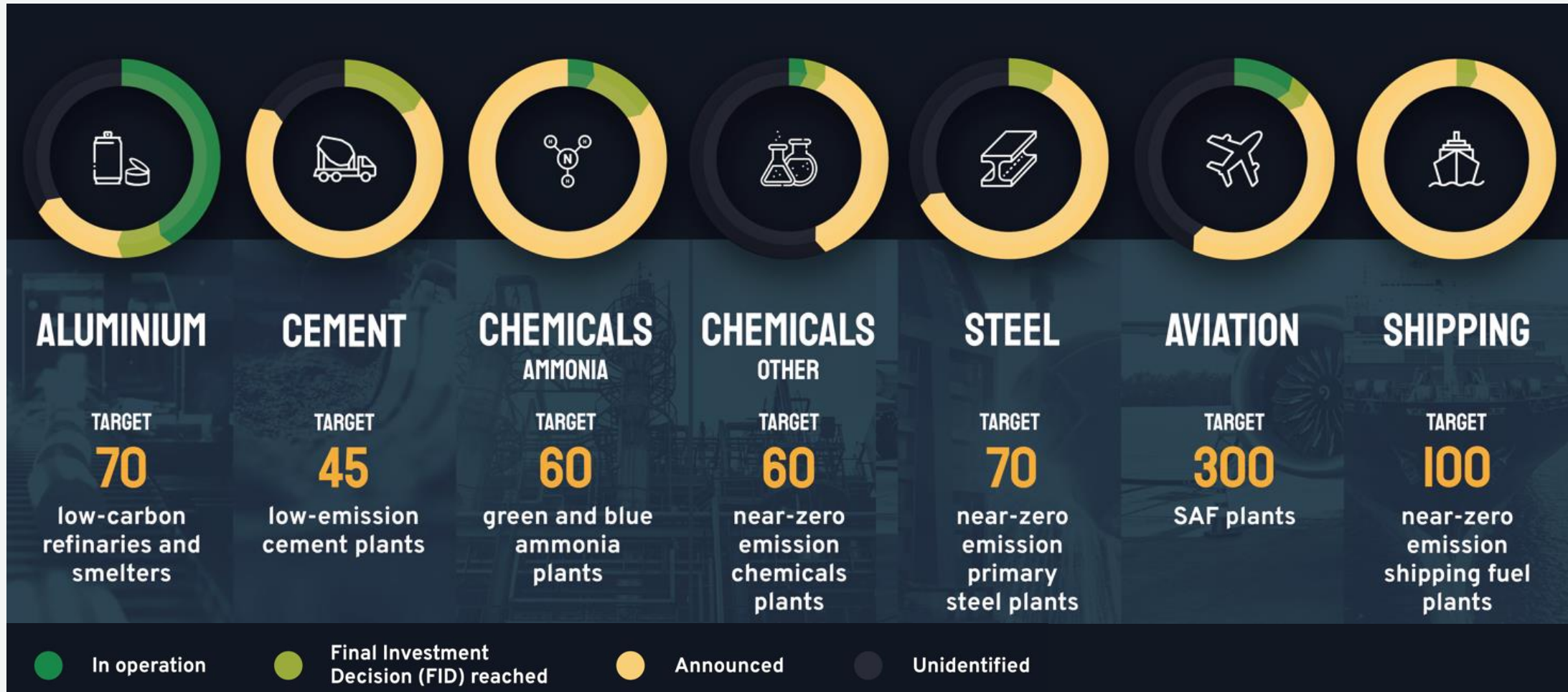
**Scope 1 & 2 emissions by sector on 1.5°C aligned path to Net Zero**  
Gt CO<sub>2</sub> p.a.



**% of cumulative emissions saved, 2020-50**



# Today's pipeline of announced decarbonisation projects falls short of what is needed by 2030



# Through exchanges with project developers, we have confirmed that 5 critical challenges are slowing down investment

1

## Green Demand

Struggle to find buyers for low / zero-carbon products given green premium ranging from 10% to 200% – in the absence of appropriate policy incentives.

2

## Misaligned Policies

Struggle with country-specific ill-suited policies (e.g. power market design, taxation policy) & with lack of global harmonisation (e.g. EU CBAM & SAF criteria).

3

## Clean Energy

Struggle to secure access to large volumes of low-cost, renewable electricity and clean hydrogen, and to develop carbon transport and storage infrastructure.

4

## Finance

Struggle to mobilise own balance sheet in low-margin context, to get financing given market uncertainty & to access low-cost capital in developing markets.

5

## Technology

Struggle to deploy lower-TRL technologies at commercial scale & to access new technologies developed by competitors (esp. in developing countries).

# The ITA's work programme revolves around two pillars to tackle key challenges at the local and global level

## Pillar 1 Project Support

### Objective:

Progress a portfolio of deep decarbonisation projects in the ITA sectors towards final investment decision over the next 2-3 years in 2-4 geographies, prioritising emerging and developing countries.

### Model:

ITA will establish partnerships with national governments and mobilise domestic and international industry, energy, demand, and finance players in support of a pipeline of projects in each geography.

### Workstreams:

- > Programme launched in July 2024 in Brazil
- > Partnership in place with the UAE and exploring a regional programme in the Middle East and North Africa
- > Proposed programme in India

## Pillar 2 Conditions for Investment

### Objective:

Strengthen investment case for deep decarbonisation projects globally by growing global uptake of key policy, value chain, and finance solutions, to facilitate a broader cohort of projects that those directly supported.

### Model:

ITA will build upon and boost existing initiatives, broadening their reach and elevating their conclusions through the ITA's multistakeholder network.

### Workstreams:

- > Critical policy levers
- > Low-emissions product standards
- > Offtake de-risking

# The ITA's Project Support Programmes could encompass a range of interventions, which will be tailored to local pipeline needs

Lever	Potential Ecosystem Support	Potential Bespoke Support
<b>Value chain orchestration</b>	Convene producers in one sector (e.g., steel) with their suppliers (e.g., iron ore) & buyers (e.g., automotive) to align on what each level of the value chain needs to do to scale-up transactions	Work with individual project developers to identify and develop corporate partnerships (incl. upstream & downstream) improving investment case for their projects
<b>Green demand aggregation</b>	Collaborate with relevant international buyer's clubs to stimulate domestic and international demand for a specific green commodity and draw their attention to domestic suppliers	Work with individual project developers to identify, engage and secure domestic & international offtakers, leveraging offtake derisking tools identified by ITA's global workstream
<b>Energy Infrastructure</b>	Map clean energy infrastructure requirements (i.e. renewables, hydrogen, biofuel, CCUS) required to support project pipeline in a given industrial cluster	Work with adjacent projects in a given industrial cluster to identify operational synergies (e.g., shared H2 storage) and support pre-feasibility studies for joint investments
<b>Green industrial policy</b>	Collaborate with government counterparts, corporates and financial institutions to make recommendations on strengthening industrial policy framework in a way that directly impacts project feasibility	Support individual projects on applying for & securing financial and non-financial public support in line with local policy frameworks
<b>De-risking &amp; finance</b>	Collaborate with GFANZ to engage public and private financial institutions on developing specific financing solutions for green industrial projects in the country	Collaborate with GFANZ to engage select public and private financial institutions on investing in individual projects
<b>Community engagement</b>	Work with group of project developers in a given industrial cluster to engage local community and develop compelling case for industry decarbonization (e.g., job creation, workforce upskilling, depollution)	Work with individual project developers to engage with local communities in the vicinity of the project, address social and environmental concerns & avoid potential local opposition

# In its first year, the ITA has developed tools to help suppliers & buyers scale-up green transactions

## Low-Emissions Product Standards Map

Product	Accounting methodology	Low-emissions definition	Certification system	Level of uptake/proliferation
Aviation fuel	High rating	High rating	High rating	Medium rating
Ammonia	Medium rating	Medium rating	Medium rating	Low rating
Methanol	Medium rating	Medium rating	Medium rating	Low rating
Aluminum	Medium rating	Medium rating	High rating	Medium rating
Cement and concrete	Medium rating	Medium rating	High rating	Low rating
Steel	High rating	Medium rating	High rating	Low rating

Launched at NYCW 2024 / Available on MPP/ITA website  
In partnership with RMI

## Green Purchase Toolkit

The screenshot shows the Green Purchase Toolkit interface. At the top, there are navigation options for 'Contractual', 'Contextual', and 'All' challenges. Below this is a grid of market mechanisms: Offtake agreement, Buyers Alliances, Chain of custody, Green Market Makers, Closed Loop Offtake, and Insurance. The grid lists challenges such as Duration, Volume, Price, Delivery terms, and Technical definition. Each cell in the grid contains a colored circle with a question mark icon, indicating the impact level: High Impact (yellow), Medium Impact (orange), or Not relevant (white). A legend at the bottom explains the impact levels.

Contractual challenges	Offtake agreement	Buyers Alliances	Chain of custody	Green Market Makers	Closed Loop Offtake	Insurance
<input type="radio"/> Duration	High Impact	Medium Impact	Medium Impact	Medium Impact	Medium Impact	Medium Impact
<input type="radio"/> Volume	High Impact	High Impact	Medium Impact	High Impact	Medium Impact	High Impact
<input type="radio"/> Price	Medium Impact	High Impact	Not relevant	Medium Impact	High Impact	Not relevant
<input type="radio"/> Delivery terms	Medium Impact	Medium Impact	High Impact	Medium Impact	High Impact	High Impact
<input type="radio"/> Technical definition	Medium Impact	Medium Impact	High Impact	Medium Impact	Medium Impact	Not relevant

Legend: How market mechanisms address the offtake challenges  
 High Impact (Yellow circle with question mark)  
 Medium Impact (Orange circle with question mark)  
 Not relevant (White circle with question mark)

To be launched at COP29  
In partnership with WBCSD & Deloitte

# The ITA policy playbook on demand stimulation highlights most critical levers by sector

Government policies	Transport		Heavy Industry				Examples / case studies	
	Aviation Fuel	Maritime Fuel	Chemicals	Steel	Aluminium	Cement		
Green public procurement	🟡	🟡	🟡	🟡	🟡	🟡	<a href="#">US buy clean</a>	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="width: 100%; text-align: center;"> <span>🟡</span> High impact sub-national / national / regional measure                 </div> <div style="width: 100%; text-align: center;"> <span>🟢</span> Sub-national / national / regional measure                 </div> <div style="width: 100%; text-align: center;"> <span>⬜</span> Limited/no relevance                 </div> <div style="width: 100%; text-align: center;"> <span>🟡</span> Multilateral measure (not a focus of this work)                 </div> <div style="width: 100%; text-align: center; background-color: #006666; color: white; padding: 5px;"> <b>Government procurement mechanism</b> </div> <div style="width: 100%; text-align: center; background-color: #4CAF50; color: white; padding: 5px;"> <b>Mandatory mechanism</b> </div> <div style="width: 100%; text-align: center; background-color: #9C27B0; color: white; padding: 5px;"> <b>Market based mechanism</b> </div> <div style="width: 100%; text-align: center; background-color: #8BC34A; color: white; padding: 5px;"> <b>Non-financial incentives</b> </div> </div>
State backed intermediaries <sup>2</sup>	🟡	🟡	🟡	🟡	🟡	🟡	<a href="#">H2Global</a>	
Mandatory quotas for use of decarbonised materials / fuels	🟡	🟡	🟡	🟡	🟡	🟡	<a href="#">REFUELEU, RED III</a>	
Transportation fuel standard programs	🟡	🟡 🟢	⬜	⬜	⬜	⬜	<a href="#">UK RTEO</a>	
Embodied carbon limits for basic materials	⬜	⬜	🟡	🟡	🟡	🟡	No examples identified	
Embodied carbon limits on end products	⬜	⬜	🟡	🟡	🟡	🟡	<a href="#">RE2020</a>	
Carbon pricing	🟡 🟢	🟡 🟢	🟡	🟡	🟡	🟡	<a href="#">EU ETS + CBAM</a>	
Demand side subsidies	🟡	🟡	🟡	🟡	🟡	🟡	<a href="#">CCFDs</a>	
In-kind incentives	🟡	🟡	🟡	🟡	🟡	🟡	<a href="#">Priority Green, Seattle</a>	

1 – Focussing on ammonia (particularly for fertilisers) and methanol

2 - Alternatively, these could also be based on a blended finance model with a mix of public and private funds

# Overview: Green Public Procurement (GPP)

**Green public procurement** policies encourage public entities to procure goods, services and works with a lower environmental footprint. This can be used to create demand for lower-carbon products, helping to scale production of these goods. As of 2018, public procurement accounted for around 12% of global GDP and comprises a high share of the demand for construction materials: [40 - 60%](#) for concrete and [~25%](#) for steel. This creates huge potential for GPP of green building materials. In the transport sector, the majority of the world’s major [ports](#) and many [airports](#) are publicly owned (though government demand for aviation/shipping services is a much lower share) providing opportunities to support the development of enabling infrastructure via GPP. Some countries have large [state-owned fertiliser companies](#) that could procure or produce green ammonia as a chemical feedstock.

## Priority for implementation by sector

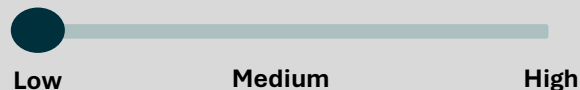
We have developed an indicative prioritisation of each policy by sector, based on the share of a typical country’s demand it can apply to, and its potential impact on a business case. Depending on local, national context this may be more or less impactful in different sectors. A full methodology is in [Annex 2](#) for each sector. Based on this analysis GPP is assessed to be most critical for cement and steel given the high share of public sector procurement of these commodities.

Sector	Aviation	Maritime	Chemicals	Aluminium	Cement	Steel
Prioritisation	Low	Low	Medium	Medium	High	High

Included for deep dive in this report

# Key Features: Green Public Procurement

## Carbon leakage risk



Public procurement policies are typically accompanied by a set of product or project requirements that would determine eligibility. There is low risk of public entities circumventing the policy by procuring materials that are excluded from the list. To avoid carbon leakage risks, importers of materials would need to demonstrate that they meet these requirements.

## Burden of cost



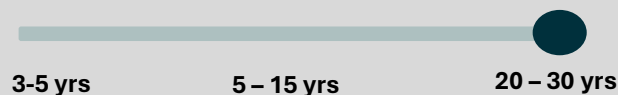
As some low/near-zero carbon products and services are more costly than their grey substitutes, the burden of cost falls on the government to increase spending in order to afford these products.

## Technology Agnostic



There is some flexibility in how GPP policies are set. For example, in the construction sector, this can be done at the product level (specific), or by setting emissions limits at the project level (agnostic). A hybrid approach could be to set minimum standards at product level, with overall limits set at the project level.

## Long term stability



GPP policies are dependent on public funding, but have shown longevity as instruments (e.g. over 10 years). For example [Japan's Act on Promoting Green Purchasing](#) was first established in 2001 and remains in force today.

## Ability to ramp up over time



GPP policies can be reviewed over time and be made more stringent as the cost and availability of low and near-zero products and services become more available.

## Complexity



To ensure the success of these policies, governments need to ensure there is adequate funding to procure green materials, and that a strong foundation of standards, emissions accounting methodologies and certification is in place. Furthermore, responsibility for decarbonisation and procurement is often split across different departments and bodies requiring coordination.

# Implementation examples of GPP programmes

## Key examples of policies adopted by countries

### Jurisdiction

### Description of GPP Policy

### Status

### Sectors



**Federal Buy Clean Initiative:** Promotes the use of low-carbon steel, concrete, asphalt and flat glass, which comprise 98% of construction materials used in federal procurement<sup>1</sup>.



The Dutch **Sustainable Public Procurement** policy includes a [criteria database](#) to measure the environmental impact of projects, one of which is low CO2 impact materials for construction. However, more detailed standards are yet to be published.



Canada's **Policy on Green Procurement:** requires disclosure and reduction of the carbon footprint of materials in major construction projects. This sets limits e.g. that GHG emissions from ready-mix concrete must be at least 10% below industry average. Standards for other materials are expected to be published in future.



Several other countries, particularly those who are signatories to the IDDI GPP pledge, have or are developing relevant [GPP programs](#), including UK, Germany, Japan, Sweden, China, Saudi Arabia, and the UAE<sup>2</sup>. India is exploring a potential GPP programme including steel and cement.

Covers >=10% demand 
 In place (and enforced) 
 In place, but to be implemented

## Examples of key enabling initiatives / detailed studies

- [The Industrial Deep Decarbonisation Initiative:](#) Is a major collaborative effort bringing together governments and private entities to establish a fair and transparent global market for low-carbon industrial products, with an initial focus on steel and cement. IDDI is promoting GPP by encouraging [pledge](#) and has developed a [Green Public Procurement guide](#) that can assist governments in setting bold objectives for purchasing low-carbon materials for construction projects.

# Alongside the playbook, ITA will publish a letter to governments to urge them to implement policies stimulating green demand

- **We urge all governments to strengthen their policy frameworks between COP29 and COP30 to stimulate additional demand for low- and near-zero-carbon materials, chemicals and fuels.**
- Letter highlights key policy measures that have the greatest potential to unlock investment:

## For chemicals & fuels:

- Global fuel standards & carbon pricing through IMO/ICAO
- Domestic fuel standards & carbon pricing where no global progress
- Mandatory quotas
- Subsidy mechanisms to bridge price gap (esp. for fertilizers)

## For materials:

- Carbon pricing (drawing attention to predictability & carbon leakage)
- Mandatory targets in public procurement (esp. for cement & steel)
- Embodied carbon emissions standards and/or mandatory quotas for specific products (automotive, white goods) & buildings

- Exact mix of policies & specific design to be tailored to the **national context**

➔ To endorse the letter: <https://forms.monday.com/forms/a8a7786ffbbc8582de24490f068f3040?r=euc1>