



First Movers
Coalition



First Movers Coalition:

Introduction and overview of commitments

March 2025

First Movers are creating early market demand to bring emerging clean technologies to commercial scale

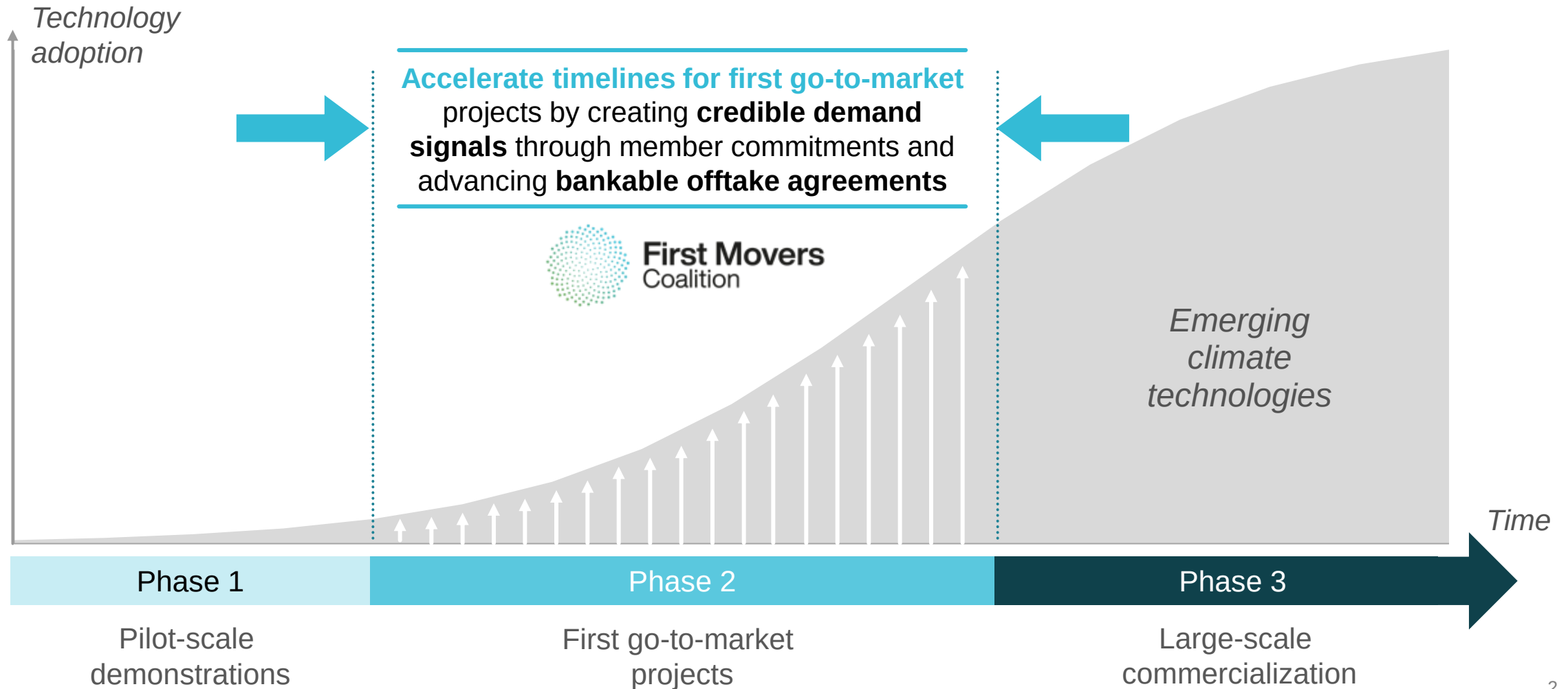
Vision

The First Movers Coalition (FMC) aims to harness the purchasing power of the world's leading companies to **unlock the untapped potential of emerging technologies needed to decarbonize** the world by 2050.

Mission

By 2050, 50% of the reductions needed for net-zero emissions must come from technologies not yet available at scale. FMC will **marshal the world's leading companies to apply their purchasing power to create guaranteed early markets for advanced technologies**. Building early demand by 2030 for near-zero-carbon goods and services will help scale the next generation of emission mitigation solutions for carbon-intensive sectors. FMC deploys **a suite of tools and activities to help its members turn commitments into bankable offtake agreements**.

FMC is the largest coalition of companies looking to scale emerging tech across hard-to-abate sectors through early demand signals



Eight sectors in scope of the FMC, representing ~25% of global GHG emissions today & newest technology needs

Launched at COP26

Launched at WEF
Annual Meeting 2022

Launched at COP27

Potential launch in 2024-25



Aviation



Steel



Aluminium



Cement / Concrete



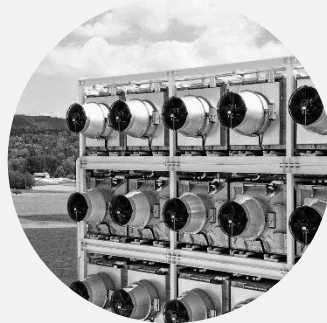
Chemicals
(Plastics – PET,
PP and PE)



Shipping



Trucking



Carbon Removal

FMC in numbers | Impact to date



102

Leading
companies

signing **over 125 commitments** to purchase a minimum volume of innovative clean solutions across hard-to-abate sectors by 2030

\$16

Billion in
demand

for innovative climate technologies and near-zero emission goods and services in 2030

~100

Offtake
agreements and
investments

to purchase innovative clean solutions signed by FMC members

31

Million tonnes
CO₂e

in expected annual emissions reductions in 2030

13

Government
Partners

mobilizing demand and supply, and creating an enabling environment in their countries (50% of global GDP)

174

Projects

from **more than 100 companies** covering near-zero emissions final projects or value chain projects in the **First Suppliers Hub**

How do companies engage with FMC

Demand

FMC membership profile

- Large procurement role in value chains
- Committed to decarbonize its supply chains by signing commercial agreements with suppliers of emerging clean solutions by 2030

Engagement opportunities

- **Showcase leadership** in decarbonizing value chains by featuring CEO/C-suite in global events (COP, SDIM, Davos Annual Meeting*)
- Benefit from **knowledge exchange and market insights** in virtual working group meetings with procurement and sustainability peers
- **Engage with ecosystem partners** (governments, financial institutions, domestic suppliers) to discuss roadblocks and solutions to achieve FMC commitments at In-Country Workshops
- **Support commercial offtake** through insights on the global landscape of suppliers of emerging clean solutions
- **Leverage the Forum's communications and social media platforms** to showcase the organization's progress as a "first mover"

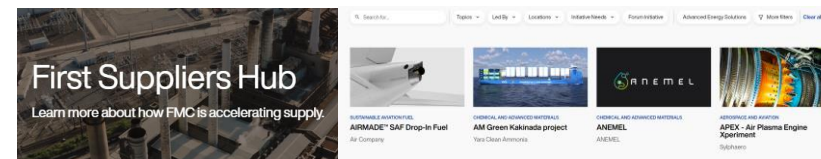
* Reserved to World Economic Forum partners

Supply

Supplier profile

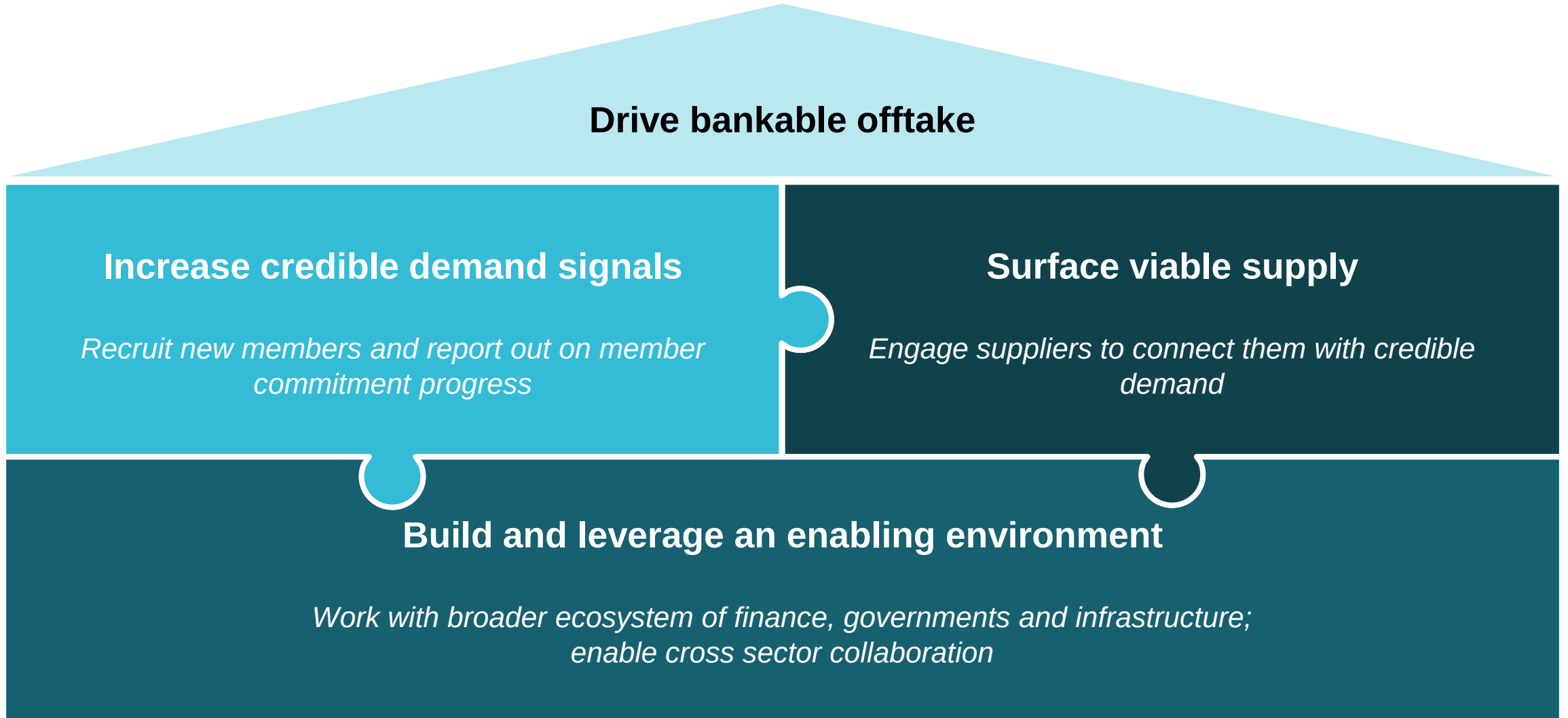
- Final product suppliers
- Value chain/component suppliers
- Cross-sector technology enablers

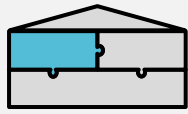
First Suppliers Hub



- **Showcase innovation efforts** as industry pioneers in emerging clean solutions
- **Enable connections** with potential offtakers and ecosystem partners from government and finance

FMC priorities for 2025 | Moving from Commitment to Action





Increase credible demand | Current members

AVIATION - 28 members

STEEL - 27 members

ALUMINIUM - 21 members



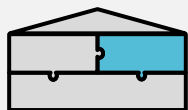
SHIPPING - 18 members

TRUCKING - 16 members

CARBON REMOVAL 11 members

CEMENT & CONCRETE 7 members





Surface Supply | First Suppliers Hub

Global repository of existing and future suppliers of emerging clean products and projects in FMC sectors to support members and corporate purchasers meet their decarbonization commitments

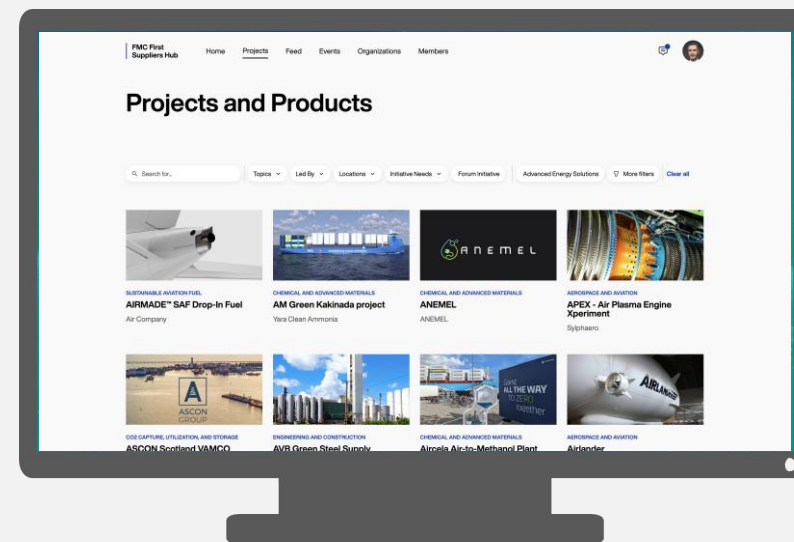
- **Final product suppliers:** goods and projects in scope of FMC sector commitments
- **Value chain suppliers:** component parts, technology or raw materials
- **Cross-sector enablers:** cross-cutting technology solutions (green hydrogen, CCUS)

Buyers

- Identify potential suppliers and innovators meeting FMC sector thresholds
- Reduce procurement research efforts through detailed product/project information in an easily accessible dashboard
- Facilitate procurement team's efforts in initiating conversations to explore offtake agreements

Suppliers

- Showcase innovation efforts by featuring select updates and announcements across FMC platforms (e.g. quarterly newsletter, news section of website)
- Enable connection with potential offtakers (including FMC members) and ecosystem partners from government and finance



[Explore the First Suppliers Hub website](#)

Government, finance and research

Access a repository of innovative solutions enabling industry decarbonization to inform research, policy and investment decisions



Surface Supply | In-Country Workshops (ICWs)

Pre

Develop pre-workshop report covering state of supply, relevant policies and financing needs/capabilities

During

Identification of companies for inclusion in FMC First Suppliers Hub and funding sources

Post

Update to pre-workshop report to identify needed steps to decarbonize supply

Workshop outcomes

- 1 Increased understanding of the challenges and opportunities associated with decarbonization:** Workshop participants come away with a better understanding of the decarbonization ecosystem; Publication of workshop report outlining main technical, financial and policy-related consideration for scaling domestic supply of low- or zero-carbon alternatives in target sectors.
- 2 Identifying and prioritizing key action areas:** The workshop will help to identify and prioritize key action areas for decarbonization, such as specific sector technologies that should be targeted for investment and/or policy attention.
- 3 Building partnerships and collaborations:** The workshop will facilitate the development of partnerships and collaborations between government, private sector, finance and civil society stakeholders, for the acceleration of decarbonization efforts in the country.
- 4 Growing FMC ecosystem:** Following the workshop detailed engagement is initiated with participating domestic companies, both from an offtake and supplier perspective; The role of FMC government partners is strengthened.

Previous ICWs



✓ Singapore (June 2023)



✓ India (July 2023)



✓ Brazil (September 2023)



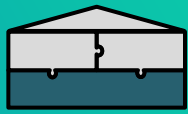
✓ South Africa (March 2024)



✓ USA (July 2024)



✓ Japan (October 2024)



Build Enabling Ecosystem | Government Partners support

FMC **Government
Engagement Pillar**
addresses public-private
levers to accelerate
scaling of technologies
in-scope for FMC

Aggregating demand

- **Mobilizing demand** in their countries by issuing invitations to relevant demand companies in your country to join FMC.

Surfacing supply

- Identifying domestic companies to include in the [First Suppliers Hub](#).
- Supporting **in-country workshops** as a deep-dive into high-emitting industries in specific markets to identify key levers across policy, regulations and finance, looking to accelerate domestic supply.

Supporting enabling ecosystem

- **Take action on key policy levers** identified by First Movers Coalition members across the enabling ecosystem.
- **International collaboration to scale technology:** partnered with relevant international processes (CEM, COP, IDDI, Breakthrough Agenda).

FMC Government Partners (13)



Australia
Department of Climate Change, Energy, the Environment and Water



Canada
Department of Innovation, Science and Industry



Denmark
Ministry of Development Cooperation and Global Climate Policy



Germany
Federal Ministry for Economic Affairs and Climate Action



India
Ministry of Commerce and Industry



Italy
Ministry of Environment and Energy Security



Japan
Ministry of Economy, Trade and Industry



Norway
Ministry of Trade, Industry and Fisheries



Singapore
Ministry of Transport



Sweden
Ministry of Climate and Enterprise



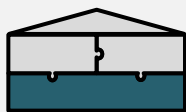
United Arab Emirates
Ministry of Industry and Advanced Technology



United Kingdom
Department for Energy Security and Net Zero

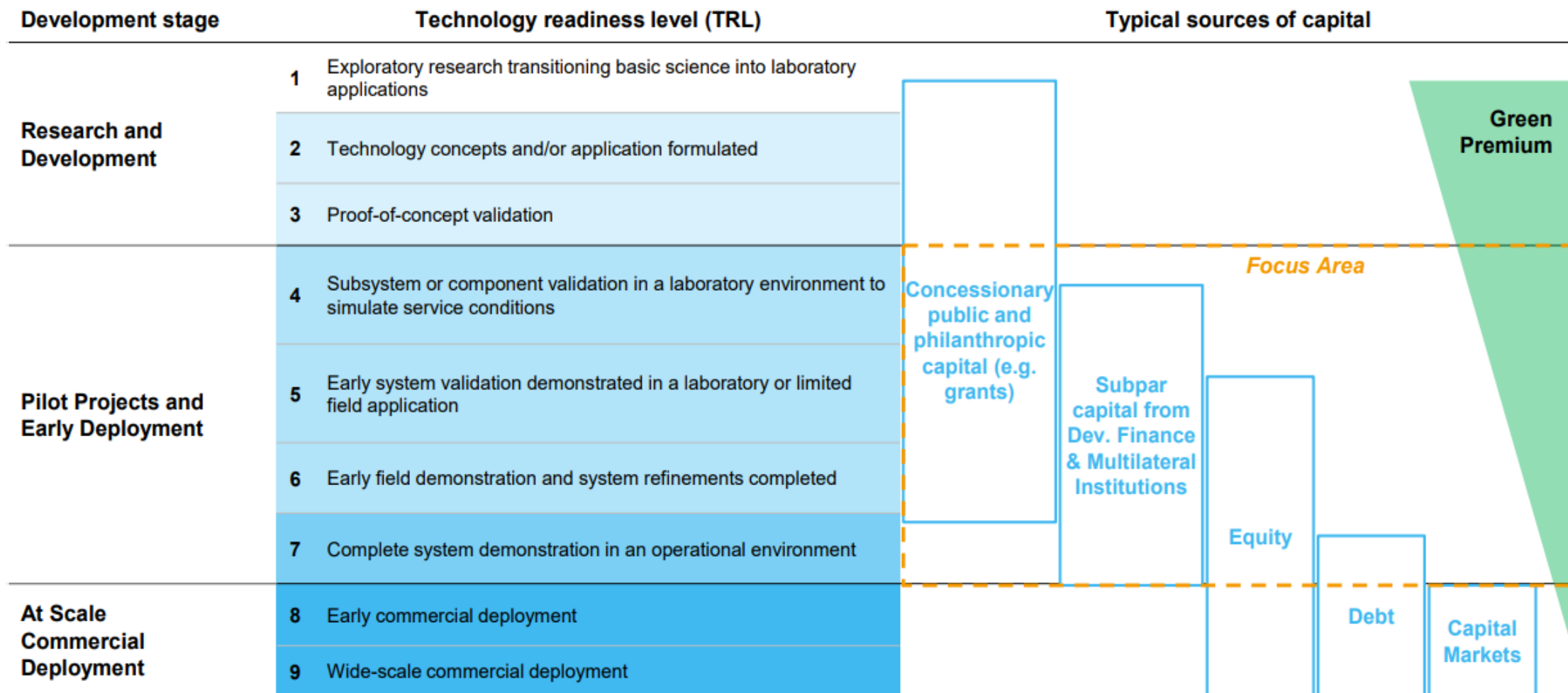


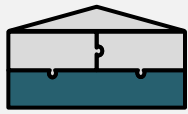
United States
Department of Energy and Department of State



Build Enabling Ecosystem |

FMC Finance engages different sources of private and public capital across capital stack to come together to help develop and scale up breakthrough technologies

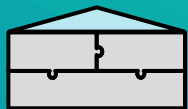




Build Enabling Ecosystem |

FMC Finance works to identify the right de-risking and financing measures from across the ecosystem

		Develop an enabling environment		Establish & operate projects with support measures		
Ecosystem Stakeholders		Incentives & decarbonization mandates	Construction & deployment	Early operations	Later operations	
Private sector – Financial Institution	Banks	 • Commitments to net zero • Transition financing commitments	• Co-invest with alternative investors / MDBs	• Debt financing (e.g. Term A loans, bond issuance)		
	Alternative investors / Asset owners	 • Commitments to net zero • Transition financing commitments	• Equity / tax equity investments	• Green / sustainability linked bond investments		
	Insurers	 • Commitments to net zero • Sustainability linked products	• Tech / performance / investment risk insurance	• Credit enhancements (e.g. first loss provisions) • Green bond investments		
Private sector – Industry	Project owner (borrower)	 • Equity investment • Deconsolidate green units into SPVs	• Warranties, equipment performance guarantees	• Sale of by-products	• Portfolio / utility approach to create scale	
	Project customer / other players	 • Commitments to net zero	• Equity investment	• Offtake agreements • Green premiums	• Tolling structures • Lower green premiums	
	Technical firms / Standard setters	 • Certification standards	• Independent verification of technology	• Performance / safety assessments		
Public sector	Governments / policy makers	 • Subsidies / carbon taxes • Green mandates (e.g. blending) • Capital / tax incentives	• Grants to reduce costs • Blended finance (e.g. capex grants)	• Loan guarantees • Contract for difference / feed-in tariff	• Procurement requirements • Contract for difference / feed-in tariff	
	MDBs / state financiers / ECAs	 • Transition financing commitments	• Blended finance • Debt financing	• Debt financing • Loan guarantees / subordinate debt tranche / credits		



Drive offtake | Many FMC members are taking steps towards meeting their commitments – **transport sectors**

Aviation

AIRBUS

Partnership with **Total Energies** and **DG Fuels** for SAF production

BCG, Deloitte, Bain and Autodesk: SABA's \$200M commitment in SAF certificates

SABA
SUSTAINABLE AVIATION BUYERS ALLIANCE

SAF and certificate contracts with **Neste, AirBP** and **World Energy**



Shipping


HÖEGH AUTOLINERS

Partnership with **Yara** for clean ammonia supply for 12 new vessels

Supporting **ZEMBA's** efforts for procurement of zero-emission shipping services

amazon

MOL
Mitsui O.S.K. Lines

Offtake agreements to expand its large dual-methanol fleet

Trucking

 **HOLCIM**

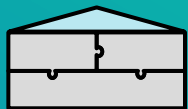
Signed deals with **Volvo Group** and **Mercedes-Benz** for 2,000 electric trucks by 2030

Invested in 21 electric **Tesla** semi-trucks and charging infrastructure

 **PEPSICO**

 **Fortescue**

Deal with **Liebherr Mining** for the transformation of 120 trucks into zero-emissions



Drive offtake | Many FMC members are taking steps towards meeting their commitments – **materials and CDR**

Aluminium



Incorporated innovative **ElysisTM technology** in its flagship products

Partnered with **Novelis** for first low-carbon aluminum cup, supply and recycling



Partnered with **Norsk Hydro** at COP28 to source low-carbon aluminium

Steel



Agreement with **Dillinger** for low-emissions heavy plate steel

Agreement with **Tata Steel** for green steel from its Netherlands plant



Agreements with SSAB and Stegra for production of heavy-duty trucks

Cement & Concrete



Agreement with **Cemvision** for development and supply of near-zero emission cement

Agreement with **local concrete suppliers** to increase use of SCMs in two recent projects



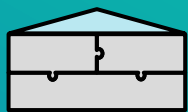
Carbon Dioxide Removal



Landmark agreement with **Ørsted** and **Aker Carbon Capture** for 2.7M tonnes of CDR credits

Five-year purchase agreement with **CarbonCapture** for 40,000 tonnes of CDR credits





Drive Offtake | Identifying innovative near-zero emissions solutions

The Challenges allow participants to:

- Signal their interest in supplying or purchasing near-zero emissions products
- Identify counterparties for offtake
- Set the stage for participation in upcoming/future RFP efforts

...without requiring explicit commitment to collaborative RFP processes



Uplink Sustainable Aviation Challenge

August - October 2023

[Link to challenge website](#)



Calls for **innovative solutions to decarbonize aviation and accelerate novel technology pathways**

16 TOP INNOVATORS from 128 submissions:

- Sustainable fuels
- Propulsion technologies
- Engineering & infrastructure
- Market development
- Value chain innovations (e.g., feedstock)



Near-Zero Steel 2030 Challenge

September 2023 - January 2024

[Link to challenge website](#)

Global RFI process to **find high-potential leads related to near-zero steel**, with three main components:



- 1 Identify **credible demand** from purchasing companies

21 submissions

- Direct and indirect purchasers from diverse value chains

- 2 Identify **supply** from high-potential suppliers

5 TOP INNOVATORS from 17 submissions

- Iron supply
- Steel supply
- Integrated supply

Entered into the **First Suppliers Hub**

- 3 Identify **providers of key enabling technologies** to reach near-zero steel

17 TOP INNOVATORS from 71 submissions

- Low-carbon H2
- CCUS
- DRI tech
- Electrolysis
- Electrowinning
- Furnace tech
- Renewables
- Other

We look forward to jointly making emerging clean technologies accessible and scalable



First Movers
Coalition

Joining the FMC is
an opportunity to
take action on
climate and build the
clean supply chains
of the future

Please contact

Jelena R. Aleksić

Metals Lead (Aluminium and Steel)

Jelena.Aleksic@weforum.org

Mathilde Haccart

Government Lead

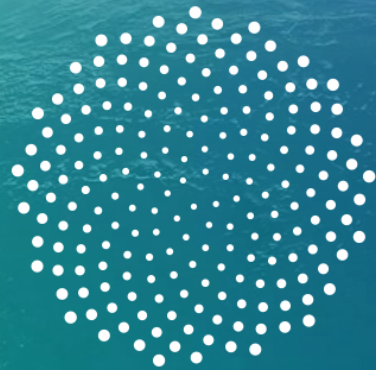
Mathilde.Haccart@weforum.org

Eneida Licaj

Finance Lead

Eneida.Licaj@weforum.org

if you are interested to learn more about the
First Movers Coalition



First Movers
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