



**First Movers**  
Coalition



---

# First Movers Coalition

**Expanding the GX Market**  
**GGX Finance Summit 2024**

15 October 2024

---





The FMC creates early market demand, and helps members action it, to bring emerging clean technologies to commercial scale

## Vision

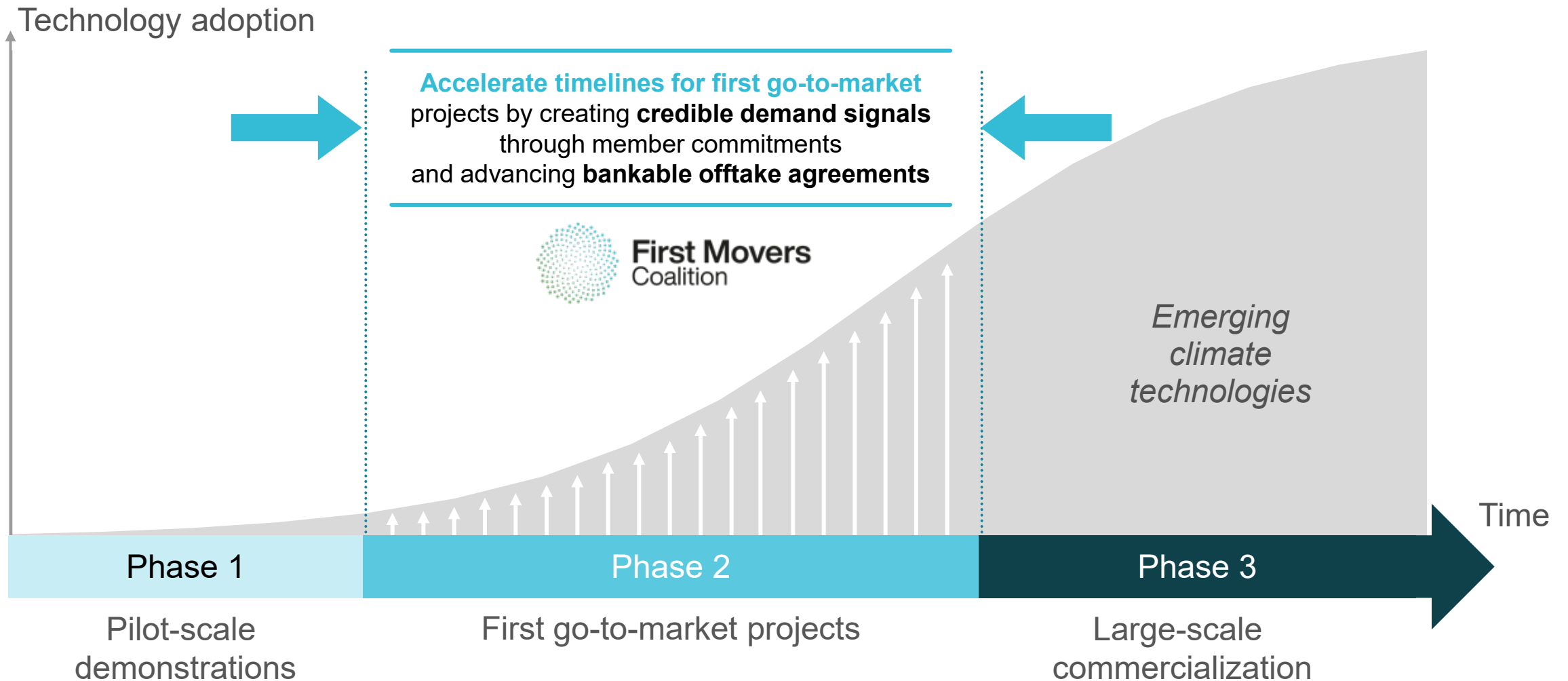
The First Movers Coalition aims to harness the purchasing power of the world's **leading** companies to **unlock the untapped potential of emerging technologies needed to decarbonize** the world by 2050.

## Mission

By 2050, 50% of the reductions needed for net-zero emissions must come from technologies not yet available at scale. The First Movers Coalition 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.

The First Movers Coalition 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





# FMC in numbers – impact to date



101

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  
CO<sub>2</sub>e

in expected annual emissions reductions in 2030

14

Government  
Partners

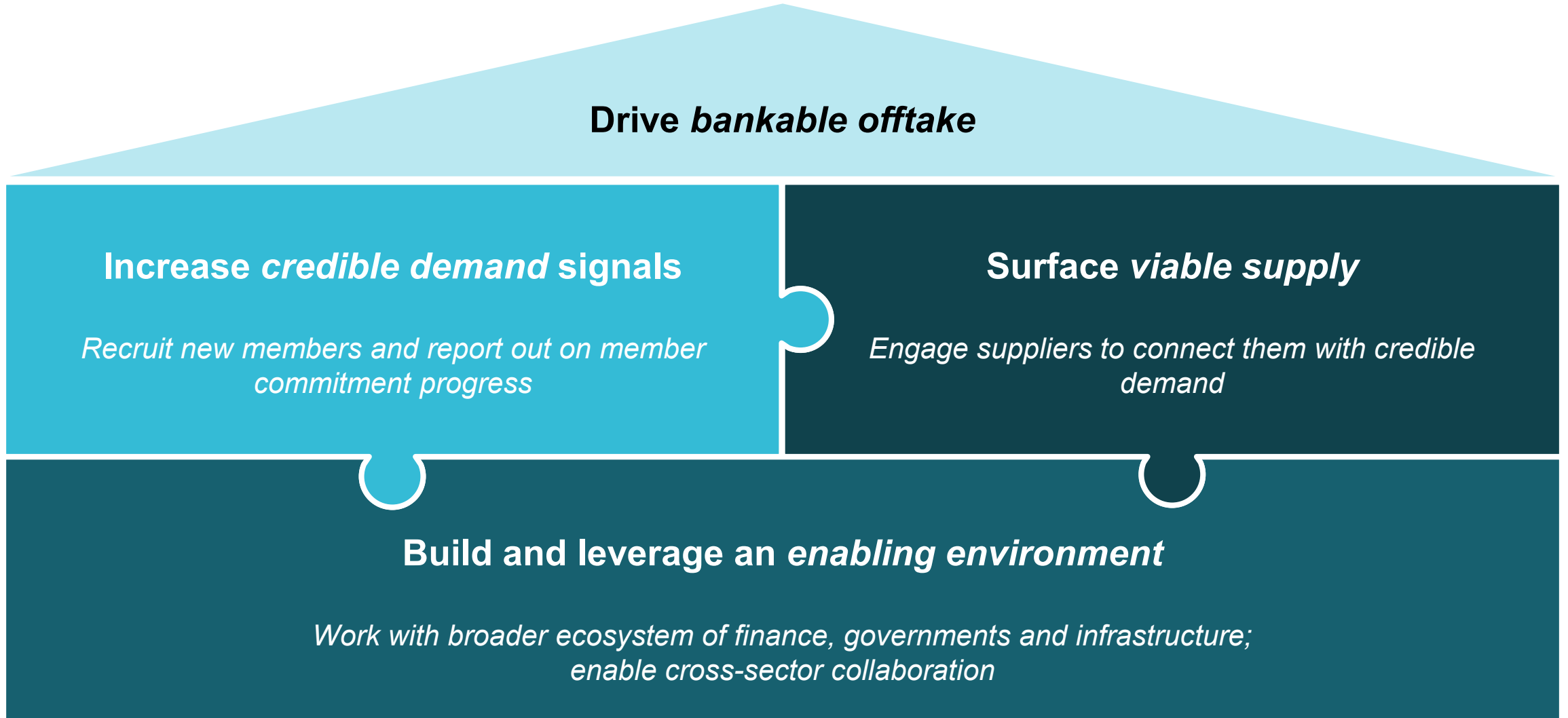
mobilizing demand and supply, and creating an enabling environment in their countries and with others (50% of global GDP)

185

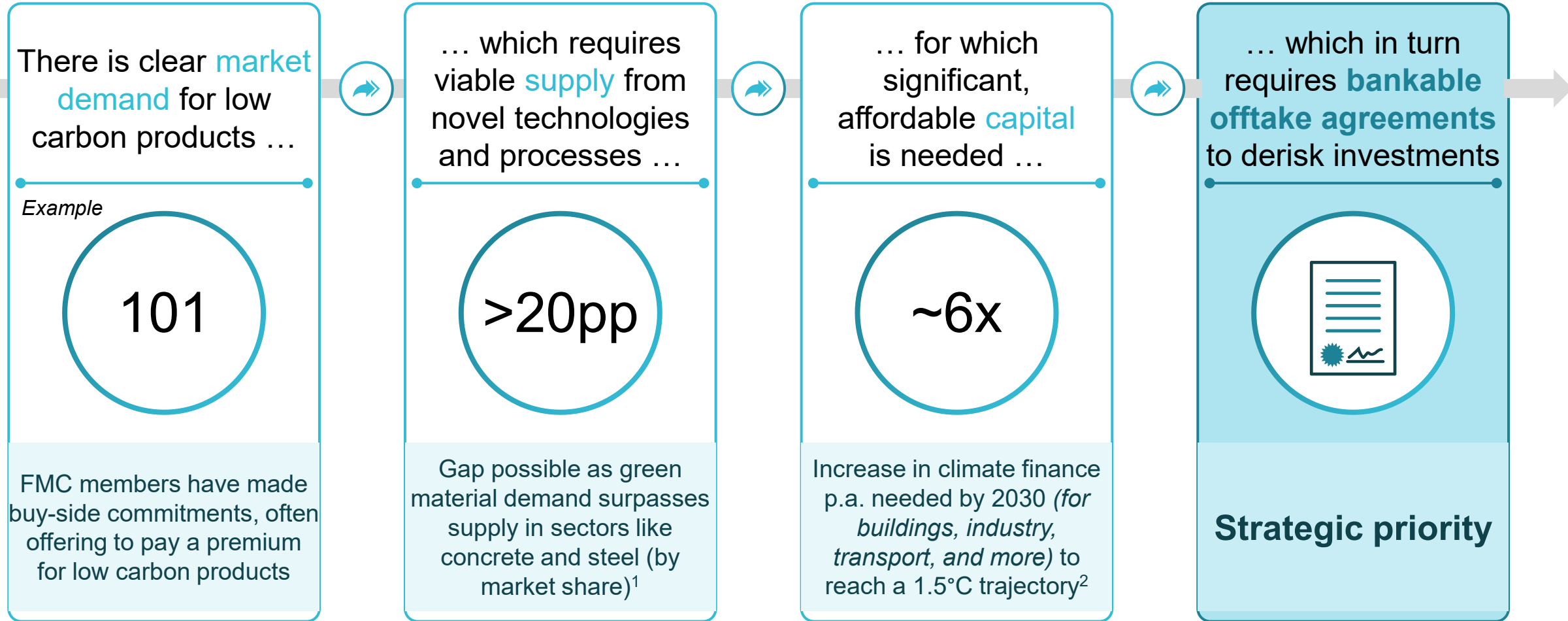
Projects

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

# FMC priorities for 2024-25 | Moving from Commitment to Action



# To accelerate the market for emerging climate tech in hard-to-abate sectors, long-term offtake agreements are critical



1. [WEF](#) – this decade; market share of downstream players with science-based decarbonization commitments surpasses share of upstream players who would need to supply green materials to achieve these commitments, which is >20pp in some instances in markets like plastics, chemicals, aluminium, glass, concrete and steel; 2. To USD \$4.3T For the next 26 years; BCG & Global Financial Markets Association climate finance report. <\$0.7T in annual global capital is allocated to climate finance today; which is <15% of the required amount ([link to report](#))

# Partnership models | While bilateral partnerships are most common (and often where negotiations start), more innovative partnership models are emerging

Non-exhaustive

## 1 Bilateral partnership

Buyer enters into bilateral offtake agreement with supplier<sup>1</sup>



## 2 Demand aggregation

Multiple buyers 'pool' demand and collectively negotiate offtake with supplier(s)



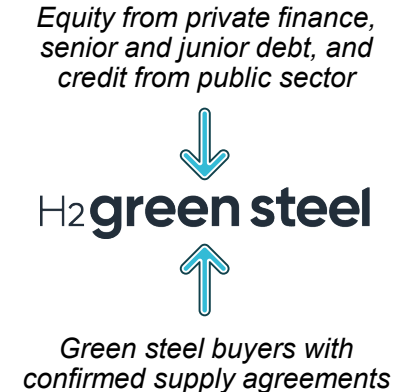
## 3 Equity investment

Buyer purchases stake in supplier, usually only possible with early stage ventures



## 4 Coalition financing

Multiple entities pool their resources to fund a common project



## 5 Joint venture

Buyer and supplier create new entity, which they jointly resource



## 6 Value chain partnerships

Companies from different parts of value chain collaborate



Example

# 22-23 October: Accelerating Industrial Transformation and Decarbonization in Energy and Transport in Japan

*Keidanren Kaikan, Tokyo, Japan*

The First Mover Coalition, in partnership with the Transitioning Industrial Clusters and Sustainable Finance teams at the World Economic Forum, is hosting a workshop to accelerate the adoption of **near-zero technologies** and energy sectors.

By leveraging Japan's strengths in hydrogen production, carbon removal, and other low-carbon technologies, discussions will align with Japan's Green Transformation (GX) Strategy. This is crucial for achieving **Japan's 2030 and 2050 decarbonization targets**, especially in transport and heavy industry, as well as for driving **global decarbonization** by lowering costs and improving technology accessibility.

## Anchor workshop themes



Scaling  
adoption of  
near-zero tech



Unlocking  
partnerships across  
energy, transport &  
industry

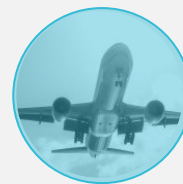


Financing the  
transition through  
public-private  
partnerships

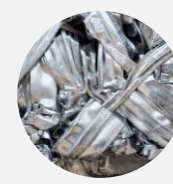


Aligning emerging  
technologies with  
government policies  
& incentives

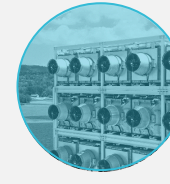
## FMC sectors



Aviation



Aluminum



Carbon  
Removal



Cement /  
Concrete



Shipping



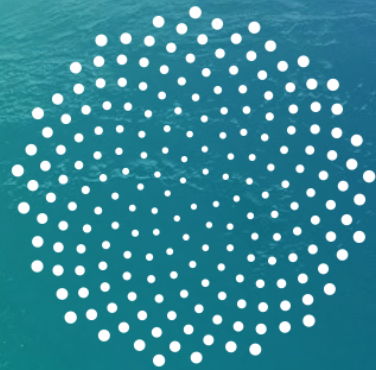
Steel



Trucking

Sectors in-scope





**First Movers**  
Coalition

WORLD  
ECONOMIC  
FORUM