

First Movers Coalition





WIPO | Green Symposium: Accelerating the Imperative: Green Technology Deployment Leveraging demand to catalyze decarbonization of heavy-emitting industry

Geneva, 31 October 2023



Driving impact through sector-specific demand commitments



total commitments from 88 members from top global corporations and non-profit organizations across 7 sectors

...resulting in...



in demand for near-zero-emission products and services

...supported by...



government partners representing over 50% of global GDP



FMC is focusing on 6 priority activities throughout 2023

Drive offtake to

accelerate supply availability

Recruit demand across the value chain to demonstrate market viability

1 Targeted Recruitment

Surface supply to accelerate and catalyze investment decisions

- 2 Supplier Database
- 3 In-Country Workshops
 - ✓ India (11-12 July)
 - ✓ Brazil (9-11 October)
 - → USA (to be confirmed)

Innovation Challenges

- → UpLink Sustainable Aviation Challenge (August-January)
- → Near-Zero 2030 Steel Challenge (September-January)

Build enabling ecosystem

Infrastructure Pillar

Finance Pillar

Government Engagement

Establish tools and processes to streamline procurement

- 5 Collaborative RFP