



# Fossil to Clean: Join us

NOVEMBER 2024

FOSSIL TO CLEAN CAMPAIGN

WE MEAN BUSINESS COALITION



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Fossil to Clean is a multi-year campaign to catalyze and guide a global movement of businesses going from fossil to clean



A global movement of businesses going from fossil fuels to clean solutions

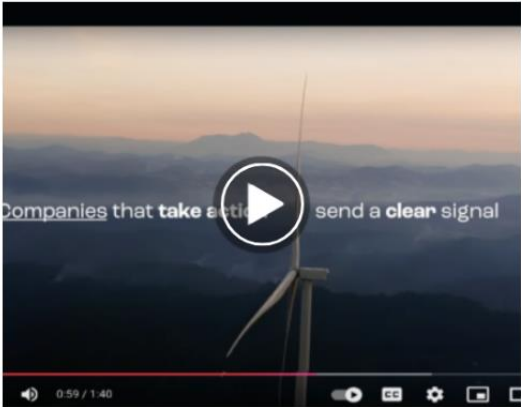
### Accelerating the shift from fossil fuels to clean energy

Together we have made great strides in scaling up clean solutions to the climate crisis, yet global emissions continue to rise. That’s because we have not done enough to scale down the primary driver of climate change – burning fossil fuels.

Faced with resounding demands for action across the globe, world leaders made a historic commitment at COP28 to accelerate the transition from fossil fuels to clean energy solutions. People are calling on them to make good on that commitment.

Now it’s time to get down to business.

- ABOUT THE CAMPAIGN
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Business Action

Leading businesses are phasing out fossil fuels in their operations and actively advocating for more progressive policies, sending a strong demand signal to their value chain to phase-out fossil fuels and scale clean solutions.

Policy Advocacy

Business cannot do it alone. We need our world leaders to act with the urgency that the climate crisis demands, whilst protecting people and economies through the transition from fossil to clean. Wealthy countries have a responsibility to be the first movers.

Full name\*

First name

Last name

Email address\*

i.e. example@email.com

Organization name\*

Organization type

☐ Business

☐ Government

☐ Non-profit



# Join us by:

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Adding your voice to a global community of businesses urging national governments to phase out fossil fuels and scale up clean energy

[Sign the business letter here](#)



Contribute your knowledge, expertise and case studies to our key areas of advocacy and business action work for 2024/25

[See our key areas of work here](#)



Collaborate with us on communication opportunities, amplifying business and industry voices in the global dialogue on going from fossil to clean

[Connect with the team for a 1:1 call here](#)



Take action in line with the Fossil to Clean Principles - start to incorporate the timelines and targets into your own climate or transition plans

[See the Global Principles here](#)

# Key areas of work

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Fossil to Clean has two strategic priority areas that the campaign is specifically interested in seeing change:

## Businesses

Business frontrunners are leading the way in phasing out fossil fuels across their operations and actively advocating for more progressive policies, sending a strong demand signal to their value chain to phase-out fossil fuels and scale clean solutions faster.

## Governments

Ambitious NDCs include fossil fuel phase out targets and timelines aligned with a 1.5°C pathway and lay the groundwork for implementing domestic policies to unlock barriers at speed and scale to enable an accelerated economy-wide transition from fossil to clean.

We influence and help work towards this change through the following key areas of work:

1 Shape Global Discourse

2 Ambitious & Investible NDCs

3 Transformative Local Policymaking

4 Facilitating Tangible Business Action



## 1

# SHAPE GLOBAL DISCOURSE

**We utilize international influencing moments, such as G7, G20, Bonn Intersessional and COP to call for change in one voice and further the Fossil to Clean messaging with key policymakers and influencers.**

This includes hosting the Business Pavilion in the Blue Zone at COP26, COP27, COP28 and COP29 to amplify the business voice, and connect corporate leaders, civic leaders, NGOs and policymakers alike in panel discussions, roundtables and informal discussions.

Toolkits, key messaging and social media guidance are provided to corporate supporters of Fossil to Clean to showcase leadership, influence policymakers and help change the dominant narratives.

**Why it matters to business:** signals from the G7, G20 and COP will have an impact on countries' NDCs as well as influencing global financial decisions, and ultimately the speed of the transition from fossil to clean.

*"We Mean Business should be applauded for leading a superb business-led Fossil to Clean campaign at COP."*

*- Joe Franes, VP Sustainability, Coca-Cola Europacific Partners*

# 2

## ADVOCATE FOR AMBITIOUS & INVESTIBLE NATIONAL COMMITMENTS

We engage governments on what makes for ambitious NDCs and investible policies, as informed by corporate and industry leaders globally and across sectors; and mobilize concerted business advocacy with a clear narrative for what business needs to see from these plans.

For the UAE Consensus to have impact in the real economy, countries need to translate the UAE outcomes (including on transitioning away from fossil fuels, doubling the global average annual rate of energy efficiency improvements and tripling renewable energy capacity) into their NDCs due in 2025.

NDCs are climate action plans where countries set targets for mitigating greenhouse gas emissions and adapting to climate impacts. Each Party to the Paris Agreement is required to establish an NDC and update it every five years, with the expectation that each update is more ambitious than the last.

We are in a critical window to influence: the next update is due in 2025 (pre-COP30 in Brazil), the last opportunity before 2030 when we need to have halved global emissions to stay on track with 1.5°C.

**Why it matters to business:** there is a clear opportunity for business to a) communicate to governments the elements they need to see in NDCs and build confidence that strong NDCs will be 'investible' and b) show support for how the UAE Consensus can be brought into reality through national targets and plans.



# 3

## PUSH FOR TRANSFORMATIONAL LOCAL POLICYMAKING

Through our grants programme, partner collaborations and in-country networks of business and policy stakeholders, we mobilize funding and advocacy towards initiatives that have the potential to unlock barriers at speed and scale to enable business go from fossil to clean.

National and sub-national governments hold a critical role in implementing the policies that shape business investment in a sector, place or in a certain time-period. With our national partners and local business networks, we advocate for domestic policies and regulations that will help trigger a breakthrough in certain sectors or geographies, unlocking business opportunities in a more immediate timeframe.

**Why it matters to business:** progressive domestic policies support the delivery of NDCs and unblock barriers to business action, giving business the confidence to plan, invest and implement strategies to phase out fossil fuels and scale clean solutions.

*"We Mean Business is asking us to have policy coherence..."*

*- Teresa Ribera, Spanish Minister*



# 4

## FACILITATE TANGIBLE BUSINESS ACTION

**We support business in taking both near-term and long-term steps to phase out fossil fuels and scale up clean solutions through our grants programme, guidance development and showcasing sector leadership.**

Leading businesses are capitalizing on the opportunities that come from moving fossil to clean. They are switching to renewable energy, electrifying their fleets, investing in energy efficiency and decarbonizing their supply chains. They are leveraging the solutions available today because it's good for business - and because people overwhelmingly want to see greater action on climate change.

We amplify these examples to demonstrate what is possible now and together with a business taskforce, we are developing guidance which highlights key actions business can take to accelerate the transition from fossil to clean which are accessible to all types of organisations, not just the leaders.

**Why it matters to business:** many near-term solutions to kick start the transition away from fossil fuels already exist - showcasing the actions that business can take now makes the Fossil to Clean principles more tangible, builds momentum and helps send a clear market signal to governments, investors and fossil fuel producers to accelerate the transition to clean solutions.

*"Fossil to Clean with its comprehensive multi-year timeframe, issues- based insights and advocacy has created a focused platform that can both support and drive active engagement as part of a company's climate strategy."*

*Justin Perrettson, Head of Partnerships and External Engagement, Novonesis*



Set up a 1:1 call with the Fossil to Clean campaign team today to discuss how you can get involved

[FFPO@wmbcoalition.org](mailto:FFPO@wmbcoalition.org)



