

US First Movers Coalition (FMC)

- The US proposed the FMC initiative at COP26 as a way to **decarbonize the industrial sector and create a market for doing so**. Special Presidential Envoy Kerry and the WEF collaborated to launch the platform, as a way for **major global companies to commit to buying the technologies needed** to achieve net zero emissions by 2050 and start creating a market for them.
- The FMC will also partner with **Breakthrough Energy**, and the two will work together on market creation and financing.

First Movers Coalition (FMC)

- Special Presidential Envoy Kerry and the WEF collaborated to launch the platform at COP26, as a way for **major global companies to commit to buying the technologies needed** to achieve net zero emissions by 2050 and **start creating a market for them**. Founding members include Apple and Amazon, among others.
- They will focus on **steel, cement and concrete, aluminum, chemicals, shipping, aviation, trucking, and carbon dioxide removal**.
- **Breakthrough Energy**—founded by Bill Gates and funded by Jeff Bezos and Michael Bloomberg—will fund impactful projects in hard-to-abate sectors.



WEF Twitter image

President Biden, EC President Von der Leyen, Bill Gates and others taking part in the launch

[Major participants]

| | | |
|-------------------------|--------------------------------|----------------------------|
| IT | Construction | Manufacturing |
| Alphabet | Cemex | Ball Corporation |
| Amazon | Consolidated Contractors | Ecolab |
| Apple | Group S.A.L | Scania |
| AVEVA | Johnson Controls | Schneider Electric |
| Microsoft | Dalmia Cement (Bharat) Ltd | Trafigura Group |
| Nokia | Holcim | Vestas |
| Salesforce | HeidelbergCement | Yara International |
| Trane Technologies | | Maritime Transport |
| Western Digital | | Agility |
| Energy | Iron and Steel / Metals | A.P. Møller–Mærsk |
| AES | BHP | Aker ASA |
| Enel | SSAB Swedish Steel | Mistui OSK |
| ENGIE | Fortescue Metals Group | Aviation |
| Invenery | Novelis | Airbus |
| National Grid | | Boeing |
| Ørsted | | Delta Air Lines |
| ReNew Power | | United Airlines |
| Swiss Re | Automobiles | Other |
| Vattenfall | Ford Motor Company | Bain & Company |
| Logistics | Mahindra Group | Bank of America |
| Deutsche Post DHL Group | Volvo Group | Breakthrough Energy |
| FedEx | ZF Friedrichshafen AG | Boston Consulting |
| Scania | | EY |
| | | PWC |