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# WE MEAN BUSINESS COALITION

## Submission to the UNFCCC and to the COP30 Presidency
## Open Call for the COP30 Presidency Roadmap for Transitioning Away from Fossil Fuels in a Just, Orderly and Equitable Manner
## April 2026

***About We Mean Business Coalition***

The We Mean Business Coalition works with the world's most influential businesses to take action on climate change. The Coalition is a group of seven non-profit organizations (BSR, CDP, Ceres, Corporate Leaders Groups, Climate Group, The B Team and WBCSD) and 50+ network partners working together to catalyze business and policy action to halve global emissions by 2030 and accelerate an inclusive transition to a net-zero economy. Over 23,00 companies of all sizes are taking climate action through the Coalition and partners' initiatives.

The companies we work with support the implementation of the Paris Agreement, recognizing that the achievement of the 1.5°C goal can only be achieved through accelerated implementation and collaboration among stakeholders and a common vision to accelerate climate action.

## Message Summary

Businesses support the global commitment to transition away from fossil fuels in energy systems in a just, orderly and equitable manner. **Momentum in the real economy is already accelerating toward renewable electricity, clean electrification and more resilient energy systems**. The priority is to translate this global direction of travel into **clear policy and investment pathways that enable countries, businesses and investors to plan and act with confidence**.

**A roadmap for transitioning away from fossil fuels, with specific, actionable national roadmaps, can provide critical guidance and long-term certainty**. By clarifying timelines, milestones and enabling policy frameworks, a roadmap can help inform national transition planning, support the implementation of Nationally Determined Contributions (NDCs) and guide long term investment decisions across energy systems, infrastructure and supply chains.

Clean electrification will be central to delivering this transition. Electrification enables renewable electricity to displace fossil fuels directly across transport, buildings and industry while strengthening **economic competitiveness, energy security and resilience.**[1] Recognizing this, **We Mean Business Coalition has recently launched Electric Advantage**, a multi-year program focused on accelerating the shift to electrified economies. By working with governments and businesses, the program aims to spur industry action, reform regulations and unlock investment that can drive electrification at scale.

[1] The Electric Advantage, March 2026, https://www.wemeanbusinesscoalition.org/electric-advantage-the-business-case-for-an-electrified-economy/.

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Aligning incentives and public finance with this shift can unlock large scale private investment and accelerate deployment. Importantly, **electric technologies are significantly more efficient than fossil fuel alternatives, typically delivering the same or better service with significantly less energy, reducing waste and lowering total energy needs to achieve the same outcomes.**

Electrified economies must be designed for and by people most affected by the transition – so the benefits of electrification are widely shared and the costs and disruptions are fairly managed. **Stronger international cooperation, including alliances and coalitions willing to accelerate implementation**, can help demonstrate solutions, reduce investment risk and scale progress toward shared global goals.

## 1. Momentum in the Real Economy

Across the global economy, businesses are already investing in the transition toward clean energy systems. **Companies increasingly recognize that long term competitiveness and resilience depend on access to affordable, reliable and low carbon electricity**. As a result, many firms are accelerating investments in renewable electricity, electrification and other clean technologies across their operations and supply chains.

Recent global business polling provides strong evidence of this shift. Survey results indicate that **97 percent of executives support a transition toward renewable electricity systems, and more than half would move their operations to a location with better access to renewable electricity[2].** At the same time, **91 percent of companies report that they are maintaining or increasing investment in net zero strategies despite broader economic uncertainty[3]**. These findings suggest that the transition is increasingly driven by economic considerations including energy cost stability, operational resilience and long-term competitiveness. Access to clean electricity is also becoming an important factor in investment and location decisions. More than half of companies surveyed report that they would consider relocating operations or supply chains in order to secure reliable access to renewable power[4]. **This highlights the growing role of clean energy availability as a determinant of economic competitiveness.**

This momentum in the real economy creates an important opportunity for governments. Businesses are demonstrating readiness to invest and deploy solutions at scale. However, the pace and scale of deployment will **depend on the policy and regulatory environment in which companies operate**. Clear policy signals, predictable regulatory frameworks and enabling infrastructure will be essential to unlock the full scale of private sector investment.

**International initiatives such as a roadmap for transitioning away from fossil fuels can support this effort by providing greater clarity on the direction and pace of the transition**. Such initiatives can help strengthen investor confidence, support national transition planning and align policy frameworks across countries.

[2] Global Business Poll: Powering Up, April 2025, https://powering-up-business-poll.com
[3] WBCSD Business Breakthrough Barometer Report 2025; https://www.wbcsd.org/actions/business-breakthrough-barometer/
[4] Global Business Poll: Powering Up, April 2025, https://powering-up-business-poll.com

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## 2. Clean Electrification as a Central Pathway for Transitioning Away from Fossil Fuels

**Clean electrification represents one of the most effective and scalable pathways for transitioning away from fossil fuels in energy systems.** Electrification enables clean electricity to replace fossil fuel technologies at the point of use across transport, buildings and industry. By replacing fossil fuel technologies such as internal combustion engines and fossil fuel heating systems with electric alternatives such as electric vehicles and heat pumps, electrification expands the reach of clean power throughout the economy.

This transition is increasingly supported by strong economic fundamentals. The costs of renewable electricity have fallen dramatically over the past decade, making solar and wind among the lowest cost sources of new energy generation in many regions. At the same time electric technologies, such as electric vehicles and heat pumps, are inherently more efficient than fossil fuel technologies, typically delivering the same services using **two to five times less energy**[5]. This efficiency reduces overall energy demand, lowers system costs and improves long-term affordability.

Electrification also strengthens economic competitiveness and resilience. Economies that rely heavily on fossil fuel imports remain exposed to volatile global markets and geopolitical risks. **Electrified energy systems shift economies from fuel-based volatility to investment-driven stability**, improving cost predictability and energy security.[6] This dynamic is relevant across both advanced economies and emerging markets. Countries that accelerate electrification alongside clean power deployment can strengthen their economic resilience while supporting industrial development and energy access.

For businesses, electrification is both an operational and an investment strategy. Companies are increasingly integrating electrification into decisions on capital expenditure, procurement, logistics and supply chain management. **Electrified operations can reduce exposure to fuel price volatility, improve long term cost predictability and support compliance with emerging regulatory and market expectations.**

Scaling electrification will require coordinated policy and regulatory action. **Governments play a critical role through investment in clean electricity generation, expansion and modernization of power grids, and policy and regulatory frameworks that encourage the adoption of electric technologies and accelerate grid investment and connections.** Aligning electricity market design, taxation and regulatory frameworks with electrification goals will help ensure that the economic advantages of clean electricity are fully reflected in consumer and industrial energy prices. These elements are essential to remove bottlenecks and create electrification-ready economies.[7]

## 3. Aligning Incentives and Public Finance to Accelerate the Transition

While momentum in the real economy is growing, **policy frameworks in many countries still send mixed signals about the direction of energy systems**. Fossil fuel subsidies and other misaligned

[5] The Electric Advantage, March 2026, https://www.wemeanbusinesscoalition.org/electric-advantage-the-business-case-for-an-electrified-economy/.
[6] The Electric Advantage, March 2026, https://www.wemeanbusinesscoalition.org/electric-advantage-the-business-case-for-an-electrified-economy/.
[7] The Electric Advantage, March 2026, https://www.wemeanbusinesscoalition.org/electric-advantage-the-business-case-for-an-electrified-economy/.

incentives and distorted price signals can slow the transition toward clean energy and electrification by continuing to favor fossil fuel production, consumption and investment.

Ahead of COP30 in 2025, We Mean Business Coalition mobilized over 35 business groups, collectively representing networks of more than 135,000 companies, in support of a statement to world leaders, urging them to realign public finance and policy support toward an affordable, reliable clean energy system.[8]

**Redirecting public finance and policy support away from fossil fuels and toward clean electricity and electrification represents one of the most powerful tools governments have to accelerate the transition.** Aligning incentives with clean energy deployment can help ensure that markets reflect the economic advantages of renewable electricity and electric technologies.

In many countries electricity remains disproportionately burdened by taxes, levies or regulatory structures that increase its cost relative to fossil fuels. Reforming these frameworks can improve the competitiveness of electric technologies such as electric vehicles, heat pumps and electrified industrial processes and technologies.

Reforming fossil fuel subsidies also presents an opportunity to improve the effectiveness of public spending. Fossil fuel subsidies remain substantial in many parts of the world. Subsidy reform could free considerable fiscal space that governments could redirect toward investments in clean energy infrastructure, grid modernization and electrification.

Clear and predictable policy signals are also essential for mobilizing private capital. Businesses and investors often make decisions about energy infrastructure, industrial equipment and building systems over investment horizons of several decades. Stable regulatory frameworks, transparent timelines and consistent policy direction help reduce uncertainty and lower the perceived risk of clean energy investments.

## 4. Energy Security and Economic Resilience

Recent geopolitical developments and energy market disruptions have highlighted the risks associated with continued dependence on fossil fuels. Many economies remain exposed to volatile global commodity markets, supply disruptions and geopolitical tensions that can lead to sudden price increases and economic instability.

**Clean electrification offers a pathway to reduce these vulnerabilities and enable stronger energy security and resilience.** Electrified energy systems powered by domestic renewable resources can reduce dependence on imported fossil fuels and provide more stable and predictable energy costs. By shifting energy systems away from fossil fuel technologies and toward electricity generated from renewable sources and electrifying end-uses across the economy, countries can strengthen energy security and reduce dependence on imported fossil fuels while improving resilience to external shocks.

For businesses, access to reliable and affordable clean electricity can reduce exposure to fuel price volatility, support more predictable operating costs and improve long term planning for capital

[8] COP30 Statement on Aligning Incentives to Support a Clean Energy System.

investments. Electrification also enables companies to integrate energy more strategically into their operations through digital management systems, flexible demand and on-site renewable generation.

**As global energy demand continues to grow, the transition toward electrified energy systems offers an opportunity to build more resilient and secure energy infrastructures while supporting sustainable economic development**.

## 5. Ensuring a Just, Orderly and Equitable Transition

Transitioning away from fossil fuels must ensure that the economic and social benefits of the energy transition are widely shared. **A just, orderly and equitable transition requires policies that support workers, communities and regions affected by structural changes in energy systems while creating new opportunities for economic development and job creation.** This includes national workforce strategies developed in collaboration with business, labour and training institutions, with clear pathways for reskilling, upskilling and workforce development. Governments should ensure quality employment throughout the transition, including safe working conditions, fair wages and opportunities for upward mobility, alongside provision of social protection measures where needed.

Social dialogue and inclusive stakeholder engagement are essential to co-develop transition pathways and ensure that the needs of affected stakeholders, including vulnerable and underrepresented groups, are addressed. Targeted support for regions and communities affected, including investment in economic diversification, local infrastructure and dedicated public finance and financing mechanisms, will be critical to enable transition pathways while maintaining social cohesion and economic resilience.[9]

**Clean electrification can play an important role driving job creation, industrial development and improved livelihoods.** The deployment of electric technologies across buildings, transport and industry creates new demand for skilled workers including electricians, installers, engineers and technicians. Expanding supply chains for electric vehicles, charging infrastructure, heat pumps and grid technologies also creates new industrial opportunities and supports local economic development.

Policies must also ensure that households, small and medium-sized enterprises and vulnerable communities are able to participate in and benefit from the transition. Addressing upfront investment costs, improving access to finance and providing targeted incentives can help ensure that the benefits of electrification and clean energy are broadly accessible.

International cooperation is essential to support countries at different stages of development in pursuing their own transition pathways**. Multilateral cooperation, alongside plurilateral partnerships and coalitions of the willing, can help mobilize finance, share knowledge and accelerate deployment of clean technologies while reducing first mover risks**.

[9] Policy Asks to Advance the Just Transition, We Mean business Coalition and BSR, October 2025.

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## Conclusion

The transition away from fossil fuels is already underway across the global economy. Businesses are increasingly investing in renewable electricity, electrification and other clean technologies as part of long-term strategies to strengthen competitiveness, resilience and energy security.

**A roadmap for transitioning away from fossil fuels can help translate global ambition into practical policy and investment pathways by supporting national transition planning and strengthening alignment between governments, businesses and investors.**

**The We Mean Business Coalition and its partners stand ready to work with governments, international institutions and other stakeholders to advance this transition and support the development of specific, actionable national roadmaps**. By collaborating on policy development, supporting implementation initiatives and sharing practical business experience, we can accelerate progress toward a just, orderly and equitable transition away from fossil fuels while supporting economic resilience, energy security and sustainable development.