

## Submission from WBCSD

Please find below input to the request from the COP30 Presidency Invitation to Submit Contributions to:

- A) the COP 30 Presidency Roadmap on the Transition Away from Fossil Fuels in a Just, Orderly and Equitable Manner; and
- B) the COP 30 Presidency Roadmap on Halting and Reversing Deforestation and Forest Degradation by 2030.

This represent collective input from the [World Business Council for Sustainable Development \(WBCSD\)](#) which brings together transformational organizations to form a global community that shifts the systems they work within towards a better future. We represent over 225 businesses from all business sectors and major economies with a combined revenue of over USD 5 trillion and 19 million employees.

**Part I — Transitioning Away from Fossil Fuels (Just, Orderly and Equitable)**  
**In response to the following questions please find below a number of recent reports and analyses that provide important insights on these questions.**

- (a) What are the most critical barriers — whether physical, economic, financial, institutional, technological or social— preventing a transition away from fossil fuels?
- (b) What potential levers, whether economic, financial, institutional, social or technological, exist for accelerating the implementation of the transitioning away commitment?
- (c) What country, regional or sector roadmap experiences, best practices, and lessons learned can be shared?
- (d) How can a just, orderly and equitable transition best reflect the diverse realities of countries at different stages of development and with different degrees of dependence on fossil fuels?

- The [Business Breakthrough Barometer 2025](#) delivered in partnership with the Climate High-level Champions, Marrakech Partnership and Breakthrough Agenda and engaging 300+ businesses and 40+ business initiatives contributing to the Action Agenda provides collective insights from businesses across the globe on what is required to scale seven solutions that are essential to deliver a significant transition away from fossil fuels with currently responsible for 70% of global emissions ([power](#), [road transport](#), [hydrogen](#), [cement & concrete](#), [steel](#), [buildings](#) and [fertilizers](#)). It synthesises progress over the past year, critical barriers blocking progress, key policy priorities that are essential to scale solutions and examples of country progress. The next report

will be published in June 2026 and we would be happy to share more insights relevant to the Roadmap.

- Demand-side policies emerge as a critical enabler to scale investments and enable a more rapid transition. [Mobilizing markets – demand policies that deliver | WBCSD](#). This briefing provides policymakers with the business perspective on demand-side policies, offering clear and actionable guidance on the priorities and design that are critical to accelerate investment decisions with a focus on Green public procurement (GPP) (using government purchasing power), Mandatory mechanisms (setting binding requirements) and Buyer incentives (offering time-limited financial incentives to buyers or users of near-zero carbon products). A critical demand enabler identified by business is the role of chain of custody models (CoC) in linking downstream demand to upstream investment, building scale and trust.
- [Informing the Deployment of Carbon Capture, Utilization, and Storage | WBCSD](#) offers evidence from current deployments, regulatory frameworks and technological advances, which demonstrate the viability and value of CCUS as a materially significant contributor to the decarbonization of hard to abate sectors. The focus includes clear, science-backed responses to misconceptions about safety, cost, and effectiveness of CCUS, a review of CCUS policy mechanisms and the affordability of CCUS today together with key cost reduction variables to improve competitiveness and practical focus areas to enable commercially self-sustaining projects in the next decade.
- [Business Leaders Guide to a Just Climate Transition | WBCSD](#): provides insights on what “just, orderly and equitable” means in real economic transitions, particularly for fossil-fuel-dependent regions and workforces.
- Physical and climate systemic risks are of increasing concern to businesses, with 61% of executives in the Business Breakthrough Barometer predicting increased costs to their businesses this year. The [CEO Handbook for Executive Engagement on physical risk and resilience in value chains](#). Extreme events and chronic environmental shifts are accelerating, causing immediate and systemic threats to operational continuity and financial performance of businesses across sectors and geographies. Despite these growing challenges, corporate risk management has largely focused on climate-related transition risks, while physical risks are often addressed with narrow scope on own assets and operations. This practice misses the broader network effects and cascading impacts that can affect business continuity through and beyond their value chains. This limited visibility heightens operational, financial, legal, and reputational risks, and limits businesses’ competitive advantage.

**Part II — Halting and Reversing Deforestation and Forest Degradation by 2030**  
**In response to the following questions please find below a number of recent reports and analyses that provide relevant insights on these questions.**

(a) What are the most critical barriers — whether physical, economic, financial, institutional, technological or social — preventing the halting and reversing of deforestation and forest degradation?

(b) What potential levers, whether economic, financial, institutional, social or technological, exist for accelerating the implementation of the commitment to halt and reverse deforestation and forest degradation?

(c) What country, regional or sector experiences, best practices, and lessons learned can be shared regarding forest conservation and restoration?

(d) How can forest conservation, sustainable management, and restoration best reflect the diverse realities of countries at different stages of development, the rights and knowledge of indigenous peoples and local communities, and different degrees of forest cover?

- WBCSD's [Roadmaps to Nature Positive](#) provide companies with comprehensive step-by-step “how to” guides for taking credible, impactful nature action. Relevant for all businesses and across the full range of nature action maturity levels, the Roadmaps can be used to define and improve ambitious strategies, investments and transition plans aligned with nature positive. Approximately 90% of the pressures on nature can be attributed to three socio-economic systems. For that reason, in addition to general guidance for all businesses, WBCSD has prioritized the development of tailored guidance for the land use system (including [agri-food system](#) and [forest products sector](#)), [built environment system](#) (including infrastructure) and [energy system](#). The [Nature Action Portal](#) helps sustainability practitioners identify the most relevant metrics to measure and report on actions to halt and reverse nature loss, in alignment with major voluntary and regulatory frameworks.
- Nature provides one third of the solution to climate change, yet it receives only 3% of climate finance. Public and philanthropic funding has proven to be insufficient; carbon pricing mechanisms are key not only to bridge the finance gap and enhance ambition, but also to ensure a just and equitable transition by investing revenues in the most vulnerable populations. The availability of this financing is critical for high-carbon ecosystems such as tropical forests and mangroves through both global and national carbon markets, and the ability of developing countries. [The Natural Climate Solutions Alliance's COP30 Policy Asks | WBCSD](#) summarizes three key recommendations.
- The SCF's [Farmer First Clusters \(FFC\)](#) initiative puts producers at the center of landscape transformation to decouple soft commodity production from deforestation and native vegetation conversion by combining technical assistance, financial incentives, and collaborative solutions in high-priority Cerrado regions. This progress throughout 2025 is an indication that this model works and now the focus is entirely on scaling up and bringing in more investments to have an even bigger impact. This has resulted over the past year in:

- **\$ 4.3M USD** invested by SCF members in farmer incentives and local sustainable development approaches leading to:
  - **262** farms enrolled with **1.4M ha** of farm area and **300k ha** of native vegetation area
  - **Over 150 ha** of degraded land under restoration and **28K ha** under integrated systems implementation
  - **Over 46k ha of surplus legal reserve** leading to **2.7M tons of potential CO2e** collectively avoided, with R\$2.5M paid to farmers as payment for ecosystem services.
- **Principles for Community Engagement and Development | WBCSD** written in collaboration with members of the Forest Solutions Group, and uses real-world practices from these leading practitioners to offer practical and actionable guiding principles for creating shared value with local communities.