

Lower-Carbon Concrete

 Materials

 Worldwide

Quick Overview

In collaboration with the Center for Green Market Activation and RMI, The Climate Pledge is aiming to aggregate demand for lower-carbon concrete across buyers, incentivizing the development of lower-carbon concrete technologies at scale. A book and claim system will decouple the physical product from its environmental attributes, allowing companies to claim the environmental benefits. In 2025, a buyers alliance will define buyers needs through an RFP, encouraging concrete producers to adopt new technologies.

Why This Project Matters

- The cement industry makes up 7% of industrial energy use and 8% of global carbon emissions.
- Today, lower-carbon cement and concrete blend in waste products, such as fly ash and slag from steel manufacturing and coal-fired power generation, which cannot reach net zero.
- In a buyers alliance, the customer group communicates its purchasing needs en masse and guarantees its demand through forward-procurement.
- Buyers alliance procurement contracts de-risk the investments needed to establish lower-carbon cement and concrete production at scale.

Expected Results

- Aims for quicker adoption of technologies that may reduce carbon emissions from cement and concrete production processes.
- Supports improved access to lower-carbon concrete as a result of scaled production.
- Helps derive more competitive prices through group negotiation.
- Provides proof that a book and claim framework can be used as a transparent tool to transfer environmental attributes of a product.



Companies Committed



Goals

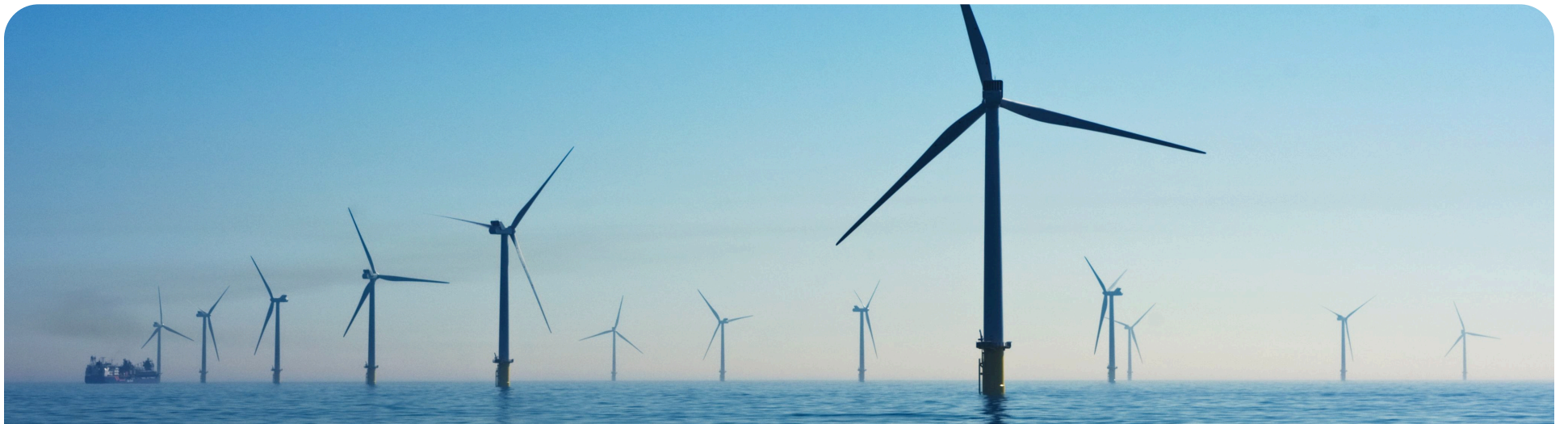
- Design the book and claim system: engage companies and expert stakeholders in creating a book and claim framework that measures and accounts for the transfer of environmental attributes.
- Demonstrate demand and increase utilization: Aggregate demand for lower-carbon concrete, identify projects, facilitate procurement, and contract agreements.



Join This Project

Scan the QR code or visit amzn.to/GMAconcrete to let the Pledge team know you are interested in this project. Have questions? Contact us at wws-strategicprojects@amazon.com.

Companies working in construction, land and property development, energy and power generation, and transportation and logistics, and any other companies who report emissions from cement and concrete are encouraged to join.



The Big Picture

The Climate Pledge launched a series of collaborative projects to help tackle some of the planet's biggest climate change challenges alongside the best in the business. These joint action projects bring signatories together to enable and scale a solution that aligns with the pillars of the Pledge and leads to measurable results.

Learn more at theclimatepledge.com/jointaction.



The Pledge

The Climate Pledge is a commitment to reach net-zero carbon emissions by 2040. It brings the world's top companies together to accelerate joint action, cross-sector collaboration, and responsible change.

Learn more at theclimatepledge.com.



GMA

Established in 2024, the Center for Green Market Activation fills a previously unmet need within the climate solutions ecosystem for a cross-sector, collective procurement approach to decarbonizing hard-to-abate value chain emissions.

Learn more at gmacenter.org