

Our Shared Mission

Responding to the Call
for a 'Global Mutirão'

Our Shared Mission

“Mutirão refers to a community coming together to work on a shared task, whether harvesting, building, or supporting one another.

The incoming COP30 presidency invites the international community to join Brazil in a global “mutirão” against climate change, a global effort of cooperation among peoples for the progress of humanity.”

– **André Aranha Corrêa do Lago** • COP30 President

The moment we face

How we must respond

What we must deliver

The moment we face

The darkest hour comes before dawn



We stand at a pivotal moment in history. Politics as usual is over. Shifting our story now is not optional — it's necessary to protect the world we love.

The darkest hour comes before dawn.

The climate crisis is getting worse. Nationalism is on the rise. Multilateral cooperation is faltering. Some companies are pulling away from public climate commitments. That's why, during this period of twilight, we must 'own the dawn', remaining steadfast in our conviction that we can still forge a better future.

New beats old: make no mistake – a new economy is rising.

An economy that's more advanced, thousands of times more efficient, and more resilient against the higher risk, more volatile world ahead. This isn't about constraining today's economy - it's about harnessing superior, ever-cheaper clean technologies and smarter solutions to create a more successful economy for the future.

At the center of this story is all of us – our needs, aspirations, and potential.

By designing it right, we can unleash massive benefits for everybody. Whether they explicitly care about climate or not, we have the opportunity to deliver what people the world over want: safe pollution-free air to breathe, stable energy prices they can afford, and secure livelihoods in industries with a vibrant future ahead of them. **We represent the overwhelming majority who want a better future.**

Our story – in numbers.

The darkest hour comes before dawn.

People are feeling the impacts.

1 in 5 people globally are already feeling a strong climate change influence every day.

The cost of inaction is rising.

\$320bn in costs as a result of climate impacts in 2024, a third more than last year.

Time is running out.

1.5°C limit breached in 2024, another year of extreme weather and record temperatures.

New beats old: make no mistake – a new economy is rising.

Investment is surging.

2x investment is going into clean energy versus fossil fuels.

Clean energy is cheaper than ever.

35% fall in solar prices last year and **20%** fall in the cost of electric vehicle batteries.

Clean tech is growing globally.

25% increase in electric vehicle sales in 2024. Solar and wind generation is scaling **twice** as fast in the Global South as in the Global North.

At the center of this story is all of us – our needs, aspirations, and potential.

People want change.

89% of people agree that their governments should do more to solve the climate crisis.

Green jobs are booming.

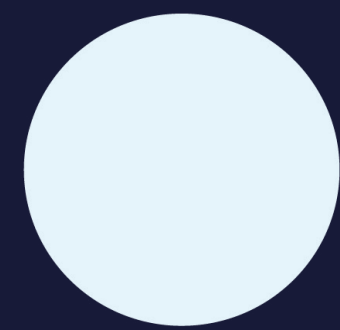
2 in 3 new jobs in the energy sector are in clean tech.

We can protect what we love.

5.1mn lives could be saved each year by phasing out fossil fuels.

How we must respond

Igniting a movement of movements



In the face of unprecedented headwinds, here's how we take back the mic and reclaim the climate narrative in 2025.

1 End green-on-green infighting

Those trying to slow us down are counting on our separation. The most effective counter to doomism, denialism, and cynicism is organized, collective action.

2 Upgrade our tactics

Only [40%](#) of people globally trust the news and only [22%](#) use traditional websites or apps as their main news source. Yet, while we continue investing in outdated engagement tactics, our opponents have methodically built a powerful, coordinated narrative infrastructure that is winning the battle for public opinion. It's time to learn, expand our audience and build an unstoppable movement outside the climate bubble.

3 Tailor our message

We can no longer allow a diffuse combination of messages to confuse our audiences.

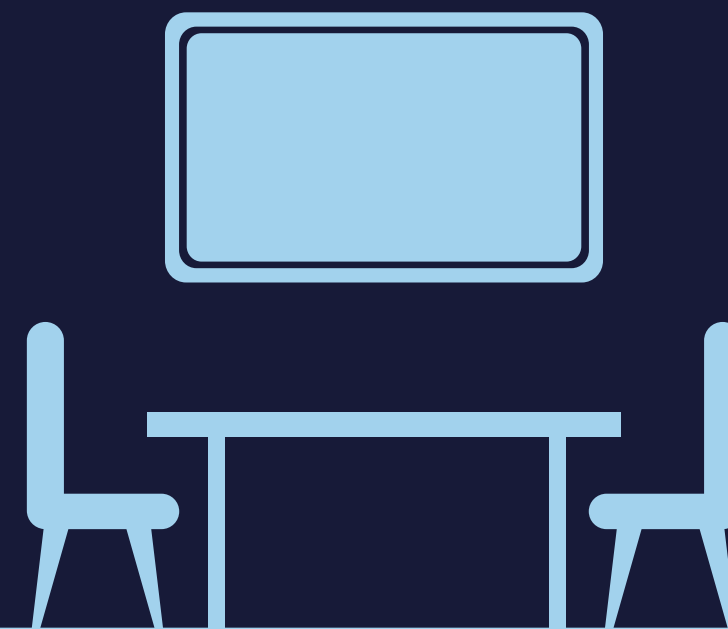
To living rooms,

we talk like a human, focus on our day-to-day realities and make it all about our shared goal to protect the people and places we love. We know that ‘a message with a human face in it, outperforms anything else’.



To board rooms,

we speak about materiality, not morality. We know that businesses invest in climate efforts, not just because they’re good, but because they’re good for business.



To cabinet rooms,

we speak about national security, economic strength and what they stand to win by leading on climate. We know that finding the right frame for domestic and international policies can increase support at home.



What we must deliver

Hope & possibility through action



Through the first Global Stocktake at COP28, governments worldwide committed to 2030 goals: tripling renewable energy capacity, doubling energy efficiency, accelerating the transition away from fossil fuels, ending deforestation, increasing restoration of nature and implementing sustainable agriculture and resilient food systems.

To reach these targets, we need progress across three interconnected priorities. The following pages describe the levers we must pull this year to get on track to delivering our shared goals.

Our energy and industrial revolution

to make clean, affordable energy accessible to households worldwide, creating local jobs and healthier communities

Our abundant natural world

to ensure everyone can easily access nutritious food while protecting the natural systems we all depend on

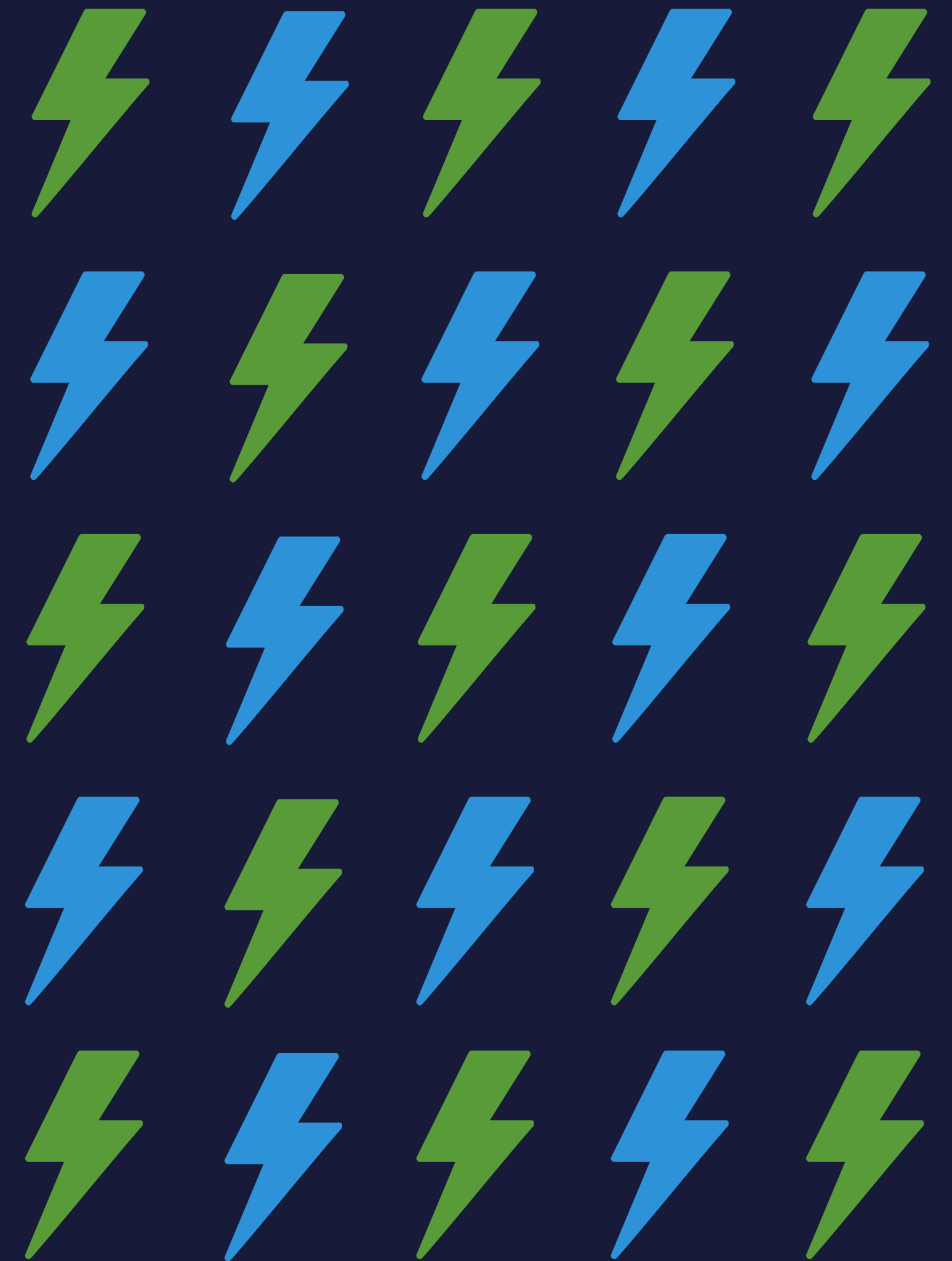
Our futures financed

to drive prosperity while building resilience

Our energy and industrial revolution

Out with the old, in with the new.

The clean energy and industrial revolution isn't merely about switching from one energy source to another. It's about upgrading to a superior system, which will touch all aspects of our lives and deliver for the many, not the few: from lowering our energy bills, to creating new jobs in clean industry and giving all of us pollution-free, clean air.



2025 levers:

Power up the Global South

Scale finance towards a 6-fold increase for clean energy transitions, with a focus on reducing the cost of capital in the Global South.

Invest in new energy systems

Expand grid infrastructure and energy storage while streamlining planning and permitting.

Turn industrial plans into plants

Drive green demand towards unlocking \$1 trillion of investment to build the pipeline of clean industrial plants.

Fast-track electric transport

Maintain and accelerate phase out dates for fossil-fuelled vehicles and dates for 100% zero emission vehicle sales.

What we need to do:

Triple up

Triple renewable energy capacity to 11,000 GW by 2030

Double down

Double progress on energy efficiency by 2030

Tranform industry

Bring a critical mass of clean industrial projects online by 2030

Phase out

Accelerate the transition away from fossil fuels

Our abundant natural world

Today, not tomorrow.

Protecting and restoring nature today is not only about the **future** of our planet. It's the key to **today's** challenges and can shield us from climate disasters, ensure food security and build strong economies.



2025 levers:

Strengthen plans

Align national climate plans and national biodiversity strategies and integrate food systems pathways across both to deliver a triple win for people, nature and food security.

Scale up investment

Increase investment in nature-based solutions, increase incentives for the ecological transition and food systems reform, and repurpose agricultural subsidies.

Support farmers, Indigenous & local communities

Uphold the rights and support the full and effective participation of local leaders in policy development, decision-making and monitoring.

Shift demand toward nature positive economies

Adopt policies to halt and reverse deforestation and land conversion, shift supply chains and portfolios, and increase demand for sustainable food systems and forest management.

What we need to do:

Protect & restore

Halt and reverse deforestation and land degradation and conserve 30% of land, water and oceans by 2030.

Shift & transform

Transition towards sustainable, resilient and productive agricultural, deliver food security, and halve food loss and waste by 2030.

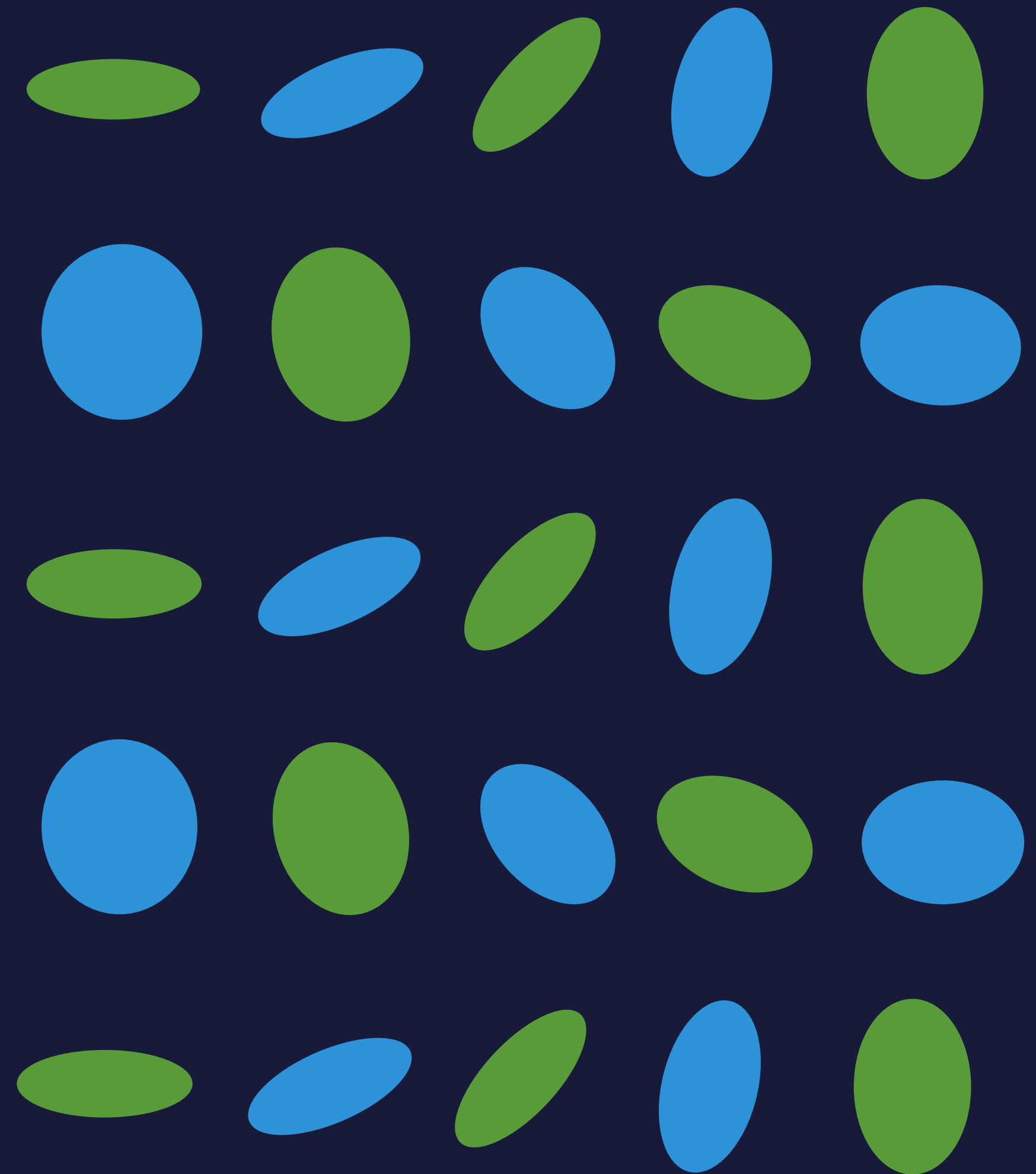
Value & scale

Align financial flows with global climate and biodiversity goals, at least tripling finance for food system transformation and delivering biodiversity finance targets by 2030, including direct access to finance for farmers, Indigenous Peoples, and local communities.

Our futures financed

Think 'us', not 'them'.

Working together and providing finance to support communities on the frontlines of climate change is not only fair – it's a recipe for economic success and security wherever you may call home. Building resilience where it's needed most benefits everyone.



2025 levers:

Make finance fair

Increase the amount of public finance, reform MDBs, lower the cost of capital, reform debt relief mechanisms, and simplify access to finance.

Shift incentives from fossil to clean

Change subsidy profiles, install and fairly implement levies on highly polluting sectors, mandate climate-related financial disclosures, and increase green government procurement.

Deliver the plans to de-risk investment

Create transparent, detailed, investment-enabling national climate and adaptation plans and policies.

Finance nature and adaptation solutions

Scale opportunities to finance nature and adaptation solutions and take action to foster reliable access to affordable insurance.

What we need to do:

\$300 billion

Deliver at least \$300 billion per year from developed to developing countries by 2035, led by public finance.

\$1.3 trillion

Scale up finance from **all sources** to deliver at least \$1.3 trillion per year to developing countries by 2035, including adoption of a robust Baku to Belém Roadmap at COP30.

Build capacity

Mobilize resources in developing countries and build capacity to receive and deploy climate finance.

Making 2025 a true turning point requires us to keep our sights on three horizons.

Before COP30

We must secure strong national climate plans (NDCs) that align government and private sector ambition with what's possible. As these plans come in, we will see who is invested in the future and who is stuck in the past.

At COP30

As negotiations narrow and the role of real economy actors widens at COPs, Belém must be the moment we fully transition to the “post-negotiation” phase and celebrate implementation and delivery (rather than commitments and promises).

Beyond COP30

This isn't about a single conference in November 2025. As we mark a decade since the Paris Agreement, we're planting seeds for the next ten years – creating a future of prosperity and opportunity for those being born today.

The Road to Belém

March – April

The Brazilian Presidency sets out a clear vision for COP30.

- Petersberg Dialogue (March 25-26)
- IEA Summit (April 24-25)
- ChangeNOW (April 24-26)
- IMF Spring Meetings (April 21-26)

May – June

Non-state actors respond to these priorities and signal their support for an ambitious action agenda.

- Climate Week, Panama (May 19-23)
- UN Oceans Conference (June 9-13)
- FIFA Club World Cup (June 14-July 13)
- Bonn Intersessionals (June 16-26)
- TED Countdown Summit (June 16-18)
- London Climate Action Week (June 21-29)
- Glastonbury (June 25-28)

July – August

We have signals from a growing number of real economy leaders who see clear opportunity in clean growth.

- Global Tipping Points Conference (June 30-July 3)
- The Fourth International Conference on Financing for Development (June 30-July 3)
- BRICS Summit (July 6-7)

September – October

NDCs land and we take stock of progress towards the COP30 outcomes we need.

November

COP30 concludes with clear progress towards powering clean energy and industry, protecting food and nature, and providing finance.

- Climate Week NYC (September 21-28)
- Global Citizen Festival (September 25)
- Pre-COP (October)
- World AgriFood Innovation Forum (October 2-14)
- IMF Fall Meetings (October 17-19)

- PRI in Person 2025 (November 5-7)
- COP30 (November 10-21)

We define what comes next

“We can make the whole of our efforts emerge as more than a mere sum of their parts. Such a global movement will be able to recover our sense of shared destiny.”

– **André Aranha Corrêa do Lago** • COP30 President

Thank you to all our partners who were key in delivering these insights.

2050 Consulting AB

Ambition Loop

Bezos Earth Fund

Better Futures Australia

Breakthrough Agenda

Bridging Ventures

BCSE

CEMUNE

C2ES

C40 Cities

Carbon Copy

Carbon Disclosure Project

Climate Cardinals

Climate Crisis Advisory Group

Climate Group

Climate Outreach

Climate Words, Inc.

ClimateHero

Count Us In

Duna Films

Earth Minutes

EarthPercent

Earthrise

E3G

Ember

EmpoderaClima

Energy Transitions Commission

Exponential Roadmap Initiative

FOLU Coalition

Fortescue

Force of Nature

Fridays for Future Uganda

Global Canopy

Global Energy Alliance for

People and Planet (GEAPP)

Global Optimism

GoClimate

Green Africa Youth Foundation

Healthcare Without Harm

HERO Circle

Iberdrola

ICEBUG AB

iCS

IKEA

International Institute for
Sustainable Development (IISD)

Julie's Bicycle

Kite Insights

Media Bounty

Mission Possible Partnership

Murmur

Natural Resources Defense
Council

Nature 4 Climate

NDC Partnership

Outrage + Optimism

Octopus EVs

Polestar

Potential Energy Coalition

Project Everyone

Project Regeneration

Planetary Guardians

Principles for Responsible

Investment

Proveg International

Restor

RMI

SAP

Student Energy

Sustainable & Just Future

SYSTEMIQ

Systems Change Lab

Talanoa Institute

TED Countdown

The B Team

The Club of Rome

The Urban Garden Initiative

Time for Better

Transforma

Tunisian Young Climate Change

Negotiators Group

Unilever

University of Exeter

WBCSD

We Are Family Foundation

We Mean Business Coalition

Wildlife Impact Network (WIN)

World Climate Foundation

World Green Buildings Council

World Resources Institute

Youth Climate Justice Fund

Youth Climate Lab