



THE
CLIMATE
PLEDGE

Joint Action Project

SCoBA: Sustainable Concrete Buyers Alliance

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.

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.

Join this project

Scan the QR code or visit amzn.to/joinaproject to let the Pledge team know you are interested in this project.

Have questions? Contact us at ccr-sustainability-spp@amazon.com.

