

## **The Breakthrough Agenda launches the ‘Baku’ Priority International Actions to accelerate progress on climate change and enhance collaboration in preparation for COP30 in Brazil**

*Sixty-one governments representing 80% of global emissions come together at COP29 in support of the Breakthrough Agenda to strengthen international collaboration across more than 150 international initiatives and accelerate action ahead of COP30 in Brazil.*

- Countries have aligned on key areas of international collaboration for the Breakthrough Sectors, developing the ‘Baku’ Priority International Actions across the road transport, power, steel, buildings and hydrogen sectors. These actions build on outcomes of COP28 and COP29, driving progress towards COP30 in Brazil.
- While there has been good progress in improved international collaboration, stronger, coordinated action is required in areas including investment, R&D, demand generation and the deployment of new technologies.
- The Actions support key high-level commitments made at COP29, such as the COP29 Presidency’s Hydrogen Action Declaration, the COP29 Global Pledge on Scaling International Assistance for Industry Decarbonisation, the Global Energy Storage and Grids Pledge, and the first annual update of the Global Zero Emissions Vehicles Transition Roadmap.
- Since COP28, the number of countries supporting the Breakthrough Agenda has risen to 61, covering over 80% of global emissions, as Kazakhstan and Singapore join the Hydrogen Breakthrough at COP29.

**Baku, Azerbaijan - Thursday 14th November 2024:** As part of the Breakthrough Agenda, supporting countries have today agreed on a set of ‘Baku’ Priority International Actions to help coordinate global efforts to make clean technologies and sustainable practices more accessible to address climate change. Announced by the COP29 Presidency, the actions provide a comprehensive framework to enhance collaboration and drive progress towards key sustainable development goals for 2030 and beyond.

Since COP27, the Breakthrough Agenda has agreed Priority International Actions each year to enhance collaborative action across high-emitting sectors to make clean technology the most affordable and accessible option by 2030.

This year’s actions have been developed following the publication of the [Breakthrough Agenda 2024 report](#), produced by the International Energy Agency (IEA) and the UN Climate Change High-Level Champions, accompanied by a standalone report on [Agriculture](#) produced by CGIAR, both of which showed that urgent action is needed to translate positive collaboration into the standards, funding and deployment of initiatives to address climate change.

**Peter Bakker, President and CEO of the World Business Council for Sustainable Development (WBCSD)**, commented: "The launch of the ‘Baku’ Priority International Actions is a crucial milestone in advancing the public-private cooperation needed to achieve our shared climate goals. At WBCSD, we are committed to catalyzing impactful business leadership through the Breakthrough Agenda. The new [Breakthrough Business Barometer](#) reveals that 85% of business leaders recognize that stronger global cooperation is critical to enable a net zero

transition. The 'Baku' Priority International Actions directly address many of these priorities, opening pathways for investment, building resilience, and driving transformative progress toward a sustainable, inclusive global economy."

Key outcomes facilitated and supported by the Breakthrough Agenda Priority International Actions include:

- **Strengthening demand for clean hydrogen**, which is being supported by the launch of the **COP29 Presidency's Hydrogen Action Declaration**, which aims to strengthen political support for scaling clean hydrogen production and use. The Declaration emphasises the importance of leveraging existing efforts, such as the Hydrogen Breakthrough and partner initiatives, to advance the commitments and to review progress.
- Agreeing **common principles for defining low and near-zero emissions steel and cement/concrete** through the work of the Climate Club, to enable their equivalency and adoption within national policies by the end of 2025.
- **Accelerating the adoption of Zero Emissions Vehicles (ZEV) in EMDEs through global assistance and support packages**, guided by **the first annual update of the [Global ZEV Transition Roadmap](#)**, which outlines actions governments and international partners intend to take to strengthen support for EMDEs in the sector this decade. This includes updates on progress since COP28 as well as new actions that will be taken forward from 2025, such as the expansion of the ZEV Country Cluster Initiative, [ZEV Rapid Response Facility](#) and ZEV Emerging Markets Initiative to more countries and regions.
- **Expediting commitments, fostering coordinated international action, and tracking progress towards clean power**. The **COP29 pledges on 'Green Energy: Zones and Corridors', and 'Global Energy Storage and Grids'** highlight the pivotal role of clean electricity in combating climate change and the delivery of those pledges will be supported the Breakthrough Agenda's Priority International Actions within the power sector. The pledges aim to enhance **the technical and financial assistance provided to EMDEs**, including grants for early-stage investments, concessional loans and risk mitigation instruments with the overall aim of tripling renewable power capacity and doubling the annual rate of energy efficiency improvements.
- **Creating procurement and policy commitments for a cleaner building industry**. A new **[Global Framework for Action for Near-Zero Emission and Resilient Buildings \(NZERB\)](#)** has been launched at COP29 to help signatory governments make these procurement and policy commitments that incorporate circular principles to the construction sector, which accounts for 37% of global GHG emissions. Register [HERE](#) to the virtual event on 19 November 2024.

The full set of 'Baku' Priority International Actions for each Breakthrough Agenda sector include activities that will increase market demand, finance and R&D and address barriers through increased cooperation on standards, certification, trade and support. These actions will be delivered by a wide range of international initiatives and can be found on the [sector pages of the Breakthrough Agenda website](#).

**Ed Miliband, Secretary of State for Energy Security and Net Zero of the United Kingdom**, commented: "Britain is back in the business of climate leadership because the only way to protect current generations in the UK is by making Britain a clean energy superpower, and the only way to protect our children and future generations is by leading global climate action.

"If we want to protect our country from energy shocks, and the runaway cost of climate catastrophe, we have to work with other countries to protect our planet.

"That's why the UK fully endorses the 'Baku' Priority International Actions for 2025 to help drive the global transition."

**Fatih Birol, Executive Director of the International Energy Agency**, commented: "IEA analysis makes it clear that cooperation among governments and the private sector is a vital part of efforts to reach international energy and climate goals. By setting clear priorities and fostering greater collaboration, the 'Baku' Priority International Actions outlined today can provide new impetus for countries to work together to achieve ambitious outcomes."

**Razan Al Mubarak, UN Climate Change High Level Champion for COP28**, said "At COP28, we emphasized that an agreement is only as effective as its implementation. The Breakthrough Agenda's 'Baku' Priority International Actions, announced today, directly continue the transformative work initiated at COP28 with an inclusive approach to fostering impactful collaboration between governments and non-state actors. These actions will further turn the UAE Consensus into tangible outcomes, ensuring that the global transition to net-zero becomes not just a vision but a reality."

The Breakthrough Agenda and its partners have also supported the delivery of a raft of broader announcements seen today and throughout COP29. Highlights of progress at COP29 include:

- Supporting EMDEs to decarbonise their industrial sectors through the Climate Club's **Global Matchmaking Platform**, which will connect EMDEs with the financial, technical and policy support needed to decarbonise industry globally.
- The representatives of 13 international and national development finance institutions pledged their collective support for the **10 GW Lighthouse Initiative**. This aims to foster collaboration towards bringing renewable hydrogen projects of between 100 MW and 1 GW in size in emerging markets and developing countries (EMDCs) to Final Investment Decision (FID) stage by 2030. The 10 GW Lighthouse Initiative is a contribution to the COP-centered "Breakthrough Agenda", which convenes initiatives and countries to strengthen international collaboration to make clean technologies and sustainable solutions, including hydrogen, the most affordable, accessible and attractive option in key sectors and in all regions by 2030.

- COP29 will see the launch of the **Blueprint for a Solutions Deployment Platform**, led by the [Solar Impulse Foundation](#), supported by contributions from member countries, NGOs, and major private sector actors. The Blueprint offers a selection of real-world use cases from diverse regions showcasing successful and scalable deployment, helping to build confidence among adopters and minimise investment risk.
- WorldGBC calling on global leaders to #BeBoldOnBuildings by strengthening their NDCs ahead of the 2025 update deadline. Alongside their network of Green Building Councils (GBCs) they have announced the development of an '**NDC Scorecard for Sustainable Buildings**'. This tool will enable WorldGBC to support the delivery of Priority International Action 1 of the Buildings Breakthrough, led in partnership with GlobalABC, and help ensure transparency, comparability and accountability.
- A Ministerial call to action for more governments to help **increase demand for low and near-zero emission industrial products** by joining the Industrial Deep Decarbonisation Initiative's Green Public Procurement Pledge, which aims to cut carbon from public construction projects and grow the market for green goods.
- UNIDO will present its new **NDC 3.0 Support Package for EMDEs** as part of the Net Zero Partnership for Industry Decarbonization. This comprehensive package provides countries with guidance, recommendations, templates and useful resources that will help them to set the practical, industry-specific NDC targets needed to advance their climate ambitions and accelerate industrial transformation.
- New countries will sign the [Global MoU on Zero-Emission Medium and Heavy-Duty Vehicles](#), joining 38 other nations and more than 200 endorsers working together to drive the zero emissions revolution beyond personal vehicles, with the aim of achieving a 30% share of truck and bus sales by 2030 and 100% by 2040 (*to be announced on 21st November*).
- New countries will sign the [ZEV Declaration](#), pledging that all new sales of cars and vans be zero emission globally by 2040, and by no later than 2035 in leading markets. (*to be announced on 21st November*).
- The Global Cement and Concrete Association (GCCA) will officially launch its "Low Carbon and Near Zero definitions for Cement & Concrete" based on an IEA 2022 publication that defined a robust starting point for change and is set up for adoption by procurement initiatives.

- Building on the 2023 announcement, which saw 16 prominent companies signalling market demand for the deployment of nearly 8,000 electric trucks in India by 2030, the **ZEV Emerging Markets Initiative** launched its Mexico track in 2024. As announced [today](#), this has yielded an initial collective demand signal in Mexico of more than 17,000 electric trucks by 2030, with plans for further expansion into additional markets, including Brazil, anticipated in 2025.

Over the next year, governments, NGOs, research partners and private sector organisations will work together to implement the actions' recommendations across a wide range of projects and initiatives, with progress to be documented in next year's Breakthrough Agenda 2025 report.

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**ENDS**

### **Notes to Editors**

All figures provided are correct at the time of publication.

### **About the Breakthrough Agenda**

The Breakthrough Agenda is an internationally-recognised, annual, COP-centred, collaborative process - backed by 61 countries covering over 80% of global GDP, and more than 150 international initiatives - that enhances global cooperation in seven major emitting sectors: power, road transport, steel, hydrogen, agriculture, buildings, and cement and concrete, covering over 60% of global emissions. The Breakthrough Agenda provides a framework for countries, businesses and civil society to join up and strengthen collaborative actions every year in major emitting sectors, and a service to support coalitions of leading public, private, and public-private global initiatives to deliver those actions. For more details, please visit [the Breakthrough Agenda website](#).