

IT'S TIME TO **UNITE** FOR
MISSION
 **2025**

The actions we want to tip the balance

“ Real economy actors are eagerly awaiting the bolder policy signals that will enable them to move faster, invest much more, and help ensure NDCs 3.0 fulfill their full potential as **blueprints for stronger economies and fairer societies**.

— **Simon Stiell** Executive Secretary • UN Climate Change

This messaging pack is for real economy leaders supporting 1.5°C-aligned NDCs.

PRESS RELEASE

STATEMENT



Why our voices matter

To call for political certainty.



What we need

To unite for the actions we want.



What we can do

To turn climate plans into reality.

→ Why our voices matter

To call for
political
certainty.

Why us?

As a growing coalition of the world’s leading businesses, investors, subnational governments, scientists and data experts, and civil society leaders – we can embolden governments to submit more ambitious climate plans and accelerate implementation. Through our leadership, we can give governments the confidence to be bold at this critical moment.

Why NDCs?

Nearly 200 governments have committed to publish by February 2025 upgraded national climate plans covering the period 2025-2035 that are intended to align all sectors of our economies with 1.5°C. As a basis for national policy making and implementation, these plans must reduce political uncertainty and create the enabling environment for investment at scale. We know this can unlock trillions in private investment to protect our health and nature, scale cheap renewable energy, support industries to compete in a low carbon economy, and safeguard living standards equitably for our people.

Why now?

This decade is our last chance to set the world on track for 1.5°C and protect the people and places we love. The NDC ratchet in 2025 provides the opportunity for governments to respond to this urgency by sending a clear signal and setting strategic ambition at both national and sector level.

→ What we need

To unite for the actions we want.

To seize this decade-defining opportunity, updated climate plans must be:

→ **Ambitious**

Submit 1.5°C-aligned NDCs by February 10, 2025 – backed by the whole of government – to unleash our capacity to deliver transformative action and safeguard current and future generations.

→ **Specific**

Set sector-specific, science-aligned targets for 2035 – and strengthen those for 2030 – that reflect the rapid progress underway and the commitments already made e.g. the UAE Consensus. For an overview of progress underway and targets across energy, nature & food, and finance see our [insights pack](#).

→ **Actionable**

Outline clear plans, policies and governance mechanisms to show how these targets will be implemented, and to help unlock the public and private finance needed to deliver them.

→ What we can do

To turn climate plans into reality.

Shape Development

Businesses

- Publish corporate net zero transition plans aligned with 1.5°C.
- Advocate for 1.5°C-aligned NDCs that include sector-specific targets.
- Engage business associations to support 1.5°C policy pathways.

Support Delivery

- Collaborate across supply chains and invest in key technologies and solutions to deliver on decarbonization strategies.
- Define and advocate for sector-specific policies which create the enabling environment to accelerate industry decarbonization and adaptation.
- Advocate for 1.5°C-aligned policies in every country of operation, including via engagement with business associations.

Subnational Governments

- Share successful local action plans as inspiration for NDCs.
- Provide contextual information for policy design e.g. insights into localized climate impacts, community needs and subnational challenges.

- Implement local action plans in states, regions, cities and urban areas to support NDCs.
- Collaborate with businesses and investors to align real economy efforts to support NDCs.

 What we can do

Shape Development

Investors

- Provide insights and guidance on how to make NDCs investable.
- Support plans in NDCs for mobilizing both public and private investment (including via deployment of public finance and policy reforms to manage risks) to unleash private investment in emerging markets and developing countries.
- Support cross-sectoral policies that accelerate public and private finance.

Support Delivery

- Scale investment domestically in key technologies and solutions consistent with NDCs and implementing policies.
- Invest in climate solutions across geographies in every market globally to address the systemic financial risks posed by climate change.
- Collaborate with governments to turbocharge investment (e.g. National Wealth Fund in the UK) from public and private finance.

Scientists and Data Experts

- Help governments translate global 1.5°C targets into NDC targets and national investment plans.
- Help governments account for the exponential change underway and address barriers to change, including by identifying super-leverage policies to unlock further rapid transformation.
- Support progress tracking of NDCs by providing monitoring, accountability and transparency mechanisms.

Civil Society

- Call for NDC high-ambition through public fora.
- Communicate directly with local and national politicians to demonstrate appetite for high ambition NDCs.
- Celebrate NDCs leadership through public communications.
- Amplify the public mandate for NDC implementation to give governments the confidence to deliver their plans.

Reference Bank

NDC asks and recommendations from Mission 2025 partners

Overarching



- NDC Ambition Handbook
 - **C40 Cities**
- Guide to a good 2045 climate target
 - **Climate Action Tracker**
- 2035 Sectoral Benchmarks (coming soon)
 - **Systems Change Lab**
- NDC 3.0 Navigator
 - **The NDC Partnership**
- Whole-of Society Rallies to Support Strong National Climate Plans Dashboard (coming soon)
 - **UN Climate Change High Level Champions**
- Time to deliver: Business call to action for ambitious and investible NDCs
 - **We Mean Business Coalition**
- A 5-Point Plan for NDCs
 - **World Resources Institute**
- Climate Watch NDC Enhancement Tracker
 - **World Resources Institute**
- Climate Watch NDC Tracker
 - **World Resources Institute**
- Sector-specific NDC pages (coming soon)
 - **World Resources Institute**

Energy



- Net Zero Appliances NDC Toolkit
 - **CLASP**
- Credible Contributions: Bolder Plans for Higher Climate Ambition in the Next Round of NDCs
 - **Energy Transitions Commission**
- Good Practice from the Transport Sector
 - **GIZ**
- GRA Position on NDCs
 - **Global Renewables Alliance**
- How the Transition Away From Fossil Fuel Production Can Be Included in New Climate Commitments and Plans
 - **IISD**
- Fossil Fuel Production in NDCs: Key Messages
 - **IISD**
- Active Travel NDC Template
 - **PATH**
- Transport in NDCs
 - **SLOCAT**
- Public Transport NDC Template
 - **UITP**
- Fossil to Clean Campaign Business Letter and Principles
 - **We Mean Business Coalition**

Nature & Food



- Recommendations for governments to include the role of business and finance in National Biodiversity Strategies and Action Plans (NBSAPs)
 - **Business For Nature**
- Food Forward NDCs
 - **Climate Focus & WWF**
- Unlocking and Scaling Climate Solutions in Food Systems: An Assessment of Nationally Determined Contributions Climate Focus
 - **Climate Focus & WWF**
- Untapped Opportunities for Climate Action: An Assessment of Food Systems in Nationally Determined Contribution
 - **Global Alliance for the Future of Food**
- Enhancing NDCs with Nature (coming soon)
 - **N4C**
- Breaking Silos: Enhancing Synergies between NDCs and NBSAPs
 - **WWF**
- NDCs – A Force For Nature?
 - **WWF**
- WWF Checklist For The NDCs We Want
 - **WWF**

Finance



- Making NDCs Investable - The Investor Perspective
 - **IIGCC**
- Collaborative Sovereign Engagement on Climate Change
 - **PRI**
- NDC Investment Planning Guide and Checklist
 - **The NDC Partnership**
- Strengthening Finance Ministries' Capacity and Engagement in the NDCs
 - **The NDC Partnership and the Coalition of Finance Ministers for Climate Action**



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

MISSION → 2025 mission2025.world

This messaging pack has been coordinated by Groundswell – a project convened by Global Optimism, Bezos Earth Fund, and Systems Change Lab.

For more information, email us at groundswell@globaloptimism.com