First Movers Coalition

Website: https://www.weforum.org/first-movers-coalition/members

Host organization  World Economic Forum
Mode covered  Zero-emission medium (>14k lbs) and heavy (>26k lb) duty trucks
Region  Global, with strongest representation in Europe and North America.

Objective
A Partnership with the World Economic Forum and the U.S. Special Presidential Envoy for Climate, John Kerry, leverages collective purchasing power of companies globally to send a clear demand signal to scale up critical emerging technologies essential to the net zero transition.

Benefits of this initiative
Support in procuring low-carbon goods and services through cross-sectoral and multistakeholder partnerships.

How to engage
Setting a 2030 demand commitment.

General Pledge
- Trucking owners and operators, “At least 30% of my heavy-duty and 100% of my medium-duty new truck purchases will be zero-emission trucks by 2030.”
- For Retailers and Manufacturers, “I require my trucking service providers to meet the commitment that at least 30% of heavy-duty and 100% of medium-duty new truck purchases will be zero-emission trucks by 2030.”

Key Words
Demand, buyers club, zero-emission trucks, First Movers, First Movers Coalition, US, World Economic Forum.