



COP30 CLIMATE BUSINESS BRIEFING

October 2025



WHAT SHOULD COMPANIES DO AT COP30?

ACT, ADVOCATE, AND ACCOUNT – REINFORCING THE 1.5°C GOAL, SIGNALLING COMMITMENT TO IMPLEMENTATION, SHOWCASING IN-VALUE-CHAIN INVESTMENTS, AND ADVOCATE FOR WWF'S POLICY ASKS.

Business and industry are at the heart of the transition to a net-zero future. For companies, COP30 is more than a diplomatic milestone – it is a strategic opportunity to demonstrate leadership in decarbonisation, drive innovation, underpin the credibility of their climate commitments, influence global frameworks, and collaborate as agents for positive change.

For those companies on-the-ground at COP: We are calling on companies to step up as collaborators and advocates for a 1.5°C future. This means joining roundtable events, meeting with government representatives, speaking on panels and helping share [WWF's advocacy priorities](#) and [Climate and Energy Manifesto 2025](#).

You can find the most recent information about our activities in Belém on the WWF [COP30 Site](#). This includes a list of business-related WWF events.

For those companies who want to support ambitious climate action but are not at COP: We are encouraging companies to share [WWF's advocacy priorities](#) and help to build momentum for the conference. Businesses should aim to highlight good examples of credible emission reduction, while also being transparent about the challenges they face in their decarbonisation journey and areas they seek to improve.



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WWF'S KEY OBJECTIVES FOR COP30 – OVERALL

WWF has published its [WWF Expectations for COP30 Paper](#) which lays out what we would like to see emerge from COP30. In short:

- Enhanced and credible Nationally Determined Contributions (NDCs)
- A nature package focused on ending deforestation and ecosystem conversion and embedding nature-climate synergies in climate processes
- Clear commitments and timetables to phase out coal, oil and gas while scaling renewables, energy efficiency and ensuring universal energy access
- Finalise adaptation indicators under existing international frameworks
- Mobilise both public and private finance to scale climate solutions and innovative financial instruments.
- Strengthen the Action Agenda to close gaps on mitigation, adaptation, resilience
- Use COP30 as a moment to deepen coherence, implementation mechanisms, accountability, and participatory governance

WWF'S KEY OBJECTIVES FOR BUSINESSES FOR COP30

This is a summary of our key asks for business in the context of global climate governance and COP30. You can find more information on how business demonstrate climate ambition in WWF's [Beyond Net-Zero report](#), a practical guide for businesses to act now and reduce their emissions in line with what science tells us we need, helping deliver on the agenda of COP30.

Businesses are critical to solving the climate crisis and 1.5°C needs to remain our guiding star:

It is important that companies continue to align their actions with 1.5°C pathways, as this is the most effective way to accelerate action in the near term, limit overshoot and ensure businesses are on track to meet the net zero by 2050 target.

To avert the worst effects of climate change, global warming needs to be kept to 1.5°C with limited overshoot. This will not be possible without rapid decarbonisation from businesses and 2025 is a critical pivot point – ten years since the Paris Agreement, and halfway through the “decisive decade” for climate action. Corporate leadership that moves the global economy away from fossil fuels and environmental harm, while championing and investing in climate and nature solutions, is essential to limit global warming and ensure a sustainable future for life on earth. At the same time, it is in the interest of businesses to help drive this transition, safeguarding their long-term resilience, competitiveness, and license to operate in a rapidly changing world.

Driving market transformation is the priority:

Businesses can make the greatest contribution to solving the climate crisis by investing in and reducing emissions in their value chains. These investments are the most impactful form of carbon finance.

Market transformation requires companies, who make up these markets, to invest in reducing emissions from their direct operations and the rest of their value chains – everything from supply chains to how products and services are used. By reducing emissions from their value chains across regions and sectors, such as energy, forestry and agriculture, businesses can drive the deep market and sectoral transformations needed. In addition to setting and achieving 1.5°C aligned science-based targets, companies should help by advocating for policies, regulation and the government investment needed to achieve systemic change.



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Mobilizing corporate investments in their own operations and within their own value chains is most impactful, because that is where companies have the greatest incentive to act and most influence to drive deep emission reductions and market transformation. For example, eliminating deforestation and land-use conversion in supply chains is a critical step to reduce overall emissions. In-value-chain investments also channel substantial climate finance into developing countries and into broader nature action through multinational value chains.

There is also a critical role for corporate investments in climate and nature solutions:

Companies should consider a range of public and private finance options to make additional investments in climate and nature solutions.

While in-value-chain emission reduction is central to effective climate action, there is also an important role for corporate investments beyond their value chains – to protect and restore vital natural carbon sinks and support a just energy transition. Public finance alone will not be enough to meet climate and nature financing needs. Businesses need to be supported, incentivised and recognised for making these vital investments. Companies should adopt the Contribution Approach, i.e. making a financial commitment by setting a carbon fee on their remaining emissions. Read more in WWF's [Network Position on Carbon Finance \(2024\)](#) and recent WWF Switzerland publication [WWF Climate & Nature Contributions Report \(2025\)](#).

THE UNFCCC ACTION AGENDA

The Action Agenda is the global platform for voluntary actions by non-state actors driving real-world climate solutions. It evolves around six pillars, which are guided by the Global Stocktake – GST) and brings governments, businesses, cities, and civil society together to close the gap between climate pledges and action. By engaging with the Action Agenda, businesses can lead the transformation: scaling clean energy, ending deforestation, investing in resilience, and accelerating just transitions. To submit climate actions and commitments to the COP30 Action Agenda, companies follow a structured process coordinated by the COP30 Presidency and UNFCCC Climate Champions team. Companies submit via the [UNFCCC Climate Action Portal](#). More information: [Action Agenda](#).

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