

# Market Based Demand Creation Mechanisms and Certification

CLIMATE ALIGNED INDUSTRIES  
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# Portfolio of Impact

Accelerating industrial decarbonization across key sectors.



**Accelerating “First” Commercial Projects**



**Powering the Green Hydrogen Economy**



**Tackling Methane Emissions**



**Decarbonizing Industrials: Cement, Steel, Chemicals**



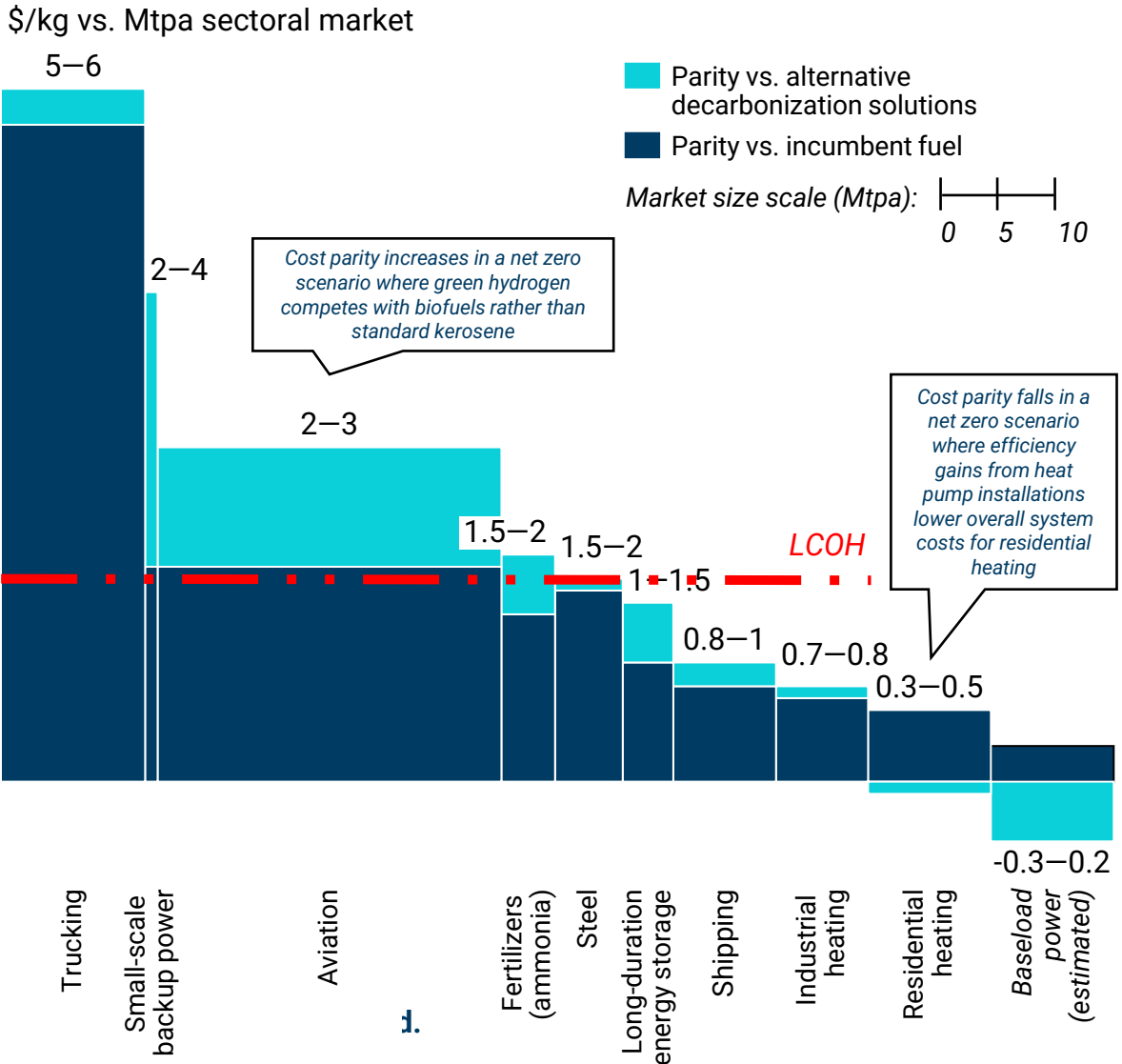
**Accelerating Aviation, Shipping & Trucking Transitions**



**Oil & Gas Sector Emissions Visibility & Decarbonization**

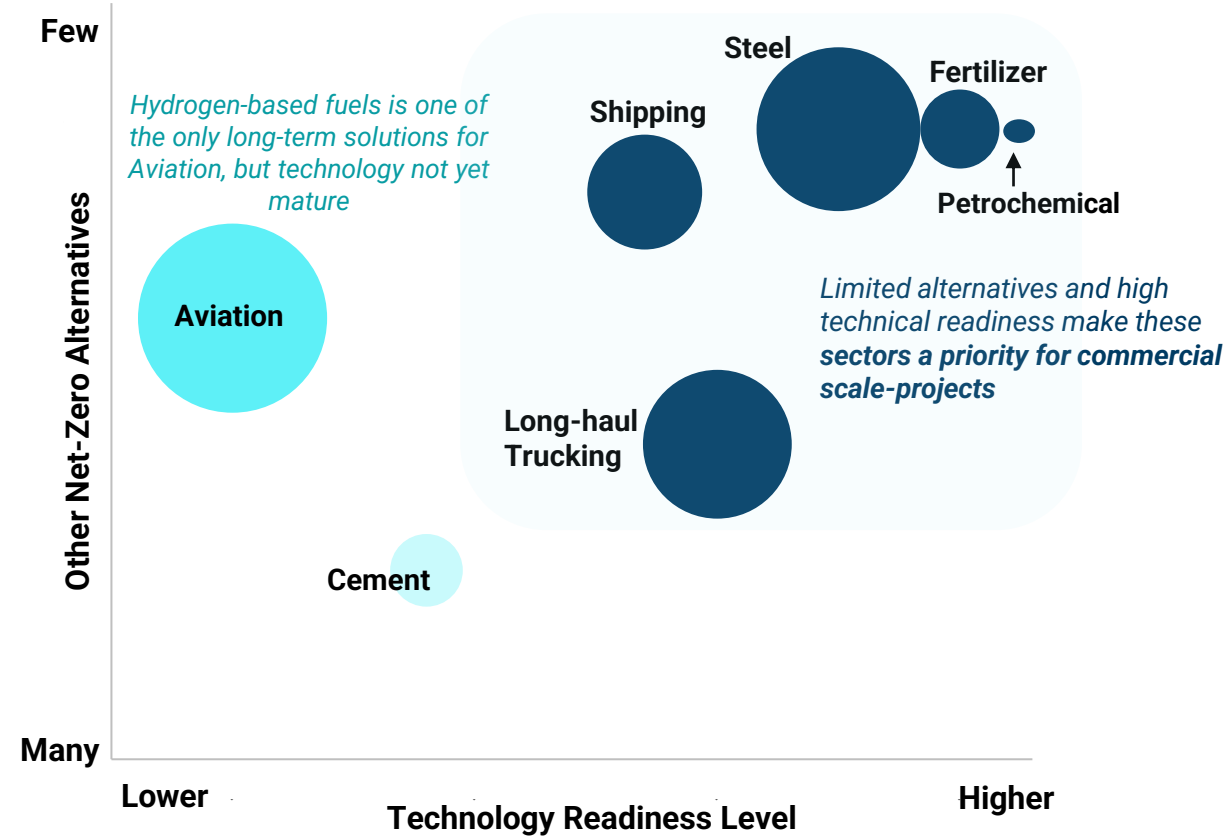
# Economics and technology readiness drives deployment across end-use sectors

## Competitive prices for H2 compared to alternative fuels vs. addressable market sizes in the US



## Prioritization of clean H2 applications for the US

Bubble size indicates potential CO<sub>2</sub> emissions reduction (MMt/yr)



\*Parity price covers production and distribution, driving up the price in heavy duty trucking where distribution costs are high  
Sources: US DOE National Clean Hydrogen Strategy and Roadmap (2022), Mission Possible Partnership Action Sector briefings, RMI analysis and expert input



# Demand Creation Mechanisms

Policy Interventions:



Public Procurements



Regional Hydrogen Hubs Development



Sectoral Contracts for Difference & Capex support

Market Mechanisms:



Buyers Alliances:  
SABA, ZEMBA, SSBP

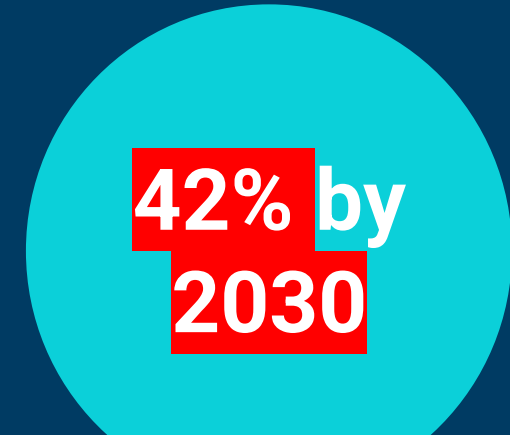


Book & Claim systems

Regional, Sectoral & Global Approaches



Climate Differentiated Products and Markets

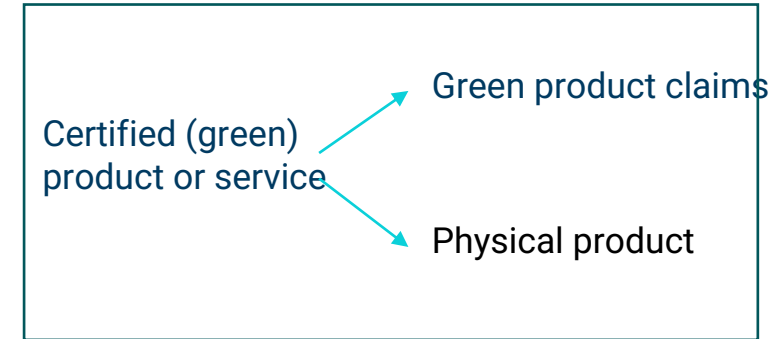


Mandates and Quotas

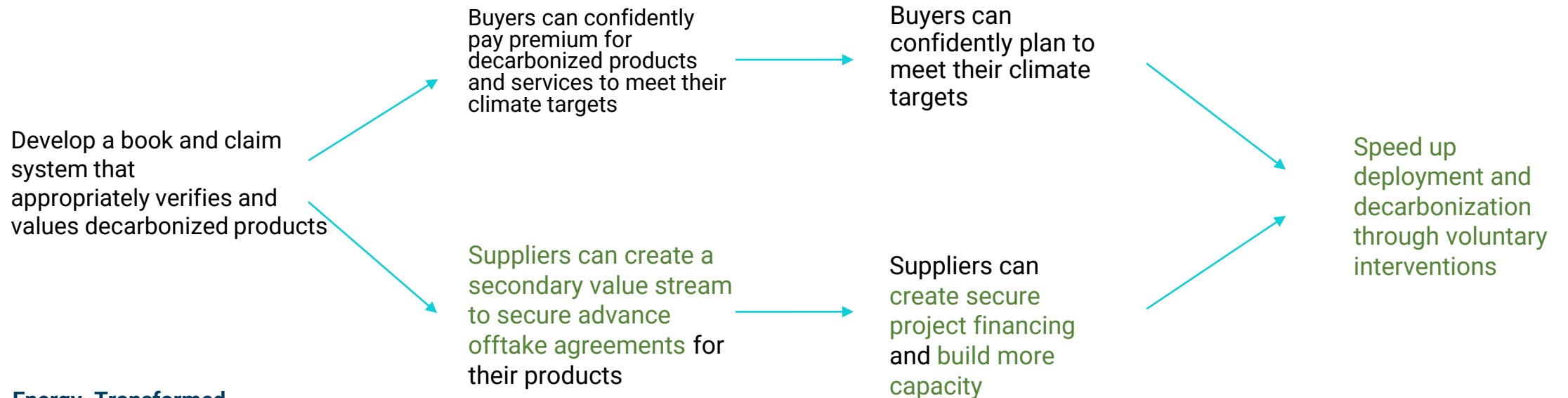
# Demand Side – Book and Claim 101

## What is book and claim?

Book and claim is a chain of custody model that allows low emission solution providers to “book” the emissions profile of a product or service in one place, and customers to “claim” the emissions profile for climate disclosures in a different place. The product or service is not necessarily physically connected to the flow of products in a supply chain.



## What is the opportunity and impact?



# Book and Claim Recognition in Major Standards

## Greenhouse Gas Protocol (GHGP)

- Scope 2 guidance
- Scope 1,3 guidance and Corporate standards
- Land Sector and Removals Guidance (Draft)



## Science Based Targets (SBTi)

- Aviation Guidance
- Maritime Guidance
- Overall

