

# NearZERO Steel2030

Demand

Join us to send a clear message to steelmakers, governments, and investors that there is demand for near-zero emissions steel

The World Economic Forum's First Movers Coalition are seeking buyers of steel.

Show your support for the decarbonisation of the steel industry by expressing interest in purchasing near-zero emissions steel.

You could be a direct or in-direct purchaser of steel, in either the private or public sector.

[Join the Challenge](#)

Your aggregated demand signal for near-zero steel will send a powerful message to accelerate the speed and scale of change

Annual steel demand is 2 billion tonnes per year from industrial sectors

- Consumer Goods
- Transport
- Energy
- Machinery
- Construction

A powerful demand signal could increase the speed and scale of steel de-carbonisation

- Iron and steelmakers
- Government agencies
- Climate tech companies
- Investors and financial institutions
- Renewable energy providers

Click on the options below to find out more about the Near Zero Steel Demand Challenge:

[WATCH](#) Explainer Video

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**Reasons to Join the Challenge:**

- Show your commitment to decarbonising our industrial sectors
- Be one of the first companies in the world to secure the supply of near-zero emissions steel
- Differentiate your company from your competitors with reduced embedded carbon products
- Send a signal to governments and investors that we need to support our steelmakers in overcoming the obstacles to near-zero emissions steel production