

Public-Private Implementation Statement on Creating Demand for Low-Emissions Hydrogen and its Derivatives in Lead Markets

Recognizing that, sustainable fuels, including hydrogen and its derivatives, biofuels and synthetic fuels will play a critical role in enabling the global transition to net zero, in addition to direct electrification solutions, and that sustainable fuels will be vital for the decarbonisation of heavy emitting sectors, including industry and transport;

Noting that hydrogen and its derivatives have broad applications across energy end-use sectors, renewable and low-carbon (hereafter collectively referred to as low-emission¹) hydrogen hold significant potential to accelerate the decarbonization of the global economy and to advance the achievement of the Paris climate targets by countries, considering national circumstances;

Acknowledging the COP28 UAE Consensus, resulting from the first Global Stocktake (GST) under the Paris Agreement, which reaffirms the need to accelerate zero- and low-emissions technologies, including, low-emissions hydrogen and its derivatives at pace and scale;

Recognizing the outcomes of the COP28 Presidential Action Agenda on Hydrogen and the COP29 Hydrogen Declaration, which highlights the need for stimulating demand for low-emissions hydrogen and its derivatives;

Acknowledging that to advance the uptake of low-emission hydrogen fuels and derived products, we need to accelerate the implementation and scaling-up of sector-wide coalitions, buyers' alliances and demand aggregation initiatives to enable lead markets for low-emissions products, including refining, fertilizers, steel, cement and transportation fuels, enabling visibility for consumers and investors;

Recognising the critical role of market and policy frameworks that incentivise fuel pathways with superior Green House Gases (GHG) performance, supported by measurable and verifiable lifecycle data, as highlighted by the IEA report on sustainable fuels produced in support of Brazil's G20 Presidency in 2024;

Acknowledging advancements in ongoing implementation and design of incentives and mandates by countries that seek to stimulate low-emission hydrogen and derivatives demand in sectors such as hard-to-abate industries and transport, and public procurement measures that serve as case studies and inform the design of other lead markets;

Understanding that accelerating demand for low-emissions hydrogen and its derivatives, will enhance energy security, create good quality jobs, empower local communities, and support just and equitable transitions, including in emerging markets and developing economies;

¹ The term "low-emissions hydrogen" used throughout this document refers to both renewable and low-carbon hydrogen, in accordance with the International Energy Agency (IEA) definition. For further details, see: <https://www.iea.org/reports/towards-hydrogen-definitions-based-on-their-emissions-intensity>

Acknowledging that implementation approaches shall respect regional and national circumstances and sovereignty, allowing countries and regions to determine their own pathways for low-emissions hydrogen in line with their domestic and regional priorities;

The undersigned agree to work collectively on actions including:

- **Driving continued implementation and development of enabling policies and instruments to stimulate demand for low-emissions hydrogen and its derivatives** by creating lead markets² for low-emissions products, through inter alia public procurement policies, targets, regulatory incentives and mandates, as well as funding commitments by governments, financial institutions, and the private sector;
- **Advancing and scaling up industry-wide coalitions, buyers' alliances and demand aggregation initiatives** at national and regional levels (e.g. EU Energy and Raw Materials Platform) across key end-use sectors including maritime (e.g. Zero Emission Maritime Buyers Alliance - ZEMBA), aviation (Sustainable Aviation Buyers Alliance - SABA), and fertilizers (e.g. Low-Emissions Ammonia for Fertilizer lead market initiative - LEAF) to accelerate market formation and signal credible demand;
- **Advancing and scaling up global, cross-border value chains for hydrogen and its derivatives**, in order to ensure cost-effective matching of supply and demand by developing trade corridors and partnerships between the importing and exporting countries;
- **Advancing international cooperation to share best practices, to enable comparability of standards for GHG emissions assessment of low-emissions hydrogen fuels and derived products**, as well as assure interoperability of certification schemes for hydrogen, its derivatives and sustainable products, for example moving towards a digital hydrogen product passport;
- **Empowering consumers and communities** through awareness raising campaigns and capacity building to foster demand for low-emissions products based on robust and transparent labelling systems to inform sustainable consumer choices.

We recognize that the success of this implementation statement depends on strong public–private collaboration to unlock international value chains for low-emissions hydrogen and derived products, contributing with real change in the economy and advancing on the agreements previously established. This is a key priority for accelerating the energy transition and securing a more sustainable, prosperous future for our citizens and our planet.

² A lead market for low-emissions hydrogen drives the successful adoption and integration of hydrogen-specific technologies and processes, showcasing their viability. This early success fosters broader diffusion of innovation, accelerates utilization across sectors, and stimulates demand growth, ultimately making the market more sustainable and competitive.