En route to a green future with low-carbon steel, cement and concrete

The Industrial Deep Decarbonisation Initiative (IDDI) aims to create a thriving market for near zero carbon industrial materials, starting with steel, cement and concrete.

Three pathways to achieve results

Pathway 1: Building the foundations to enable a thriving global market.
- Consistent standards for low-carbon steel, cement and concrete
- A standard environmental reporting mechanism for the cement, concrete and steel industries
- An evaluation process and digital tools for project bids which incentivise and reward public contractors

Pathway 2: Empowering governments to buy near zero carbon materials for their public works.
- Globally recognised target for the public procurement of near zero carbon steel, cement and concrete and guidelines for governments to write policy and implement the targets
- Industrial decarbonisation training and knowledge for manufacturers/companies
- Free or low-cost certification service

Pathway 3: Encouraging governments to disclose and reduce embodied carbon emission in public construction projects.
- Ambition level 1 DISCLOSE
  By 2025, governments to begin to disclose embodied carbon emissions
- Ambition level 2 DISCLOSE + NET ZERO
  By 2050, governments achieve net zero embodied carbon emissions in public construction
- Ambition level 3 DISCLOSE + NET ZERO + 2030 TARGET
  By 2022, governments commit to work towards a bold pledge to reduce embodied carbon emissions as early as 2030

Government agencies are top buyers of steel, cement and concrete, which can account for
- 40% of cement and concrete and
- 25% of steel nationally