



COMMUNICATIONS GUIDANCE

COP30 Business Group Statement

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About the statement

Business is ready to transition to the clean energy economy — but public incentives remain skewed toward fossil fuels. By realigning incentives to favor clean technologies, governments can unlock competitiveness, resilience and affordable energy for all.

Ahead of COP30, We Mean Business Coalition coordinated a letter from business groups to world leaders, urging them to commit to the highest level of national climate ambition, and realign financial incentives toward an affordable, reliable clean energy system.

Key links

Letter: <https://www.wemeanbusinesscoalition.org/cop30-business-group-statement/>

Social assets: [Folder](#)

Please support by engaging with these social media posts:

- [WMBC LinkedIn post](#)

- [WMBC Bluesky post](#)

Contact us

For media inquiries: Pascale Palmer, ppalmer@wmbcoalition.org

For communications questions: Brandon Pytel, bpytel@wmbcoalition.org

Key messages

- 35+ organizations representing over 135,000 companies signed We Mean Business Coalition's *COP30 Business Group Statement*, calling on governments to realign public finance and policy support toward an affordable, reliable clean energy system.
- Businesses overwhelmingly want renewables-based electricity systems — but governments must set the course by realigning public finance and policy support away from fossil fuels and toward clean solutions.
- Government incentives, including subsidies, remain one of the most powerful tools to accelerate the transition to clean energy, while delivering energy security, job growth, improved livelihoods and greater global competitiveness.
- Renewable energy is the cheapest power source in most of the world, driving growth, jobs and innovation. Combined with electrification, it has the potential to displace 75% of today's fossil fuel demand. Despite this, global incentives remain misaligned: Fossil fuels received over \$1.1 trillion in subsidies in 2023.
- Outdated incentives hold back prosperity. With realigned incentives, governments not only bring the benefits of the clean energy economy to their countries but also address market distortions, provide predictable and aligned global policy and give businesses clarity and confidence to invest in clean technologies.
- Given the sheer scale of these subsidies, even modest reforms could create considerable new space in constrained public budgets.

Social media posts and assets

Please post on social media from Monday, 3 November, any time after the embargo of 00:01 GMT to support these messages.

Hashtags

#COP30

Accounts to tag

LinkedIn: @We Mean Business Coalition

Bluesky: @wemeanbusiness.bsky.social

Graphics

- [LinkedIn assets](#)
- [Bluesky/X assets](#)
- [Quote cards](#)



LinkedIn post

A clean energy transition is the path to affordable, reliable energy for all.

Government incentives remain one of the most powerful tools to accelerate this transition, while delivering energy security, job growth, improved livelihoods and greater global competitiveness.

That's why [insert company name] is a proud signatory of the #COP30 Business Group Statement, coordinated by @We Mean Business Coalition and signed by 35 organizations representing over 135,000 businesses.

The statement calls on world leaders to redirect public finance and policy support away from fossil fuels and toward an affordable, reliable clean energy system.

EMBARGOED TILL 00:01 GMT ON 3 NOVEMBER, 2025.

Businesses overwhelmingly want renewable-based electricity systems — but governments must set the course by realigning incentives to enable a fast, fair transition to clean energy.



Read the statement:

<https://www.wemeanbusinesscoalition.org/cop30-business-group-statement/>



[Download image](#)

Bluesky/X post

Government incentives are key to accelerating the clean energy transition. That's why **[insert company name]** is proud to sign the #COP30 Business Group Statement, which calls on leaders to realign incentives toward clean energy.

<https://www.wemeanbusinesscoalition.org/cop30-business-group-statement/>

@wemeanbusiness.bsky.social



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Sample newsletter blurb

A new business group statement, coordinated by We Mean Business Coalition, calls on governments to realign public finance and policy support toward an affordable, reliable clean energy system. In an open letter to heads of state, 35 business groups representing more than 135,000 companies urge leaders to deliver clear policies and plans to meet existing climate commitments, including ending inefficient fossil fuel subsidies, and to intentionally shape the incentives landscape to accelerate the transition to clean energy.

Learn more:

<https://www.wemeanbusinesscoalition.org/cop30-business-group-statement/>



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About We Mean Business

We Mean Business Coalition is a group of nonprofit organizations working with the world's most influential businesses to take action on climate change. The global coalition brings together seven organizations: [BSR](#), [CDP](#), [Ceres](#), [The B Team](#), [The Climate Group](#), [Corporate Leaders Groups](#) and the [World Business Council for Sustainable Development](#). Together we catalyze business action to drive policy ambition and accelerate the transition to a zero-carbon economy. Learn more at [wemeanbusinesscoalition.org](https://www.wemeanbusinesscoalition.org).

