

Letter from Special Envoy for the Business Sector, Marina Grossi

Over the last three decades, multilateralism on the climate agenda has made significant progress in building consensus and an international legal framework that, while respecting the individuality of countries, aims to move humanity towards a prosperous, sustainable, and just global society. Today, we have a mature international system that offers us much more security and certainty that this is the unequivocal path to follow.

COP30 is the COP of implementation. And, by its very nature, the business sector is destined to lead the transformation of goals and commitments into concrete actions—a process built by many hands. The private sector has much to contribute, propose, and deliver.

I had the honor of being appointed by the President of COP30 as Special Envoy for the Business Sector, with the mission of acting as a strategic bridge between companies and the leadership of the Conference. My role is to facilitate the flow of information, articulate solutions, and identify levers with high potential for transformation, ensuring that the business sector, in Brazil and around the world, contributes in a concrete, measurable way that is aligned with COP30's highest climate ambition.

The Brazilian Presidency of COP30, in its 7th letter, makes an urgent call for business leaders to join the world in Belém at a decisive moment to transform commitments into concrete implementation. The private sector is seen as an indispensable partner in the Climate Action Agenda, driving sustainable solutions, measurable results, and investments that will make climate action the greatest business opportunity of our time.

Guided, at the global level, by the recommendations of the Global Stocktake (GST); at the national level, by the Nationally Determined Contributions (NDCs); and at the corporate level, by corporate transition plans and sectoral strategies consolidated in coalitions and initiatives, we propose a broad, inclusive, and focused agenda to arrive in Belém with impactful deliverables.

In the action agenda, I am working specifically on goal 2, aimed at accelerating zero and low-emission technologies in sectors that are difficult to decarbonize, and also, across the board, on other issues crucial to the business sector, such as energy, agriculture, bioeconomy, the carbon market, and financing.

To this end, we are working with the COP30 Presidency and Executive Board, André Corrêa do Lago and Ana Toni, respectively, as well as with the Conference's High-Level Champion team, Dan Ioschpe, on three fronts:

1. Prepare an assessment of the progress made over the last ten years, since the Paris Agreement, in the context of the business sector's voluntary action agenda.
2. Consolidating successful technologies and solutions on platforms and in case studies, allowing them to be seen and replicated.

3. Structuring high-impact solutions capable of guiding the main paths to decarbonization and resilience for the next decade.

The objectives of COP30 will only be achieved through a collective effort, catalyzing existing initiatives and valuing what is already underway in Brazil and around the world. I have been working to facilitate the business sector's participation in the Activation Groups. To this end, I have been supporting active listening and the articulation of commitments, scalable solutions, investments, and policy. In this way, we will be able to formalize impactful solutions with the potential for systemic transformation in the areas of energy, industry, agriculture, forests, finance, and other cross-cutting issues.

In this sense, we are structuring an agenda to ensure that the voices of the business sector are heard and clearly conveyed to the COP30 Presidency. In addition to my role at the helm of the Brazilian Business Council for Sustainable Development (CEBDS), I have been promoting meetings with strategic partners such as the We Mean Business Coalition (WMBC), the World Business Council for Sustainable Development (WBCSD), Bloomberg, and SBCOP30, as well as collaborating with other Special Envoys and companies from different sectors.

The goal is to prepare qualified dialogues between various actors, capable of generating concrete deliverables in the Solution Acceleration Plans. We will have strategic moments—such as New York Climate Week, the Cumbre Perú Sostenible, the Innovation Summit in São Paulo, and the Pre-COP in Brasília—to deepen debates and advance consensual proposals. We have already made progress in initiatives such as business coalitions in the areas of transportation, electricity, agriculture, minerals, and others in development, as well as pioneering methodologies in regenerative agriculture and the circular economy, advances in carbon markets, biofuels, and financial innovation. This is a national and international coordination effort that seeks not only to give visibility to good examples, but above all to expand their scale and impact as concrete contributions to COP30.

I am counting on the participation of the business sector, with its visionary spirit and ability to identify opportunities, to guide and accelerate solutions that will make COP30 a milestone in global climate action. In partnership with governments, the financial system, and civil society, we will build a more prosperous, just, and sustainable future.