

Introducing the Center for Green Market Activation

Catalyzing the green transition

The Center for Green Market Activation (GMA) is a US-based, globally focused nonprofit launched to fill a previously unmet need within the climate solutions ecosystem. By combining book-and-claim and other robust approaches with demand aggregation and joint procurement, GMA helps drive the uptake of low- and zero-carbon goods and services in the hardest to decarbonize sectors. Through our consolidation of a range of value chain mitigation initiatives under a single umbrella, we help companies ramp up their Scope 3 mitigation actions quickly.

GMA was founded to tackle complex challenges

Up to 95% of corporate emissions lie within Scope 3, but even the most climate-committed organizations encounter barriers to addressing value chain emissions where lower carbon solutions are not yet widely available. Similarly, suppliers within hard to abate sectors need strong market signals to incentivize capital investment and drive commercial-scale production of lower emission technologies and fuels. Through GMA's proven approaches, green market stakeholders are able to match their climate ambitions to high-integrity, in-value chain greenhouse gas reductions.

**GMA FOCUSES OUR WORK ON
PROVEN APPROACHES FOR
HARD TO ABATE SECTORS:**



AVIATION



MARITIME



HEAVY DUTY TRUCKING



CEMENT AND CONCRETE



CHEMICALS AND FUTURE
PROGRAMS SUCH AS STEEL
AND ALUMINUM





Up to 95% of corporate emissions lie within Scope 3



Over 7K companies and growing have set Scope 3 targets under SBTi



Demand aggregation and new business models can scale green markets

Join Us

GMA's unsurpassed ability to facilitate demand aggregation and channel investment to nascent green commodity suppliers helps both suppliers and end-customers reach their full potential in reducing greenhouse gas emissions. We invite you to join our efforts.

- Through SABA, corporates can help scale the uptake of sustainable aviation fuel while reducing their Scope 3 aviation emissions. Learn more at flysaba.org, including how to participate in our 2025 procurements.
- ZEMBA is accelerating commercial deployment of zero-emission shipping through a pioneering buyers' alliance model. Learn more about our success to date and our efforts to catalyze e-fuel supply at shipzemba.org.
- GMA's zero-emissions trucking initiative has launched a pilot RFP for zero-emission trucking service attributes in partnership with Smart Freight Centre. Email info@gmacenter.org to inquire.

SPONSOR US

GMA is developing novel and innovative partnerships to spur production of low-carbon **cement and concrete** and low emissions **chemicals**. We are actively seeking program sponsors interested in engaging with us on a range of initiatives including measurement methodologies, book-and-claim, stakeholder outreach, and market intelligence.

We encourage interested parties to reach out to us at info@gmacenter.org.

FOR MORE INFORMATION

 [GMACENTER.ORG](https://gmacenter.org)

 [INFO@GMACENTER.ORG](mailto:info@gmacenter.org)