

## Case Study: Accelerating progress towards steel decarbonisation in Asia

The global steel industry is one of the most energy intensive and polluting sectors in the world. It contributes around seven per cent of global carbon emissions each year. And with demand for steel expected to grow 30 per cent by 2050, this is only set to increase.

Asia is the world's largest steelmaking region. In fact around 70 per cent of all steel is produced in China, India, South Korea and Japan. After China, India is the second largest of these producers, and steel production is expected to triple by 2050. But momentum is growing for greener steel. Two of the largest producers in India - Tata Steel and JSW Group - have now signed onto the Responsible Steel Standard, and their plants are in the process of being certified, a clear sign the transition is underway.

But we know this transition has to happen faster if we are going to have a chance of limiting global temperature rise to 1.5C. The evolution of the sector in Asia will make or break this effort.

### Our focus on India

We focused our work in 2022 on three Asian countries: India, Japan and the Republic of Korea (ROK). We're now focusing on India, where the sector is largest and the potential for further impact is most exciting. We see tremendous potential here to reduce emissions at scale, while also making the Indian steel sector a global leader in the green industrial transition, promoting technological innovation, creating green jobs, and ensuring sustainable economic growth.

### Our impact to date

- We designed and launched the India Green Steel Network (IGSN), a multi-stakeholder network with 30 members including policymakers, businesses, investors, researchers, and civil society organizations.
- We also helped boost private sector pressure for greener steel in India, supporting a national conclave where leading steel businesses called for Green Public Procurement policies and a clear market signal for low-carbon steel. Following this, in late 2022, the Ministry of Steel announced concrete steps towards developing a green steel policy, including GPP. We are now focused on building ambition for the Ministry of Railways to adopt GPP

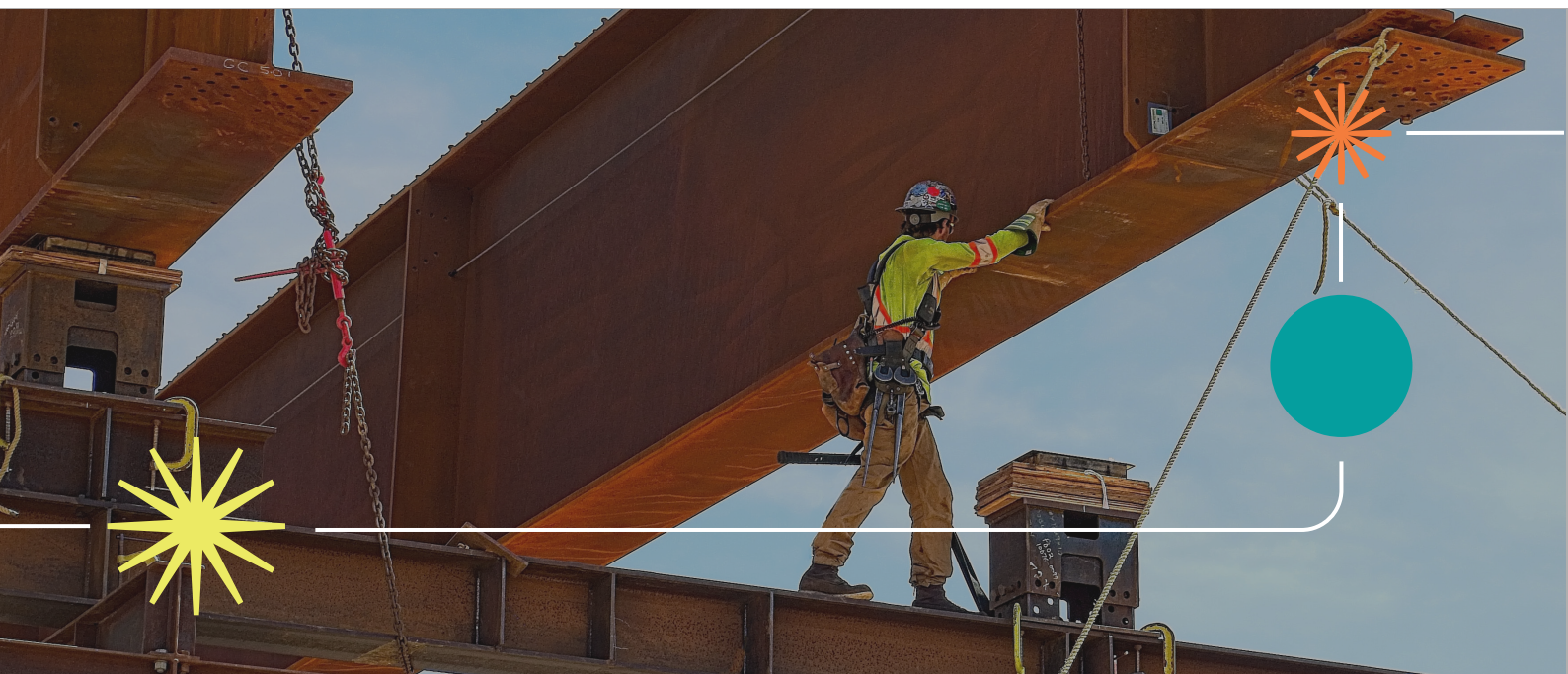
- Learning from our experience in India, we launched the Korea Green Steel Network, with 15 participating organizations across civil society, funders, and think tanks, and successfully handed it over to a domestic civil society organisation. This organisation will take over the running of the network, and continue its work promoting knowledge sharing and building a domestic civil society-led campaign on steel decarbonisation.
- In Japan, we were highly influential in getting the Asia Investor Group on Climate Change (AIGCC) to increase its focus on steel and to engage investors, steel makers and consumers to influence them to decarbonise.
- We launched the Green Steel Hub, a user-driven platform aimed at disseminating green steel related information, news and publications. To date three newsletters have been sent and we have a total of 59 subscribers which we intend to grow.

## The campaign focus in 2023-24

Our overall goal is to **unlock action on steel decarbonisation in India, through collective advocacy and targeted campaigning.**

We aim to do this by:

- Objective 1: Building the collective power of India Green Steel Network to increase ambition for achieving greener steel in India
- Objective 2: Building demand for the Indian Railways to add Scope 3 emissions (steel) into the Indian Railway's Sustainable Public Procurement Action plan and support its implementation.
- Objective 3: Building awareness of the potential and economic case for increasing scrap steel from the ship recycling sector, with attention to labour, environmental, and human rights concerns.



# Forging partnerships across the climate community

Members of the India Green Steel Network  
Strategic lead and coordinator: Climate Catalyst

## Researchers and think tanks

- Centre for Science and Energy
- The Energy and Resource Institute
- Rocky Mountain Institute
- Steel Research and Technology Mission of India
- Institute of Energy Economics and Financial Analysis of India
- Council on Energy Environment and Water

## Civil society

- The Climate Group (SteelZero)
- CDP
- ASAR Social Impact Advisors
- Centre for Research on Energy and Clean Air
- Global Strategic Communications Council
- Purpose
- Environmental Defense Fund

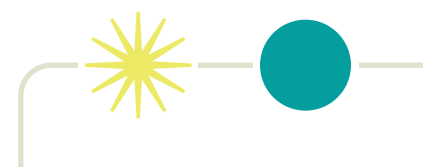
## Industry

- JSW
- Tata Steel
- Confederation of Indian Industries
- BCG
- Deloitte

## Building power and catalysing critical voices to demand change

We will deploy the following tactics to accomplish our campaign goals:

- **Building power:** One of the cross-cutting strategies we deploy is to build power of the civil society movement around steel decarbonisation. We do this through transformative partnerships, such as the India Green Steel Network. We are working closely with the India Climate Collaborative to co-design a sustainability plan for the India Green Steel Network. In recognising the sensitive political nature of India, our building power work is with our partners, not with the general public.
- **Collaborative advocacy and public policy engagement:** We see our role as catalysing networks of stakeholders that can drive change on decarbonization. Through these new alliances (i.e. India Green Steel Network), we connect research institutions, industry, civil society, and investors with the aim of creating opportunities for collaboration and for working alongside interested government



agencies and bureaucrats. We aim to equip stakeholders with evidence and expertise, so that they can successfully build support for regulatory policy decisions.

- **Communications:** We support partners in communicating about steel decarbonization by providing capacity needed for media, digital, and other communications and engagement. We will aim to use strategic communications interventions, both using traditional media, digital media and paid media to meet our core campaign goals in 2024.

## What does success look like?

### Key results for objective 1:

- The India Green Steel Network is an operational network with defined governance, ownership and thematic working groups, and balanced stakeholder representation to increase engagement on steel decarbonisation.

### Key results for objective 2:

- An approach to support the Ministry of Railways to include scope 3 emissions is implemented
- Indian Railways considers new suppliers based on production capacity for greener steel
- Increase knowledge and capacity on scope 3 emissions of the railways sector in order to build pathways for decarbonisation
- Increased availability of green financing for Railways to procure low carbon steel

### Key results for objective 3:

- Network members and other advocacy partners engaging with policy making ambition have a good understanding of the value chain and life cycle of scrap steel in the shipping industry
- New ship recycling policies in India have a goal of increasing [tons of/percentage of] scrap from ship recycling and are planned to phase down with the uptake of greener primary steelmaking technologies by a date
- New ship scrappage policies include labour, human rights, and environmental safeguards.

We are excited by the potential for this work to accelerate steel decarbonisation, and look forward to your comments and questions.

