

From climate pledges to leadership and impact

How buyers' coalitions and corporate action are accelerating systemic change

World Economic Forum Annual Meeting 2026 | Session overview

At the 2026 World Economic Forum in Davos, KPMG joined forces with buyer coalitions Symbiosis, Kinetic, and LEAF to explore how credible carbon markets can scale with speed and integrity. The session gathered coalition members, Microsoft, Salesforce, Bayer, and Schneider Electric (represented by AVEVA), together with corporate leaders from Deutsche Bank and NGO voices including The Nature Conservancy. Speakers emphasized that scaling climate impact requires collaboration, integrity, and real-world execution.

Key takeaways:

- Buyer coalitions can help drive trust, integrity and scale in the voluntary carbon market with early movers creating the foundation for scale.
- Collaboration scales climate impact—no company can build the market alone and working together means going faster and creating a larger climate impact to meet corporate climate goals.
- Coalitions help reduce cost and risk for companies by identifying high-integrity, high-impact climate projects, facilitating transactions and managing due diligence.

Why coalitions?

Buyer coalitions are proving to be a practical way for companies to pool demand for high integrity carbon credits, reduce risk, share due diligence, and send strong market signals to investors and policymakers.



It is important that the compliance market under the Paris Agreement and the voluntary market move closer together so that we have more scalable solutions. These coalitions play an important role in this.”

Jörg Eigendorf, Chief Sustainability Officer,
Deutsche Bank



Coalitions give companies the confidence to move from pledges to measurable outcomes while creating markets that can finance emissions reductions and removals, from nature protection and restoration to new forms of energy.

Corporate leaders driving market development

Microsoft and Salesforce, both coalition participants, demonstrated how shared action accelerates credible progress.



We see coalitions, such as our partner Symbiosis, as creating an incredible opportunity for building trust — this is a market that not one company can go alone, but we can do it together with our peers.”

Melanie Nakagawa, Chief Sustainability Officer, Microsoft — *part of Symbiosis Coalition*



For us, each of these coalitions really help raise the bar in terms of the access we have to high-quality, credible, trusted projects. [...] we are able to offload a significant amount of due diligence and increase our speed from talk to action. It’s incredibly powerful to start three miles into the race with a pacing buddy versus going it alone.”

Sunya Norman, SVP Impact, Salesforce — *part of LEAF, Symbiosis and Kinetic Coalitions*



Coalition models in action

Coalition leads described how collective corporate action is driving large-scale solutions across energy systems and nature:

Kinetic Coalition

Kinetic Coalition creates catalytic finance through the carbon market to accelerate clean-energy transitions, with pilots for early coal retirement in the Philippines as well as grid modernization and energy sector transformation in the Dominican Republic. “A small amount of catalytic capital can unlock major power sector transformation,” noted **Clare Sierawski**, Director, Kinetic.

LEAF Coalition

LEAF Coalition, coordinated by nonprofit Emergent, purchases credits from large-scale, government led programs to tackle the systemic causes of deforestation, helping make forests worth more alive than dead. Emergent Founder **Eron Bloomgarden** stated, “There’s no credible path without nature,” referencing over \$1 billion in advanced market commitments from more than 30 corporates and governments have been made since 2021.

Symbiosis Coalition

Symbiosis Coalition aggregates long-term offtake commitments for the next generation of high-quality, nature-based removals. By bringing buyers together through joint requests for proposals and aligned quality criteria, the coalition provides the demand certainty and confidence in quality that projects need to unlock financing and reach scale. “It’s about creating the blueprint and tools that others can replicate,” said Executive Director of Symbiosis, **Julia Strong**.

Together, these coalitions are building the demand, confidence in quality, and transparency needed to turn climate commitments into actionable finance at speed and scale.

The business rationale

Speakers emphasized that joining coalitions supports business objectives in addition to meeting corporate climate goals.



All of these advanced market commitments are really long-term plays [...] We didn't get into this for the fiscal year that we were in — we did because we have ten, twenty, thirty-year decarbonization targets.”

Sunya Norman, SVP Impact, Salesforce



The jurisdictional approach means that by protecting forests and biodiversity, we are driving towards regenerative agriculture — which is where we need to be. That transformational change was important for us.”

Helga Flores, Special Envoy for Sustainability Affairs, Bayer

Industry peers also recognized the catalytic value of coalitions.



Good sustainability leadership creates fast followers [...] We find these coalitions key to making sure we have access to high-integrity credits... and they help bring governments and partners together for a just energy transition.”

Lisa Wee, Chief Sustainability Officer, AVEVA (of Schneider Electric)



These coalitions help us move from isolated procurement to outcome-oriented action — and that's critical to improve market integrity.”

Jörg Eigendorf, Chief Sustainability Officer, Deutsche Bank

Integrity, nature and finance

Jennifer Morris, CEO of The Nature Conservancy, added a clear message in her address: carbon markets are an essential tool to deliver the world's climate goals. Carbon markets can be done in a high-integrity way that builds trust, which unlocks capital. Coalition efforts that embed rigorous science and safeguards are key to achieving the scale the world needs.

As KPMG International's **Michael Hayes**, Climate Change and Decarbonization Leader, and Global Head of Renewable Energy, concluded: *“We need to stop talking about carbon markets in isolation. This is about addressing climate and financial risk together through credible market solutions.”*

Companies are encouraged to join existing buyer coalitions to turn climate commitments into measurable impact — and to help shape the high-integrity markets that will define the next decade of sustainable business leadership.



For more information

Buyer Coalitions

Julia Strong

Executive Director,
Symbiosis Coalition

julia@symbiosiscoalition.org

Clare Sierawski

Managing Director,
Kinetic Coalition

sierawskic@c2es.org

Eron Bloomgarden

Founder and CEO,
Emergent (LEAF Coalition)

eron@emergentclimate.com

KPMG

Mike Hayes

Climate Change and Decarbonization Leader,
and Global Head of Renewable Energy,
KPMG International

mike.hayes@kpmg.ie



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