

Long-term effects of demand-side instruments on the costs of industrial transformation

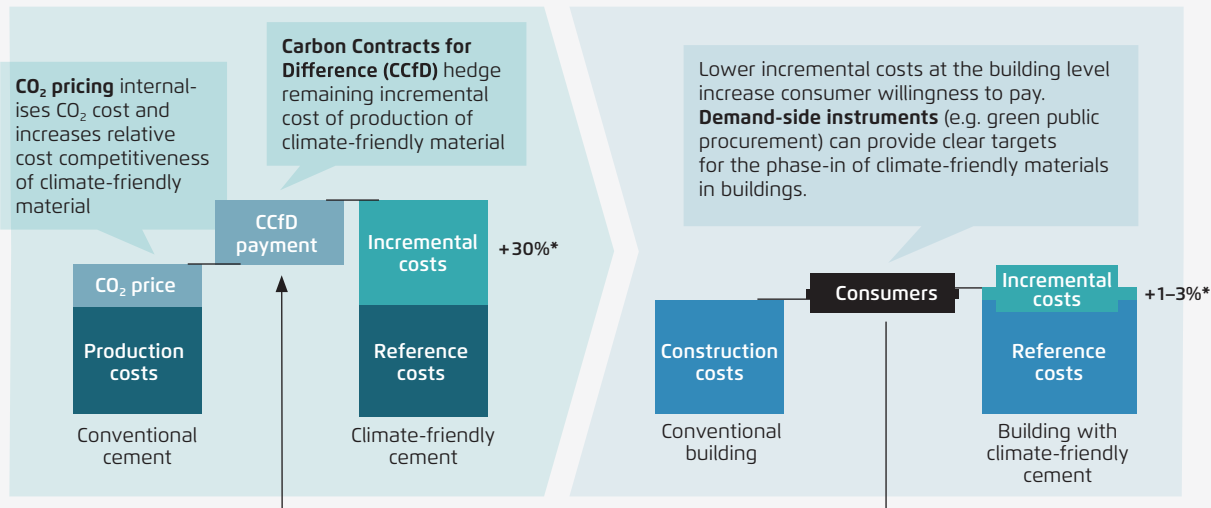
→ Fig. 1



Supply: Producing climate-friendly cement



Demand: Using climate-friendly cement in buildings



Demand-side instrument induced **willingness to pay accelerates lead market creation** and upscaling. With increasing market scale, costs for climate-friendly materials decrease. This also **reduces costs for transition** compared to alternative policy scenarios and **need for public support** through CCfDs.