



Grantee Spotlight: Mission Possible Partnership

The [Giving Green Fund](#) is awarding a restricted grant to [Mission Possible Partnership](#) (MPP) for its India program managed by the Industrial Transition Accelerator (ITA) to advance the commercial readiness of India's green ammonia project pipeline. MPP is an independent nonprofit organization that works with business, finance, government, and civil society leaders to advance industrial decarbonization.

MPP's work falls within our philanthropic strategy of decarbonizing ammonia. Please see Giving Green's [Industry](#) sector report for more information.

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What Is Mission Possible Partnership?

Launched in 2019, MPP is an independent nonprofit organization advancing clean industry transformation by mobilizing business, finance, government, and civil society stakeholders to accelerate the shift to clean production of materials, chemicals, and fuels. MPP manages ITA, which launched at COP28 in December 2023. ITA runs project support programs in Brazil, Egypt, India, Turkey, and the United Arab Emirates, and has onboarded close to 40 projects.

ITA India began in May 2025 and moved to implementation in November 2025. It works directly with project developers, key ministries, and financiers to address implementation barriers and drive forward solutions. ITA India actively engages with the Ministry of New and Renewable Energy (MNRE), Solar Energy Corporation of India (SECI), the Ministry of Chemicals and Fertilizers, NITI Aayog, certification bodies, and domestic and international buyers. It works closely with Boston Consulting Group (BCG) as its anchor delivery partner in India, in coordination with RMI India and the Confederation of Indian Industry (CII).

What Are We Funding, and How Could It Help Address Climate Change?

India holds the world's second-largest green ammonia project pipeline, with 49 commercial-scale projects, but only one has reached a final investment decision (FID). Projects face barriers related to near-term demand visibility, renewable energy access, certification compliance, and financing. As part of our focus on decarbonizing ammonia, we are funding ITA's India program to address these barriers through the following activities:

- **Project pipeline intelligence:** expanding the ITA's intelligence tools to get visibility into more than 20 green ammonia projects; assessing project readiness, investment needs, and FID barriers; and engaging the stakeholders positioned to resolve high-priority bottlenecks in these projects.
- **Demand assessment:** conducting a bottom-up assessment of near-term domestic ammonia demand, and identifying firm export offtake opportunities in Europe, Japan, and South Korea, covering priority end-use sectors, prospective buyers, and market requirements.
- **Policy and certification:** identifying common certification barriers, clarifying how rules are currently interpreted, and defining resolution pathways with global certification schemes.

The program addresses the demand and regulatory gaps that prevent announced clean industry projects from reaching final investment decisions. Project-level diagnostics and demand sizing provide developers, financiers, and governments with shared evidence to identify credible offtake opportunities, prioritize measures to reduce project risks, and design enabling regulatory frameworks. Certification analysis will clarify the requirements for accessing the European, Japanese, and South Korean markets, which currently offer the strongest potential for a green premium. Addressing these gaps for the first set of green ammonia projects helps establish the commercial conditions needed for subsequent projects to scale rapidly.

Why Do We Think MPP Will Use This Funding Well?

ITA India has already onboarded 13 projects into its pipeline intelligence tool, providing visibility into key challenges. It has established active engagements with developers, key government ministries, buyers, certification schemes, and investors. It published an India Insights Briefing mapping commercial-scale clean industrial projects and their barriers to FID.

ITA India has made strong progress in stakeholder engagement over the past year. It has supported MNRE on green ammonia-related certification compliance, including technical briefings and roundtables with senior Indian leaders in the Netherlands. It has also been

invited to support the EU-India Green Hydrogen Task Force, and is supporting MNRE and SECI on market mechanism design for green methanol, green steel, and CO₂ value chains. ITA benefits from BCG India's access to key private sector players and knowledge sharing from its collaborators, RMI and CII.

Despite growing momentum and policy support for India's green ammonia sector, significant barriers to project implementation remain. Philanthropic funders have been cautious about supporting green ammonia-related work in India, largely because projects in the United States and Europe have struggled to achieve cost parity and commercial scale. These challenges, however, are not directly transferable to India, where abundant low-cost renewable energy and declining project costs have brought green ammonia production at or near cost competitiveness under favorable conditions. The extrapolation of Western market experiences has therefore left this area relatively neglected, despite the potential for philanthropic support to accelerate India's progress toward sustained cost competitiveness. We think ITA's position as a convenor across the green ammonia value chain enables it to address common barriers and coordination challenges critical to scaling green ammonia production in India. ITA India's strategic support to the green ammonia sector is complemented by [RMI India](#)'s implementation support for green ammonia projects at a state level.

We publish grant spotlights to offer transparency to [Giving Green Fund](#) donors and resources for those interested in the impact strategies each grant supports. Giving Green believes our [Top Climate Nonprofits](#) have the greatest impact potential for large, unrestricted gifts. [For several reasons](#), we also disburse and recommend grants to other organizations surfaced through [our research process](#) for work that we believe is at least as impactful as grants to our top recommendations.

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