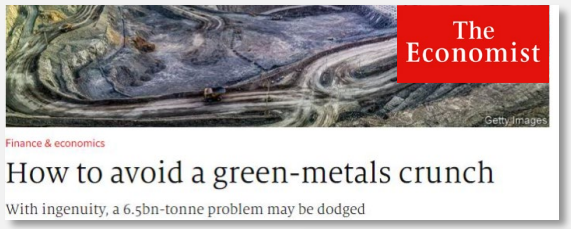
Energy
Transitions
Commission

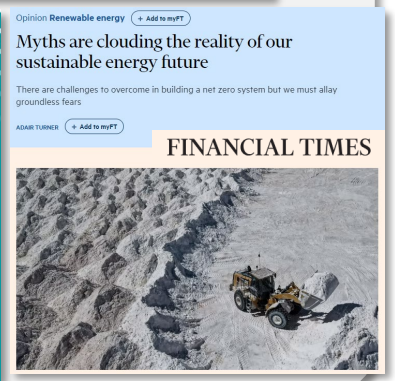
Extending our influence:
ETC's 2024 Communications strategy

ETC Communications: Strong positioning, reputation and reach

Transformed Positioning

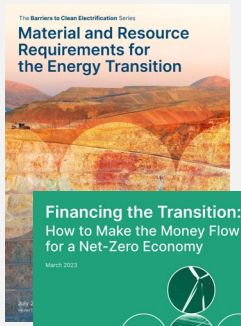
- Leading voice in the energy transition.
- High ambition & high impact organisation with global reach.

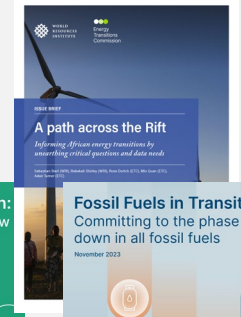


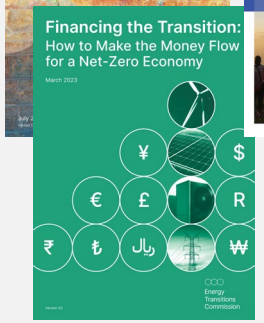


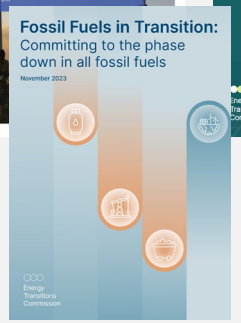
Enhanced Reputation

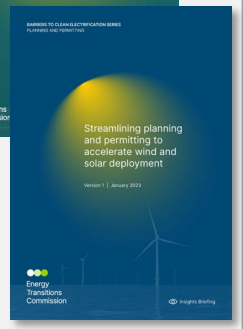
- Trusted organisation for evidence-based insights on the energy transition.
- Committed to turning ambition into action.











Expanded Reach

- Integrated, multi-channel strategy to amplify our messages.
- Active engagement and influence in the global climate debate to drive impact.

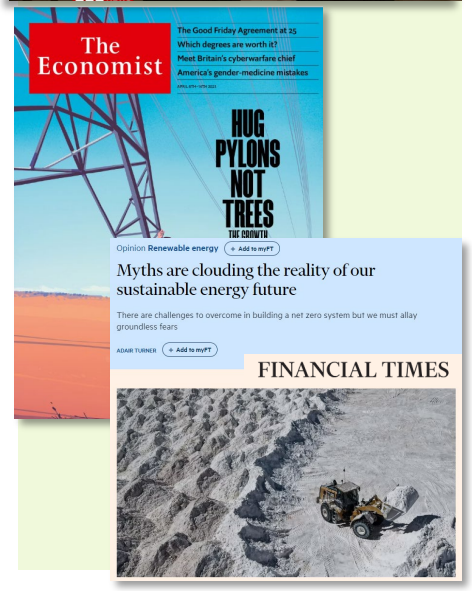
ETC Communications: Evolution & Impact in 2023

Media

5.4k media stories **(+45% vs 2022)**

+40% of in-bound **Tier1 media**

Op-ed programme launched

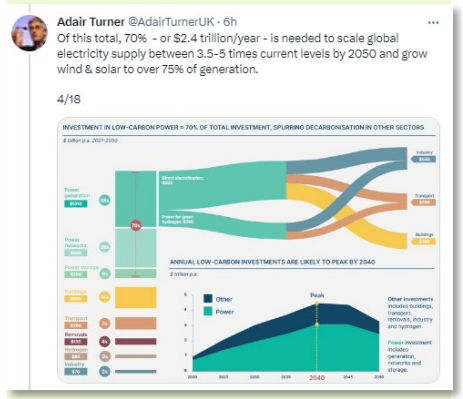


Social campaigns

5.6% engagement on LinkedIn

3.2% engagement on Twitter

+60% LinkedIn followers vs 2022



Events

+100 industry events attended

4x high-profile events hosted

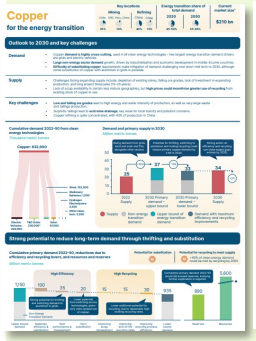
+100 attendees at COP28 FF event

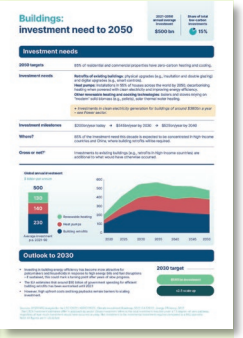
Explainer Content

2x Clean Electrification videos

1st Barriers Series video

+25k subscribers to **ETC Matters** (+152%)





Direct engagement

Climate Action

The Nature Conservancy

iea

SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

European Commission

GF60 | GREEN FINANCE FORUM OF 60 绿色金融60人论坛

OGCI | Australian Industry Energy Transitions Initiative
OIL AND GAS CLIMATE INITIATIVE

COP

Hosted a Fossil Fuels in Transition panel with speakers from OGCI, WMBC, the Fossil Fuel Non-Proliferation Treaty Initiative and Atlantic Council, attended by over 100 people.

At COP28, Adair took the main stage to give a **speech** assessing the action agenda's potential impact to 2030.

COP28 UAE

Contents

State of the Debate

Navigating types of misinformation with clarity

Misinformation:
False or misleading information

Disinformation:	**Malinformation:**
Intentionally and knowingly using information that is false or misleading to deceive or mislead	**Can stem from truth but is exaggerated or contextually misrepresented which can mislead and cause potential harm.**

Myth:
well-known stories that are widely believed and often retold but which, on close inspection, prove to be made-up or wildly exaggerated.

Role of the ETC
Harness our evidence-based analysis to correct the debate, fill knowledge gaps and steer audiences

Misinformation is an increasing risk in the current political environment

THE SPECTATOR

Hell is a heat pump

TikTok to crack down on climate disinformation

edie

"Climate change is accelerating because of the ban on combustion engines"

The former head of the Ifo Institute, Hans-Werner Sinn, considers the radical departure from the internal combustion engine to be a big mistake. Especially with regard to climate change.

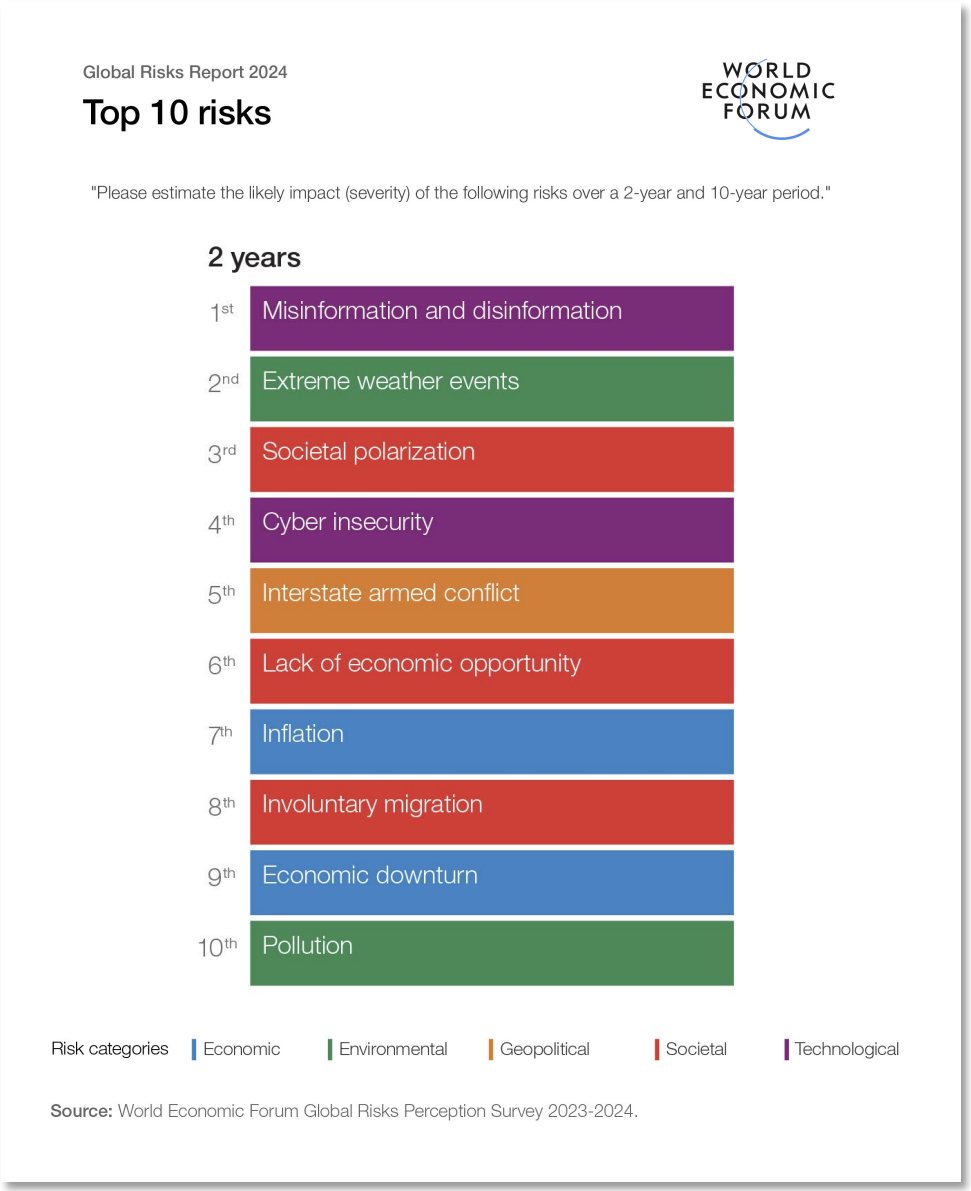
SPIEGEL Business

euronews.green

How climate disinformation is spreading after Elon Musk's Twitter takeover

Don't believe the renewables myth. Wind and solar are not cheap

The Telegraph



2024 is the biggest election year in history

Germany's far right rides high on anti-immigration, anti-green agenda

REUTERS

The New York Times

Why Republicans Turned Against the Environment

In 2024, countries with **more than half the world's population**—over four billion people—will send their citizens to the polls.

Sunak delays crucial UK climate targets, with one eye on the next election

CNN

Biden softens anti-oil stance ahead of 2024 election

yahoo!finance

Why the Dutch election result spells trouble for Europe's climate efforts

POLITICO

ETC Comms Strategy 2024

ETC Communications 2-year Programme:

Pillar 1

Disseminating ETC reports

- **Broaden media presence:** focus on Tier 1 media and non-English international media.
- **Explainer content:** concise, informative, digital friendly.
- **Social media campaigns.**
- **Events:** increased presence in key sectoral and regional events.
- **Direct engagements:** structured and targeted outreach.
- **ETC Matters Newsletter:** valuable mailing list incl. journalists, climate activists, policymakers.

Pillar 2

Repackaging existing insights

- **To inform and explain:** dispelling myths, correcting misinformation, and explaining and re-explaining complex ideas.
- **Shorter, more digestible forms** (e.g., videos, social media posts, blogs)
- **Informing the debate** via timely op-eds and articles on international media platforms.
- **Spreading the word** at key climate events (e.g. New York Climate Week, Clean Energy Ministerial, COP).

Pillar 3

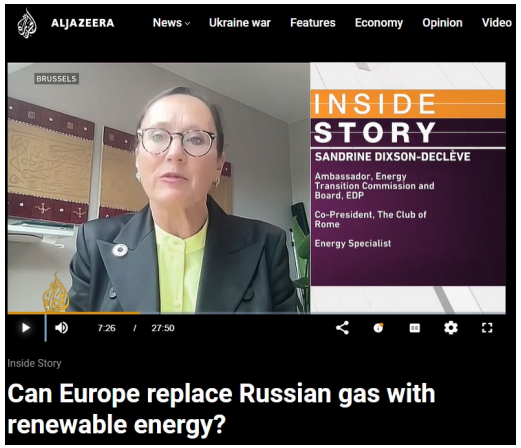
Informing the influencers and reaching new audiences

- Developing **broadcast opportunities.**
- Expanding **digital storytelling** (TED Talks, Talking heads videos)
- Leveraging **social media network.**
- **Audience specific** tailored content.
- Collaboration with **other communications partners** (e.g, Global Optimism, GSCC).
- Test **direct outreach** with high impact interest groups (NGO groups, University programmes).

Towards COP29 & COP30

Comms Pillar 1: Bedrock of our evidence-based model

- The ETC will continue to work closely with members on **report development and dissemination**.
- Our **evidence-based analytical work is the core of our influence** on the transition journey.
- **The ETC has built a reputation as a leading voice** on the energy transition.
- Dissemination of our report insights drives **impact & ambition**.



Comms Pillar 1: Integrated, multi-channel approach

Media

Broaden media presence, focus on Tier 1 media and non-English international media.

BBC WORLD NEWS · FRANCE 24 · ALJAZEERA · The Economist · CGTN · WSJ · FINANCIAL TIMES · The Telegraph · EURACTIV · POLITICO

Social campaigns

Driving engagement on ETC's existing social media channels.

Connecting with target influencers on LinkedIn and X.

Continuing development of explainer **video series**.

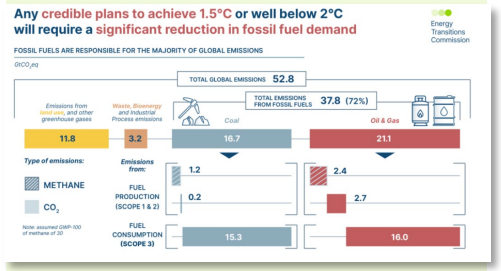
Events

Events: increased presence in key sectoral and regional events.

CLEAN ENERGY MINISTERIAL · CLIMATE WEEK NYC · CLIMATE GROUP · LONDON CLIMATE ACTION WEEK · Climate Action

Explainer Content

Developing concise, informative, digital-friendly content for cross-channel use.



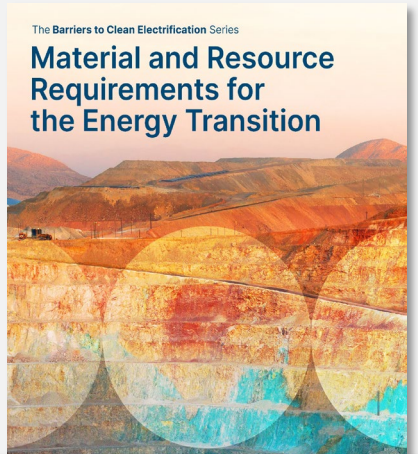
Direct engagement

Direct engagements: structured and targeted outreach.

The Nature Conservancy · Atlantic Council · European Commission · WWF · GLOBAL STRATEGIC COMMUNICATIONS COUNCIL · WE MEAN BUSINESS · GLOBAL OPTIMISM

A major report launch: Materials and Resources

For launch, briefings with top-tier media led to a placed op-ed and features in leader stories, among 650+ news stories.



Opinion **Renewable energy** + Add to myFT

Myths are clouding the reality of our sustainable energy future

There are challenges to overcome in building a net zero system but we must allay groundless fears

ADAIR TURNER + Add to myFT

Energy Source Commodities

Recycling is key to the energy transition, new report shows

Also in today's newsletter, a look into how China's sluggish economy will affect oil demand

The Economist

Finance & economics

How to avoid a green-metals crunch

With ingenuity, a 6.5bn-tonne problem may be dodged

Energy | Sustainable Markets | Climate Change

Energy transition faces metals gap unless investment rises, report finds

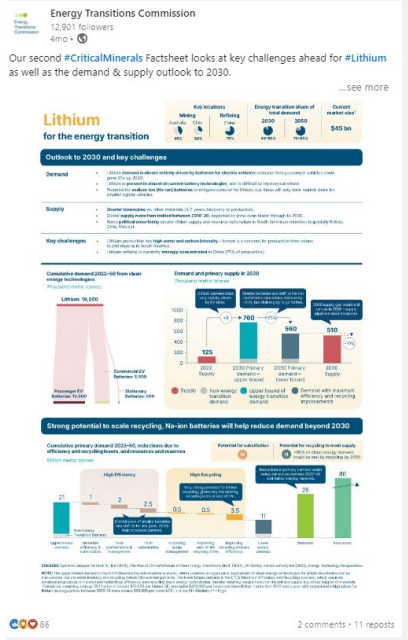
Reuters

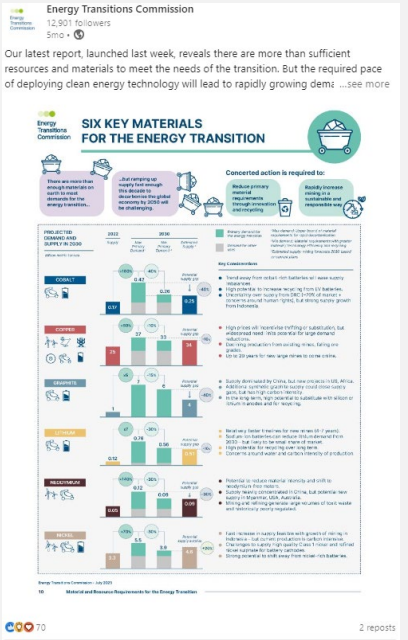
July 20, 2023 5:08 PM GMT+1 · Updated 4 days ago

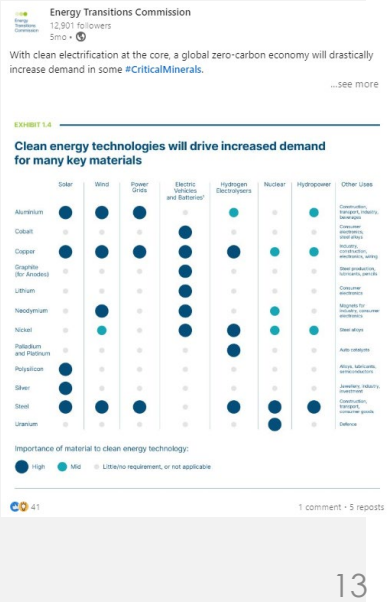
REUTERS

The team took the report findings to key climate moments including New York Climate Week and IRENA innovation week

The digital content produced for this report was highly engaging online







A campaign launch: Planning & Permitting

Media

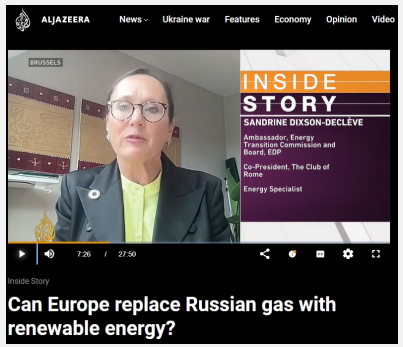
FT FINANCIAL TIMES

edie empowering sustainable business.

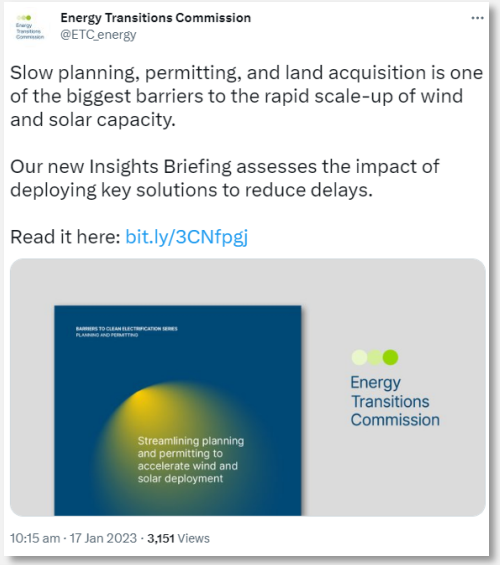
BusinessGreen

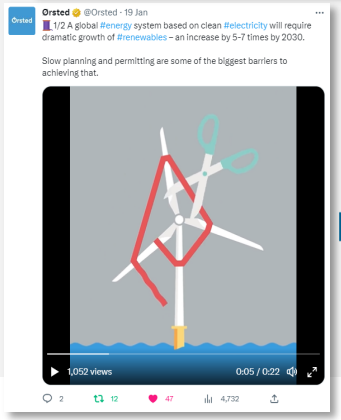
Energy Intelligence

north american WINDPOWER



Socials





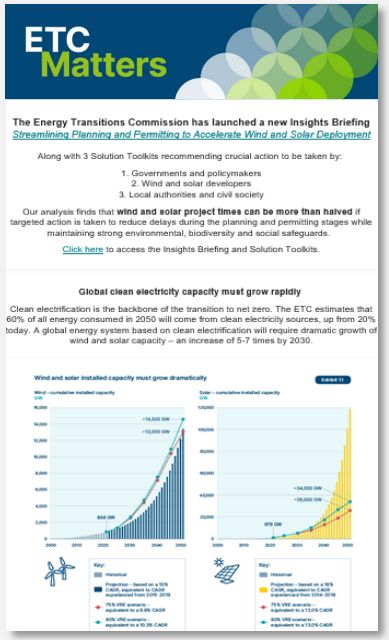
sse

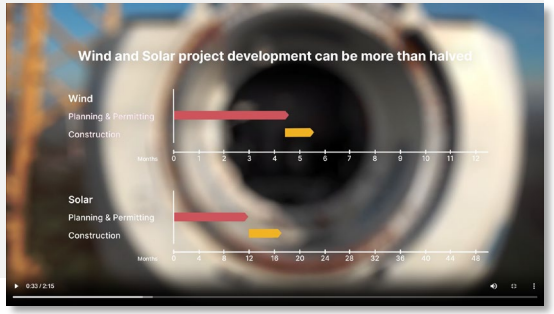
nationalgrid

IMPAX Asset Management

Schneider Electric

Explainer content





Direct outreach

Climate Innovation Forum 2023

NATIONAL INFRASTRUCTURE COMMISSION

Climate Action

BRITAIN REMADE

GH2 Green Hydrogen Organisation

EMBER

The Nature Conservancy

EUROPE'S ENERGY EARTHSHOT

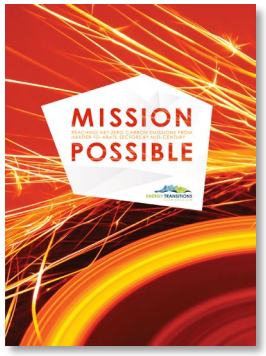
2022 – 2023

Pillar 2: Repackaging Existing ETC Insights

The objectives of repackaging existing ETC insights

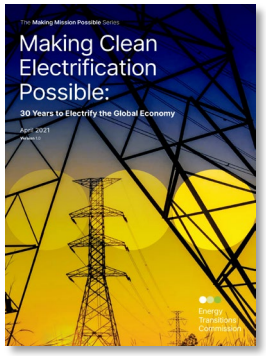
- **To fill the urgent need for strong evidence-based storytelling** around the energy transition in our current political and social climate.
- **Utilise ETC's position to inform, explain, and dispel myths and misinformation**.
- **Share key messages and analysis in shorter, more digestible formats** to extend its reach.
- **Answer still pertinent questions** in the current climate debate by re-packaging analysis from the ETC's catalogue.

Rich back catalogue of content to re-package

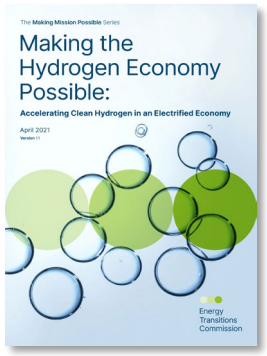


172 pages
+ 38-page executive summary

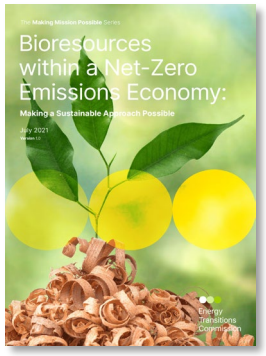
89 pages
+ 31-page executive summary



108 pages
+ 36-page executive summary



92 pages
+ 30-page executive summary



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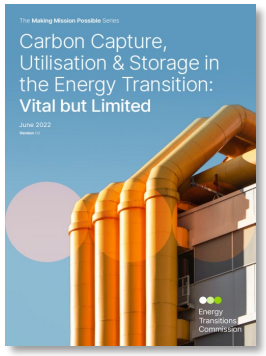
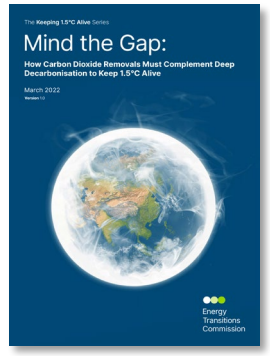
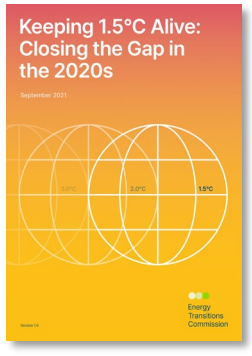


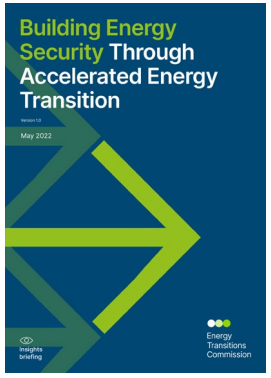
120 pages
+ 40-page executive summary



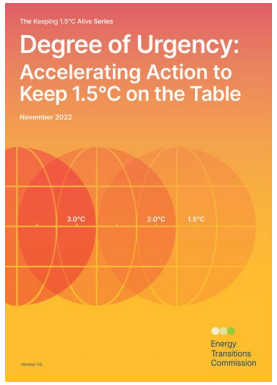
100 pages
+ 36-page executive summary



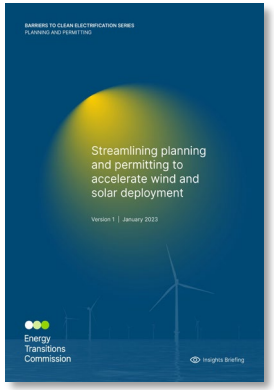
64 pages
+ 14-page executive summary



32 pages



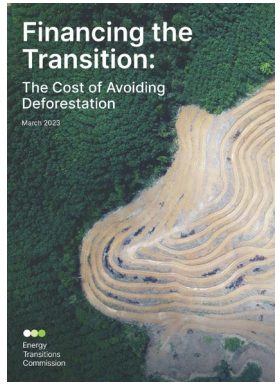
43 pages



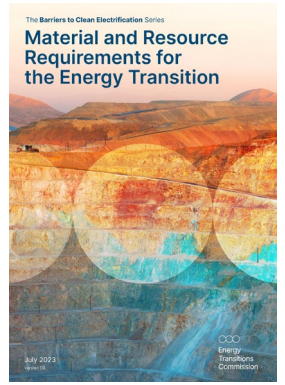
35 pages
+ 3 toolkits (5-20 pages each)

51 pages
+ 22-page toolkit

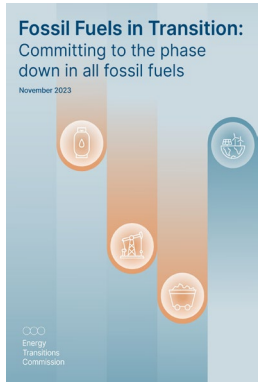
101 pages
+ 29-page executive summary



26 pages

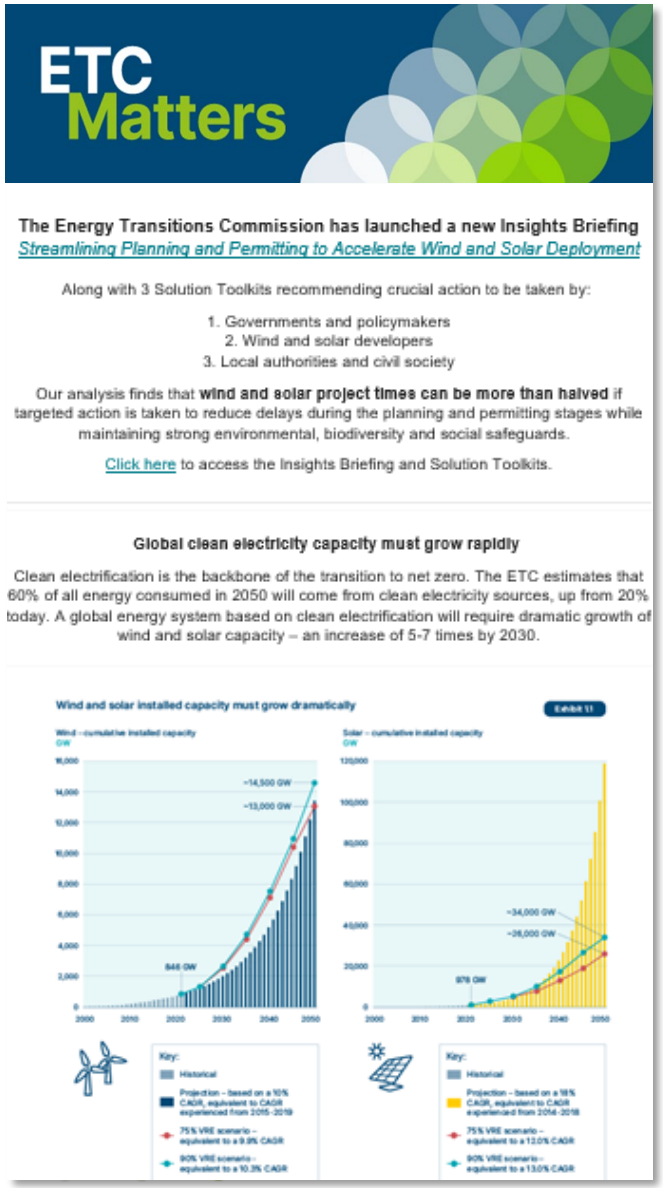


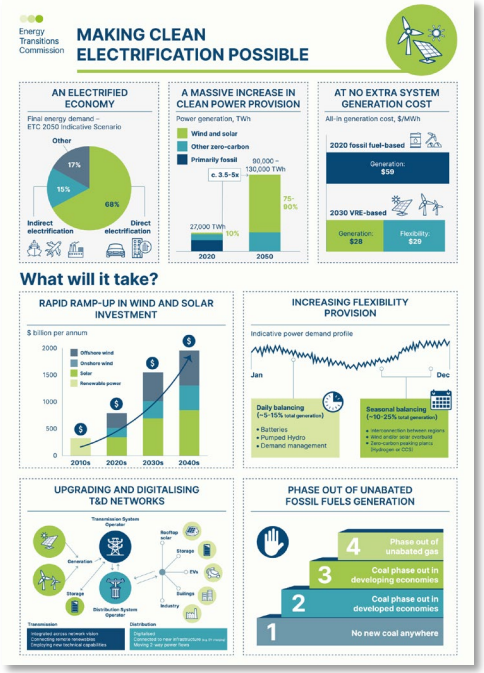
130 pages
+ 24-page executive summary

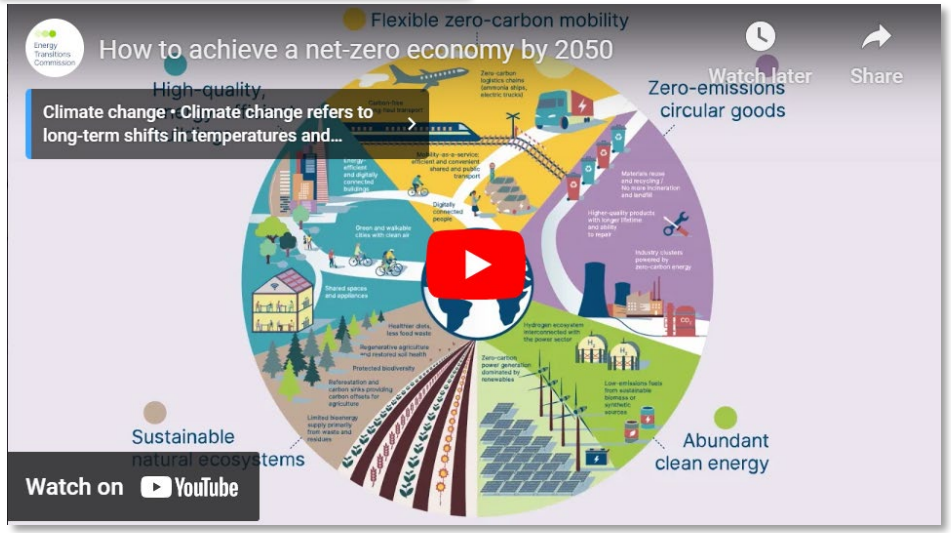


160 pages
+ 28-page executive summary

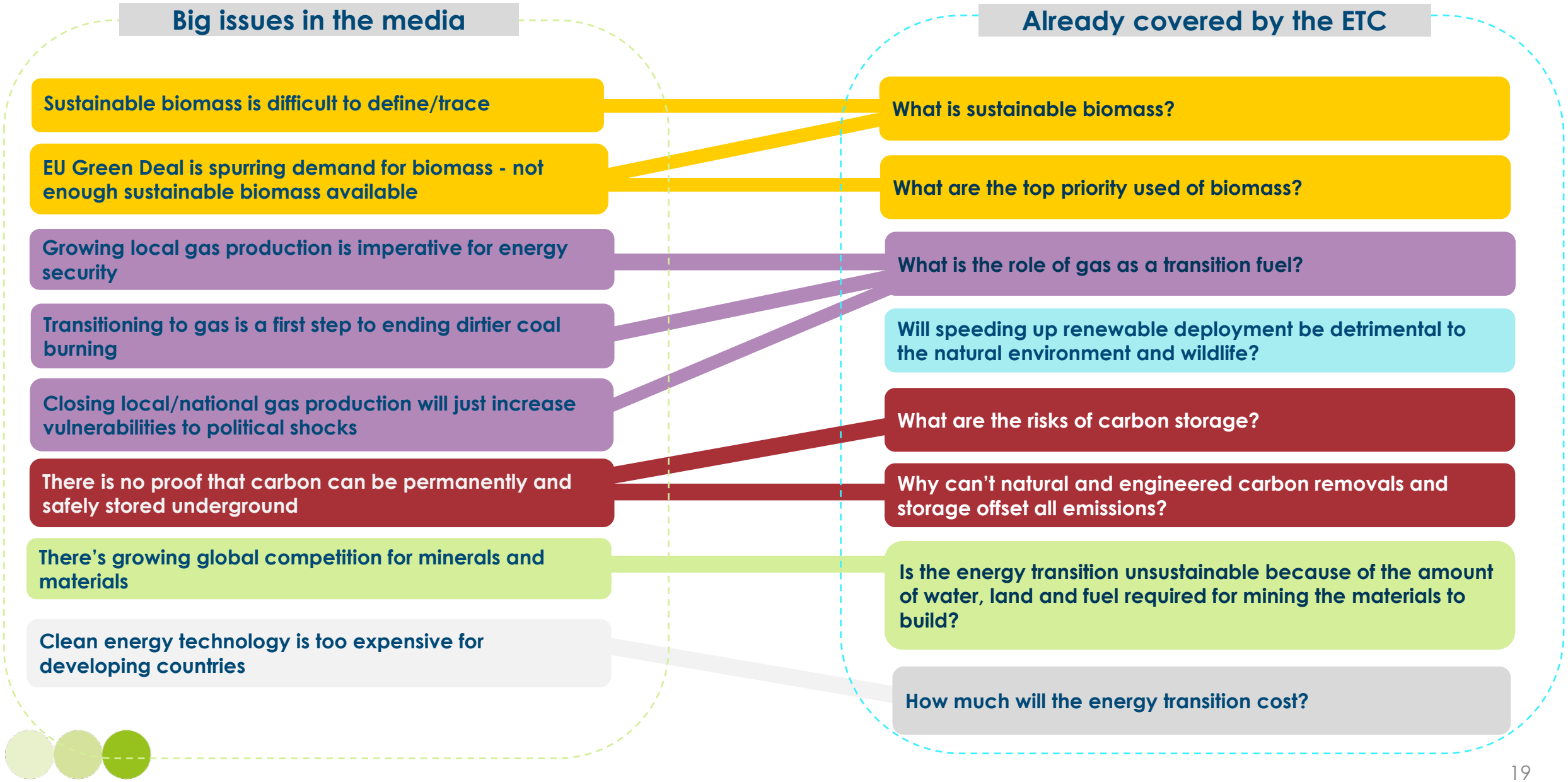
We are already doing this … but can go further







We will tailor the content we re-package to big issues in the current debate



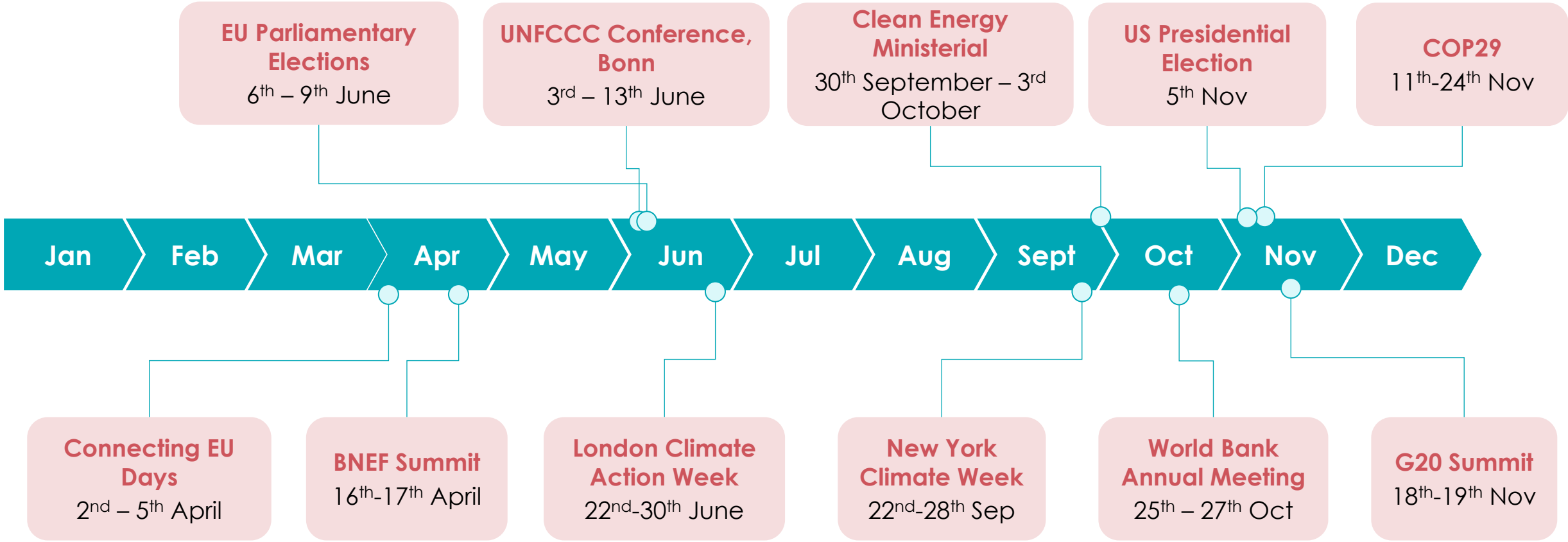
And ensure that we are careful where technologies & costs have evolved since original publication

Work-in-progress

Topic	Technologies and costs have evolved since last ETC report	Some incremental updates to figures required	Recent reports with up-to-date figures
Power (clean electrification)	✓		
Supply chains/Resources			✓
Bioresources		✓	
Clean Hydrogen	✓		
Fossil Fuels			✓
CDR		✓	
CCUS		✓	
Financing the Transition		✓	
Costs of Avoiding Deforestation			✓
Planning and Permitting			✓
Energy Security		✓	
COP/State of the Transition	✓		

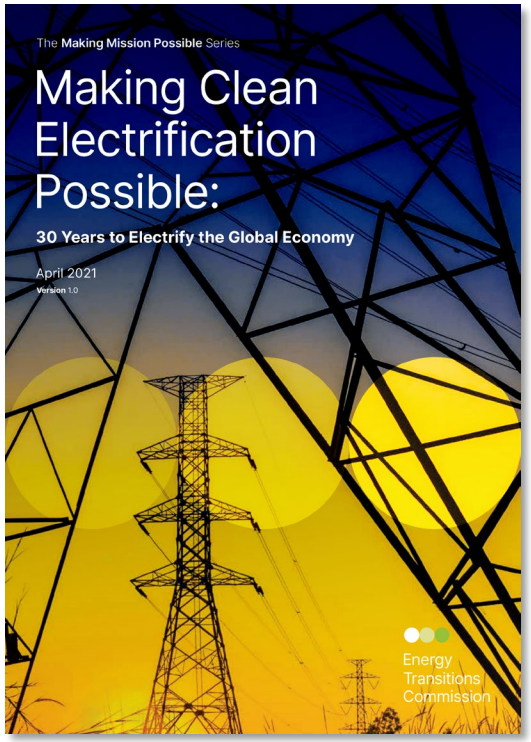
Making it relevant - re-packaging around key moments to drive impact

Non-exhaustive list

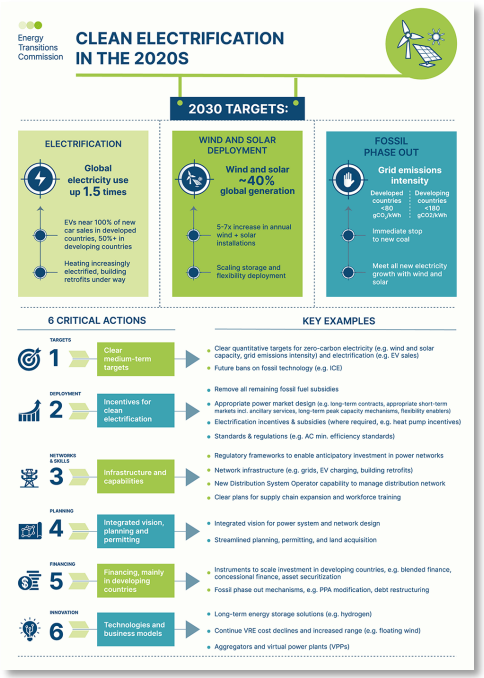


Ongoing video series on Clean Electrification

- **Clean electrification is the backbone of the energy transition.**
- Already working on a **6-part series of videos** on the 6 critical actions this decade to achieve 2030 targets aligned with net-zero by mid-century.
- Aim to land this message with the **broadest audience possible** because it's such a core and foundational message.



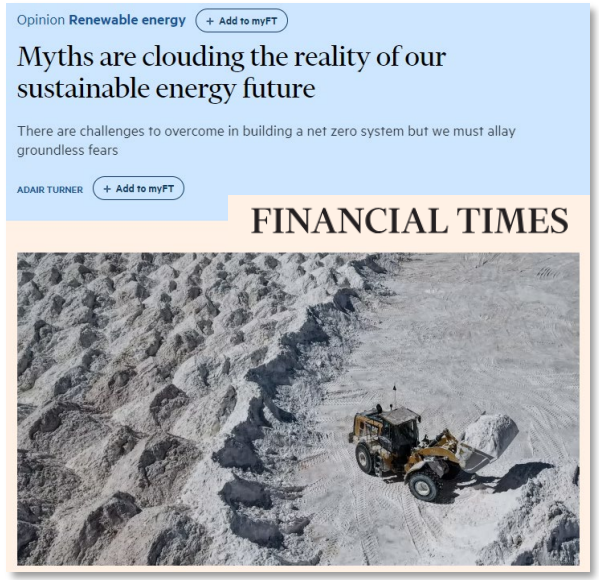
What we have already done:



Op-ed programme on Materials and Resources

- **ETC has taken a "myth busting"** approach in op-ed programme around resource availability and supply chain volatility.
- Targeted a **mix of publications** to reach a broad audience: Tier 1 and trade media in energy and mining.

What we have already done:


Opinion Renewable energy + Add to myFT

Myths are clouding the reality of our sustainable energy future

There are challenges to overcome in building a net zero system but we must allay groundless fears

ADAIR TURNER + Add to myFT

FINANCIAL TIMES


THE ENERGY TRANSITION

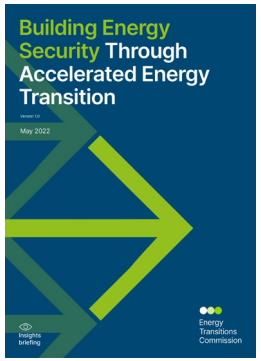
Long-term innovation and cost declines will overcome short-term volatility

Supply chains face short-term challenges but not fundamental barriers as clean energy technologies scale

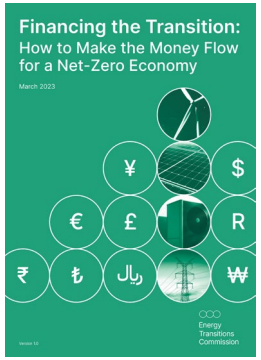
Human ingenuity drives long-term technology and innovation trends

Priority Topics for 2024

EU focused energy security & affordability: Priority for European Commission pre-June elections (includes role of gas)



Financing the Transition: key question, to focus on around World Bank Meeting, NYCW and COP29.



Further topics to be discussed – Where else can we be most impactful?

Pillar 3: Informing the influencers & reaching new audiences

Expanding our target audience to close the knowledge gap

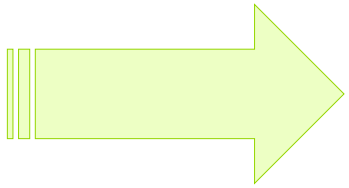
Traditional	Unaware	Unconvinced
Key players in the transition journey. The 'movers and shifters' of energy and economic decisions needed to unlock the transition.	Those who have **not engaged with the transition debate or lack the understanding of solutions** and impact on their work, lives, and environment.	**Individuals who have not bought in to the transition potential.** But can be convinced

Tailoring the message to the audience

Traditional	Unaware	Unconvinced
Providing the **evidence-backed analysis** to show the **transition is possible.**	**Simplifying arguments with practical/tangible solutions** to show the transition is possible.	**Focusing on the economic story:** growth potential of and affordability of the transition.
This is **what needs to happen in the 2030s and 2040s** to achieve it.	**Painting a picture to** boil down the complex arguments & analysis into stories that resonate.	**Still presenting the evidence** that the transition is possible.

Heat pumps too expensive to meet net zero target

Steel workers facing job losses under net zero plan



"How much money and energy can heat pumps save you in winter"

"Green steel means growth and opportunity for the future of the industry"

Reaching our target audience to close the knowledge gap

Traditional	Unaware	Unconvinced
Key players in the transition journey. The 'movers and shifters' of energy and economic decisions needed to unlock the transition.	Those who have **not engaged with the transition debate or lack the understanding of solutions** and impact on their work, lives, and environment.	**Individuals who have not bought in to the transition potential.** But can be convinced

Direct - informing the debate

In-direct – via partners and interest groups to reach a broader audience

In-direct engagement – 'Informing the influencers'

Traditional | **Unaware** | **Unconvinced**

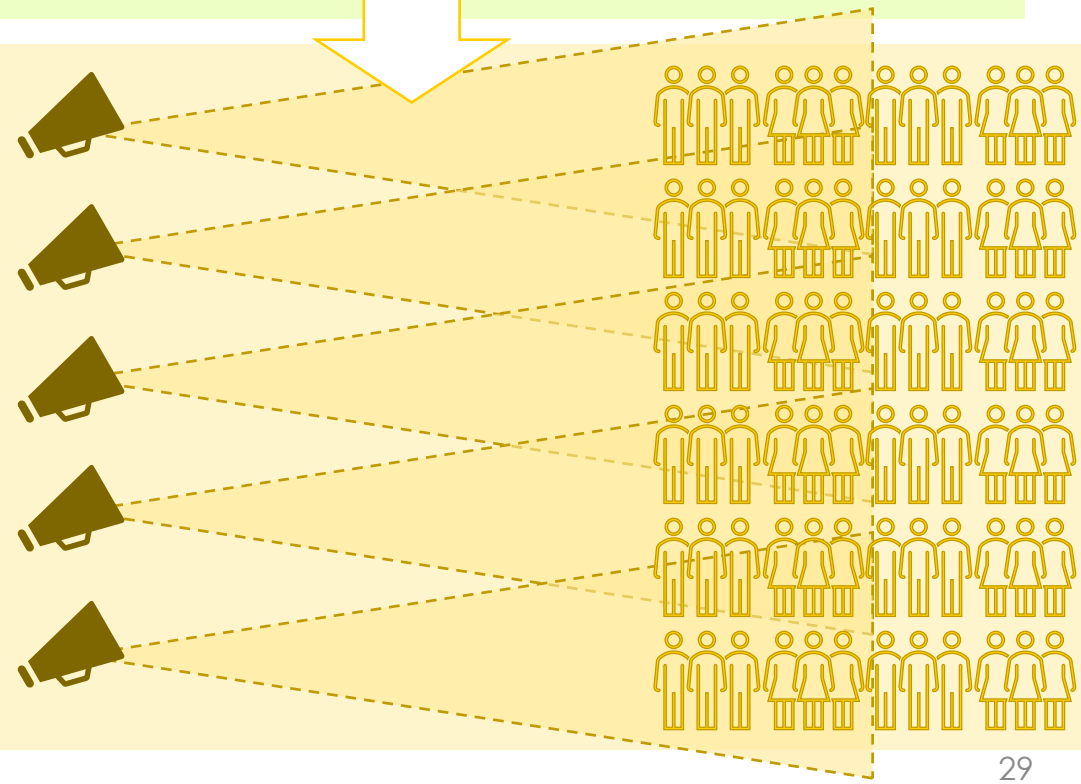
Direct - informing the debate

In-direct – via partners and interest groups to reach a broader audience

Targeting those who speak directly to the unaware & unconvinced… five channels

Energy Transitions Commission

- A **Traditional media**
- B **Broadcast and video storytelling**
- C **Social media**
- D **Communications partners**
- E **via interest groups**



Expanding our Audience & Targeting Beyond the Climate Bubble

Informing those who speak directly to the unaware & unconvinced…

	A Traditional Media	B Broadcast & video storytelling	C Social media
Who we will target	• Outlets with **international reach** & **unconvinced** audience • **Beyond climate & energy** correspondents	• **Beyond news** programming e.g., Amazon Prime, Netflix • Production companies working on climate content • **Podcast** producers	• **Energy influencers** • Non-expert relevant (general) influencers • Focus on where we can add impact
How will we target them	• Background **briefings** • Off-the record sessions • **Tackle questions** – real cost of the energy transition, economic opportunity vs Net Zero means job losses • **Explainer content** (guides)	• **Storytelling** – media briefing pack • Spokespeople – broaden our bench of spokespeople • Use (simplified not simple) **data** to gain traction (key stats pack) • **Direct outreach** to production companies • Use **partner relationships** to target TED Talks • ETC Talking Heads videos	• Tailored **short-form** content • Simplified (not simple) data to gain traction (key stats pack) • Partner with influencer agencies/experts • **Social listening** – online debate moves fast
Success in 2024	THE WALL STREET JOURNAL. The Telegraph	TED  amazon prime video	

See next page…

Reaching social media influencers beyond the 'bubble'

TOP Energy Influencers – highest influence scores across social channels
***and those we have engaged with in 2023.**

1. **George Monbiot**
2. **Michael Liebreich***
3. **Damian Carrington***
4. **James Murray***
5. **Leo Hickman***
6. **Simon Evans**
7. **Hannah Ritchie***

Consideration: Too UK-centric?

Proposal List

TOP 5 non-energy Influencers – generalists with large reach who can talk to climate solutions

1. **Matt Levine** (Bloomberg columnist + free newsletter *Money Stuff*)
2. **Robert Colville** (Sunday Times columnist + Centre for Policy Studies + free newsletter CapX)
3. **Matt Yglesias** (Twitter + newsletter on global policy) or
   Ezra Klein (Podcast/NY Times)
4. **Torsten Bell** (newsletter policy/society charts & trends + Resolution Foundation)
5. **Bill & Melinda Gates** (LinkedIn – Breakthrough Energy)

Expanding our Reach via direct outreach - Partners & Interest groups

Informing those who speak directly to the unaware & unconvinced…

	D Communications Partners	E Via "Interest groups"
Who we will target	• Key partners engaged in the debate but with a **broader audience** focus • Global Optimism, GSCC, ECIU	• **Professions** – advertising (IAA) and law (ILA) • **Academia** – business schools • **NGOs** – Climate Coalition (faith members)
How will we target them	• **Early engagement** with content & message testing • Amplification of our content via their channels • Forward planning around **key events** – Bonn, NYCW, COP • Collaborate on their campaigns (Ted Talks, COP)	• **Identify & test** proposition with 3 groups (2024) • Direct outreach • Initial background briefings/assess needs • Participation at their events (amplify our messages) • **Tailored** content – guides to energy transition

Illustrative

Success in 2024

Energy&Climate INTELLIGENCE UNIT

GLOBAL OPTIMISM

GLOBAL STRATEGIC COMMUNICATIONS COUNCIL

IAA INTERNATIONAL ADVERTISING ASSOCIATION

INTERNATIONAL LAW ASSOCIATION

University of Exeter Business School

Engaging further on our communications programme….

Upcoming ETC comms club working session in March

Pressure test & refine ETC strategy – reflecting on progress and learnings to date

Discuss how member comms teams can support and contribute to ETC strategy

Build relationships between senior comms teams at member organisations and ETC

& please reach out to discuss bilaterally