



Energy
Transitions
Commission

**Extending our influence:
ETC's 2024 Communications strategy**

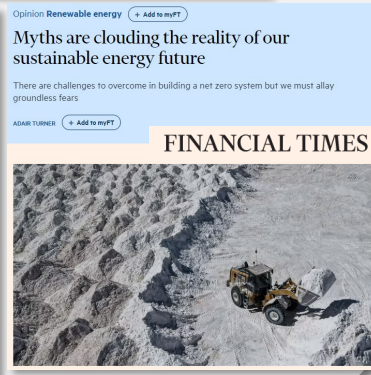
ETC Communications: Strong positioning, reputation and reach

Transformed Positioning

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



Finance & economics
How to avoid a green-metals crunch
With ingenuity, a 6.5bn-tonne problem may be dodged



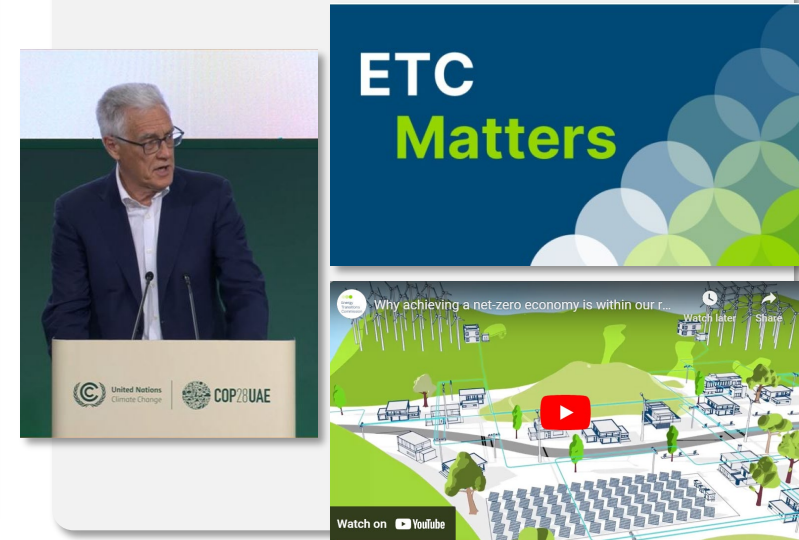
Enhanced Reputation

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



Expanded Reach

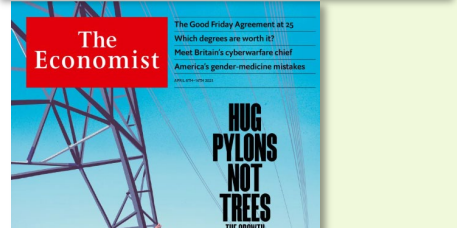
- Integrated, multi-channel strategy to amplify our messages.
- Active engagement and influence in the global climate debate to drive impact.



ETC Communications: Evolution & Impact in 2023

Media

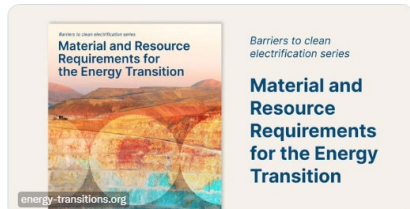
5.4k media stories (+45% vs 2022)
 +40% of in-bound Tier1 media
 Op-ed programme launched



Social campaigns

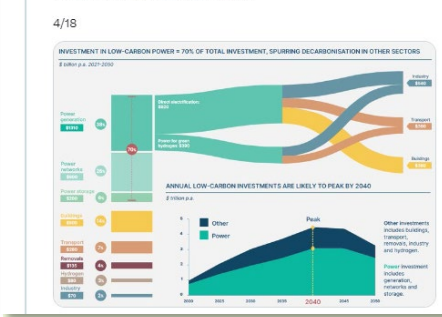
5.6% engagement on LinkedIn
 3.2% engagement on Twitter
 +60% LinkedIn followers vs 2022

Energy Transitions Commission @ETC_energy · Jul 20
 Our new report on #MaterialsAndResources finds there are plentiful #CriticalMinerals to meet demand from the energy transition, powered by clean electricity.



1 27 42 28.7K

Adair Turner @AdairTurnerUK · 6h
 Of this total, 70% - or \$2.4 trillion/year - is needed to scale global electricity supply between 3.5-5 times current levels by 2050 and grow wind & solar to over 75% of generation.



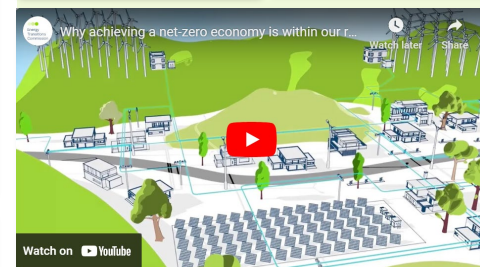
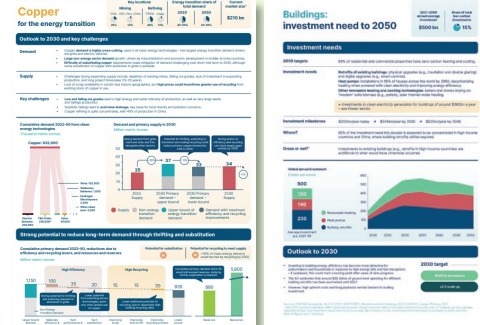
Events

+100 industry events attended
 4x high-profile events hosted
 +100 attendees at COP28 FF event

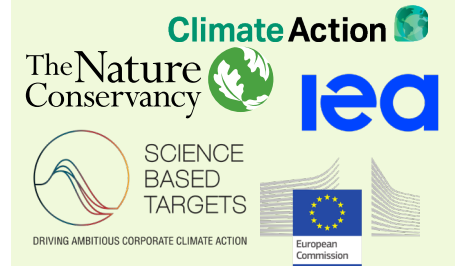


Explainer Content

2x Clean Electrification videos
 1st Barriers Series video
 +25k subscribers to ETC Matters (+152%)



Direct engagement



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.



Contents

- **State of the debate: polarisation, politisation, misinformation**
- **ETC Comms Strategy 2024**
 - Disseminating ETC insights and recommendations – communicating major reports
 - Repackaging existing content – topics, focus & formats
 - Informing the influencers & reaching new audiences



State of the Debate



Navigating types of misinformation with clarity

Misinformation:
False or misleading information

Disinformation:

Intentionally and knowingly using information that is false or misleading to deceive or mislead

Malinformation:

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



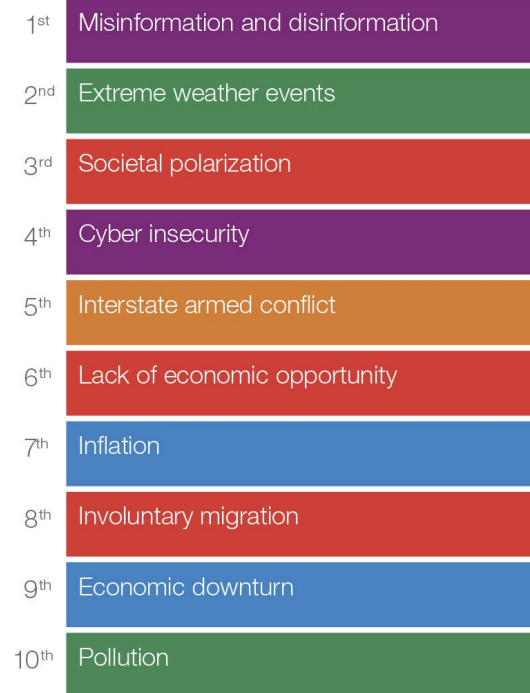
Global Risks Report 2024



Top 10 risks

"Please estimate the likely impact (severity) of the following risks over a 2-year and 10-year period."

2 years



Risk categories | Economic | Environmental | Geopolitical | Societal | Technological

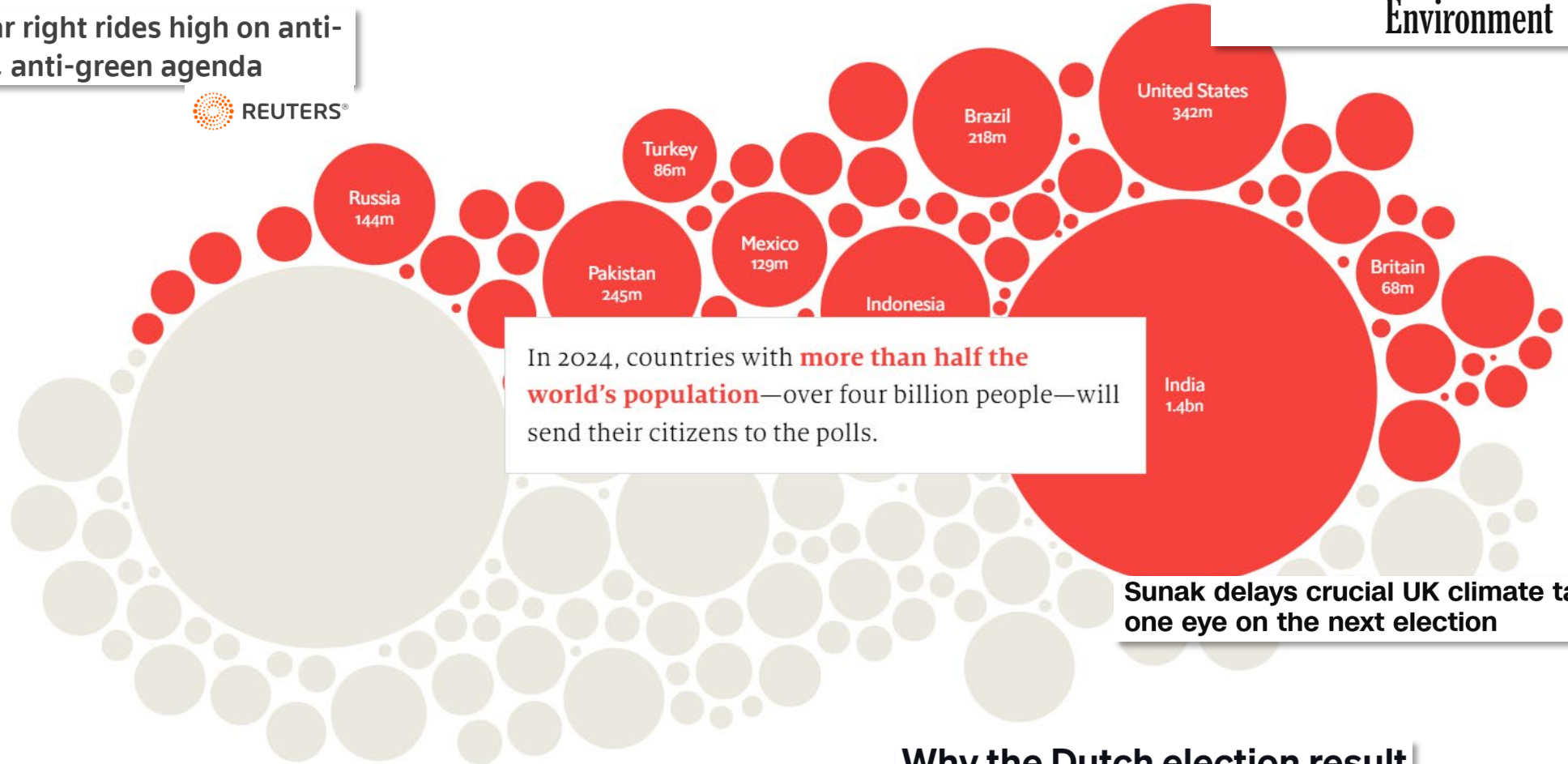
Source: World Economic Forum Global Risks Perception Survey 2023-2024.

2024 is the biggest election year in history

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



The New York Times
Why Republicans Turned Against the Environment



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



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

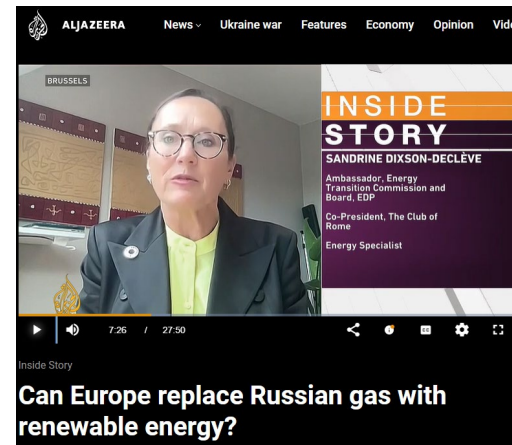
- Developing **broadcast opportunities.**
- Expanding **digital storytelling** (TED Talks, Talking heads videos)
- Leveraging **social media network.**
- **Audience specific** tailored content.
- Collaboration with **other communications partners** (e.g, Global Optimism, GSCC).
- Test **direct outreach**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



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.



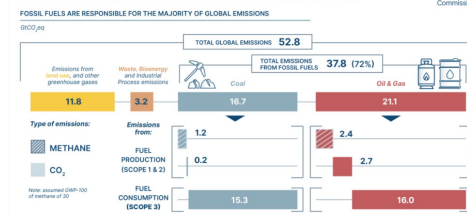
Climate Action 

Explainer Content

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



Any credible plans to achieve 1.5°C or well below 2°C will require a significant reduction in fossil fuel demand



Direct engagement

Direct engagements: structured and targeted outreach.



GLOBAL STRATEGIC COMMUNICATIONS COUNCIL

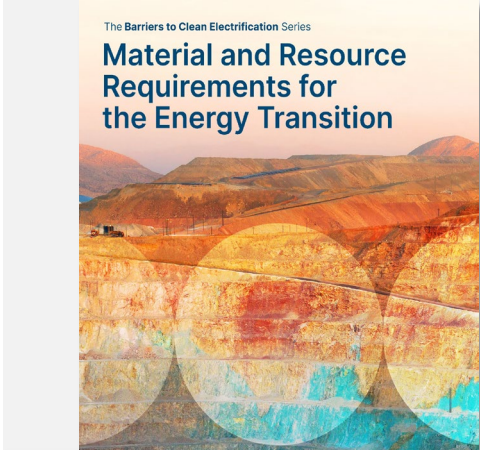
WE MEAN BUSINESS



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.

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



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 ally 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



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



The digital content produced for this report was highly engaging online

Energy Transitions Commission
12,901 followers
4mo ·

Our second #CriticalMinerals Factsheet looks at key challenges ahead for #Lithium as well as the demand & supply outlook to 2030. ...see more

Lithium for the energy transition

Outlook to 2032 and key challenges

Demand

- Projected demand to reach 1.5 million tonnes by 2032, up from 0.5 million tonnes in 2022.
- Supply is projected to reach 1.2 million tonnes by 2032, up from 0.8 million tonnes in 2022.
- Supply deficit is projected to reach 0.3 million tonnes by 2032.

Supply

- Production is concentrated in a few countries: Chile, Argentina, Australia, and China.
- China is the largest producer, accounting for 40% of global supply.
- Production is expected to grow significantly in the coming years.

Key challenges

- High energy requirements for extraction and processing.
- Water scarcity in key producing regions.
- Environmental concerns related to mining and processing.

Outlook to 2032 and key challenges

Conservative primary demand (2022-32) indicates due to efficiency and recycling gains, and resources and reserves

High recycling

High recycling

High recycling

Energy Transitions Commission
12,901 followers
5mo ·

Our latest report, launched last week, reveals there are more than sufficient resources and materials to meet the needs of the transition. But the required pace of deploying clean energy technology will lead to rapidly growing demand. ...see more

SIX KEY MATERIALS FOR THE ENERGY TRANSITION

There are more than enough resources to meet the needs of the transition. But the required pace of deploying clean energy technology will lead to rapidly growing demand.

Concise action is required for:

- Reduce primary production
- Apply resources
- Recycle

Key considerations

- Production from recycled materials will meet supply.
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- Production from recycled materials will meet supply.

Importance of material to clean energy technology

High, Medium, Low

Energy Transitions Commission
12,901 followers
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With clean electrification at the core, a global zero-carbon economy will drastically increase demand in some #CriticalMinerals. ...see more

EXHIBIT 1.4

Clean energy technologies will drive increased demand for many key materials

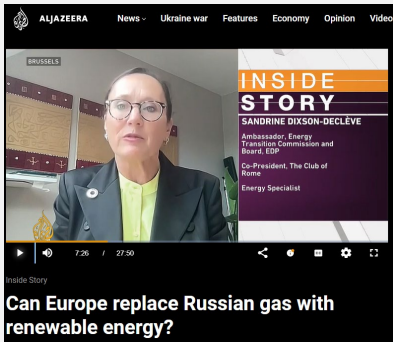
Material	Solar	Wind	Power Grids	Electric Vehicles and Batteries	Hydrogen Electrolyzers	Nuclear	Hydrogen	Other Uses
Aluminum	High	High	High	High	High	High	High	High
Cobalt	Low	Low	Low	High	Low	Low	Low	Low
Copper	High	High	High	High	High	High	High	High
Graphite (for Anodes)	Low	Low	Low	High	Low	Low	Low	Low
Lithium	Low	Low	Low	High	Low	Low	Low	Low
Nickel	Low	Low	Low	High	Low	Low	Low	Low
Palladium and Platinum	Low	Low	Low	High	Low	Low	Low	Low
Polyethylene	Low	Low	Low	Low	Low	Low	Low	Low
Silver	Low	Low	Low	High	Low	Low	Low	Low
Steel	High	High	High	High	High	High	High	High
Uranium	Low	Low	Low	Low	High	High	High	High

Importance of material to clean energy technology

High, Medium, Low

A campaign launch: Planning & Permitting

Media



Socials

Energy Transitions Commission
@ETC.energy

Slow planning, permitting, and land acquisition is one of the biggest barriers to the rapid scale-up of wind and solar capacity.

Our new Insights Briefing assesses the impact of deploying key solutions to reduce delays.

Read it here: bit.ly/3CNfpgj

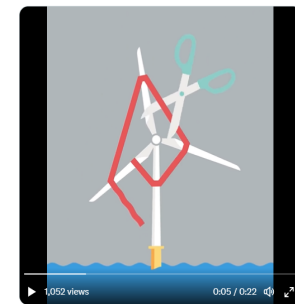


10:15 am · 17 Jan 2023 · 3,151 Views

Orsted @Orsted · 19 Jan

1/2 A global #energy system based on clean #electricity will require dramatic growth of #renewables – an increase by 5-7 times by 2030.

Slow planning and permitting are some of the biggest barriers to achieving that.



1,052 Views



Explainer content



The Energy Transitions Commission has launched a new Insights Briefing *Streamlining Planning and Permitting to Accelerate Wind and Solar Deployment*

Along with 3 Solution Toolkits recommending crucial action to be taken by:

1. Governments and policymakers
2. Wind and solar developers
3. Local authorities and civil society

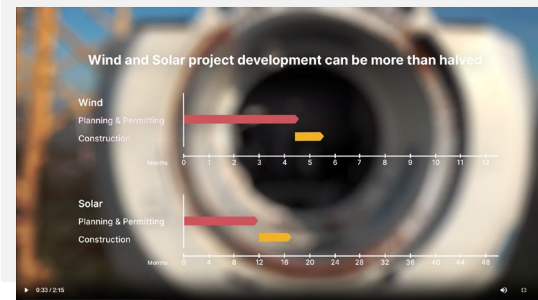
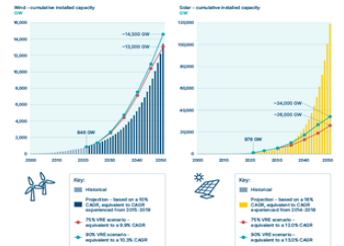
Our analysis finds that **wind and solar project times can be more than halved** if targeted action is taken to reduce delays during the planning and permitting stages while maintaining strong environmental, biodiversity and social safeguards.

[Click here](#) to access the Insights Briefing and Solution Toolkits.

Global clean electricity capacity must grow rapidly

Clean electrification is the backbone of the transition to net zero. The ETC estimates that 69% of all energy consumed in 2050 will come from clean electricity sources, up from 20% today. A global energy system based on clean electrification will require dramatic growth of wind and solar capacity – an increase of 5-7 times by 2030.

Wind and solar installed capacity must grow dramatically



Direct outreach



2022 – 2023

Pillar 2: Repackaging Existing ETC Insights

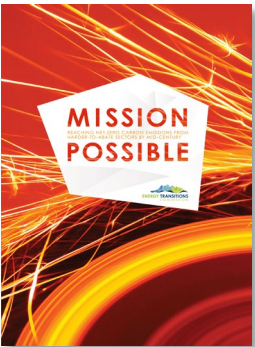


The objectives of repackaging existing ETC insights

- **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.



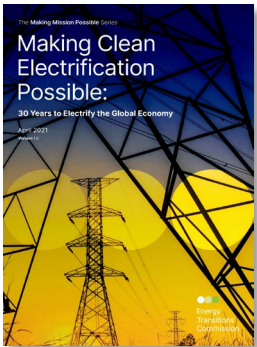
Rich back catalogue of content to re-package



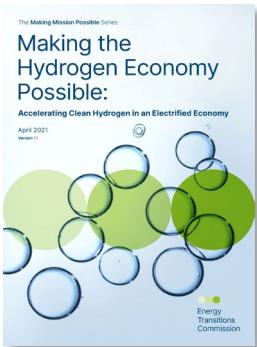
172 pages
+ 38-page executive summary



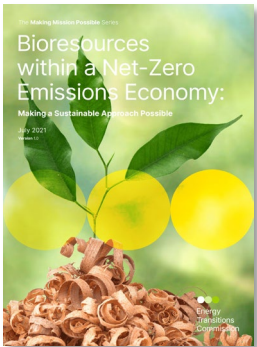
89 pages
+ 31-page executive summary



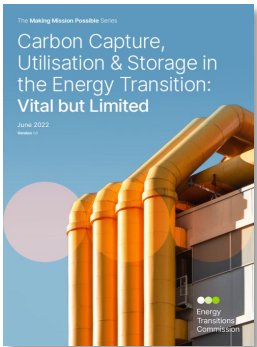
108 pages
+ 36-page executive summary



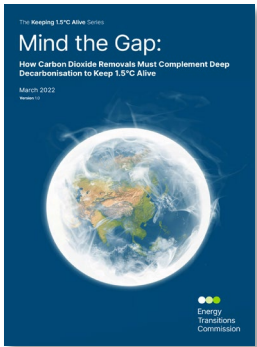
92 pages
+ 30-page executive summary



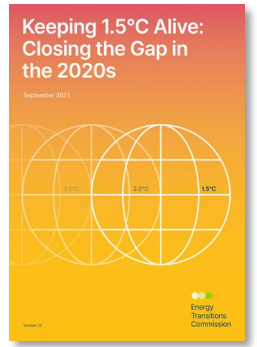
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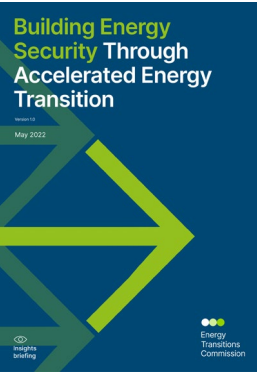
120 pages
+ 40-page executive summary



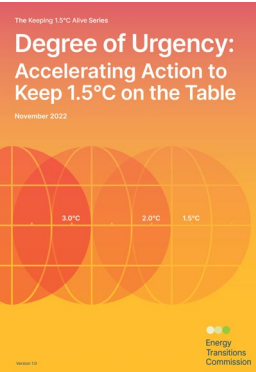
100 pages
+ 36-page executive summary



64 pages
+ 14-page executive summary



32 pages



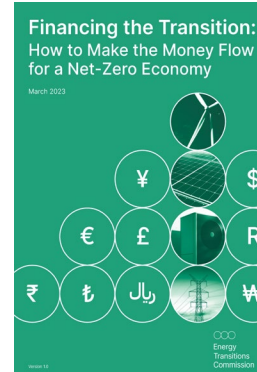
43 pages



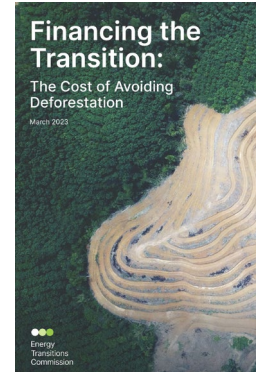
35 pages
+ 3 toolkits (5-20 pages each)



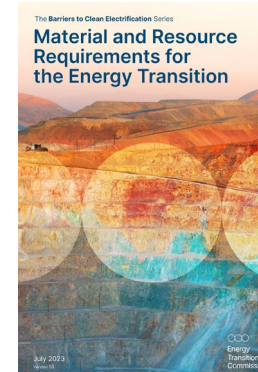
51 pages
+ 22-page toolkit



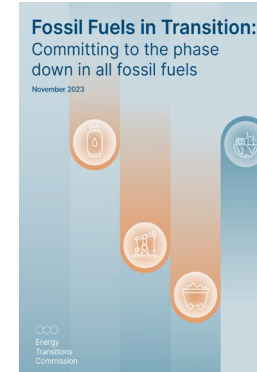
101 pages
+ 29-page executive summary



26 pages



130 pages
+ 24-page executive summary



160 pages
+ 28-page executive summary



We are already doing this ... but can go further



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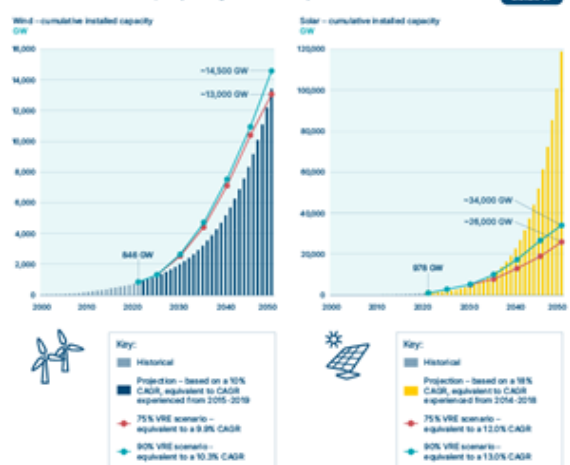
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Global clean electricity capacity must grow rapidly

Clean electrification is the backbone of the transition to net zero. The ETC estimates that 60% of all energy consumed in 2050 will come from clean electricity sources, up from 20% today. A global energy system based on clean electrification will require dramatic growth of wind and solar capacity – an increase of 5-7 times by 2030.

Wind and solar installed capacity must grow dramatically (Exhibit 1)



EURACTIV The Capitals The Brief Ukraine Intelligence

AgriFood Economy Energy & Environment Global Europe Health Politics Technology Transport

Home / Opinions / Energy & Environment / Renewables / It takes longer to permit a wind farm than to build it

It takes longer to permit a wind farm than to build it

DISCLAIMER: All opinions in this column reflect the views of the author(s), not of EURACTIV Media network.

By Sandrine Dixon-Declève © Est. 5min Feb 6, 2023



MAKING CLEAN ELECTRIFICATION POSSIBLE

AN ELECTRIFIED ECONOMY
Final energy demand - ETC 2020 Indicative Scenario

A MASSIVE INCREASE IN CLEAN POWER PROVISION
Power generation, TWh

AT NO EXTRA SYSTEM GENERATION COST
All-in generation cost, \$/MWh

What will it take?

RAPID RAMP-UP IN WIND AND SOLAR INVESTMENT
\$ billion per annum

INCREASING FLEXIBILITY PROVISION
Indicative power demand profile

UPGRADING AND DIGITALISING T&D NETWORKS

PHASE OUT OF UNABATED FOSSIL FUELS GENERATION



How to achieve a net-zero economy by 2050

Climate change refers to long-term shifts in temperatures and...

Watch on YouTube

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

Big issues in the media

Sustainable biomass is difficult to define/trace

EU Green Deal is spurring demand for biomass - not enough sustainable biomass available

Growing local gas production is imperative for energy security

Transitioning to gas is a first step to ending dirtier coal burning

Closing local/national gas production will just increase vulnerabilities to political shocks

There is no proof that carbon can be permanently and safely stored underground

There's growing global competition for minerals and materials

Clean energy technology is too expensive for developing countries

Already covered by the ETC

What is sustainable biomass?

What are the top priority uses of biomass?

What is the role of gas as a transition fuel?

Will speeding up renewable deployment be detrimental to the natural environment and wildlife?

What are the risks of carbon storage?

Why can't natural and engineered carbon removals and storage offset all emissions?

Is the energy transition unsustainable because of the amount of water, land and fuel required for mining the materials to build?

How much will the energy transition cost?

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

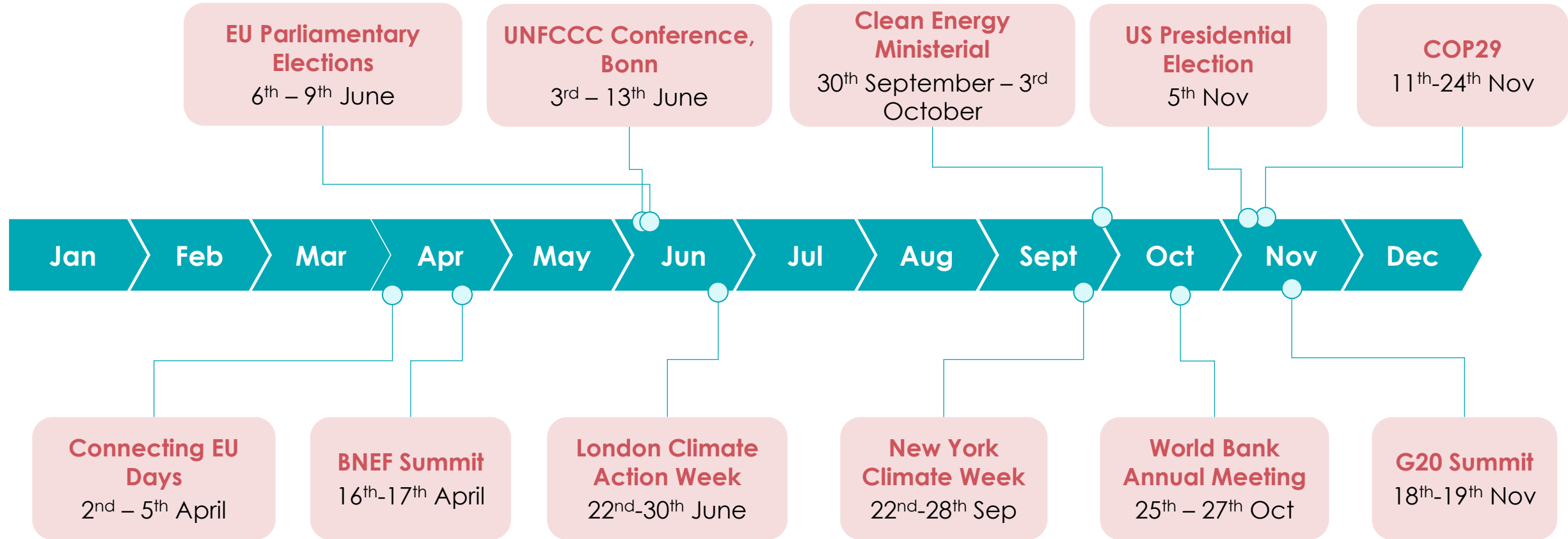
Work-in-progress

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	✓		



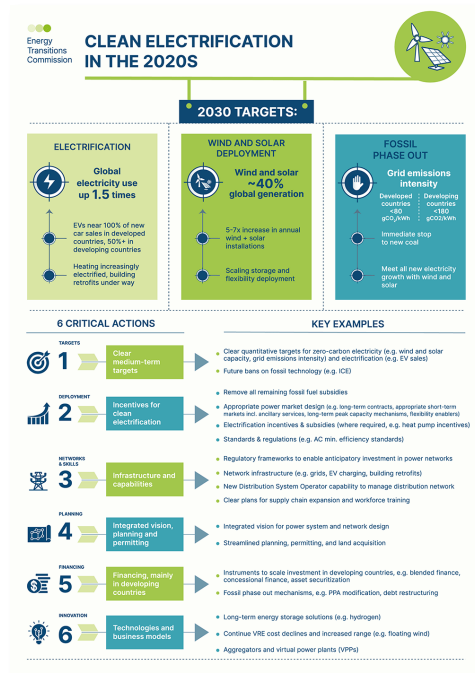
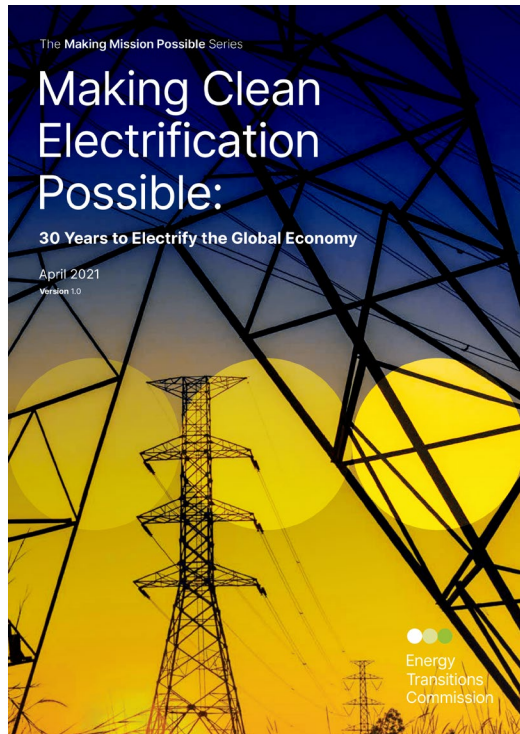
Making it relevant - re-packaging around key moments to drive impact

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.


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



What we have already done:

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

"High prices are the solution to high prices". 2023 has borne out this adage when it comes to key energy transition materials. Just over a year ago, markets and commentators were in shock as prices for lithium carbonate (the high-purity chemical version of lithium used to make electric vehicle batteries) soared like a helium balloon, rising sixfold throughout 2022 to over \$800/kg. Come November 2023, prices have fallen by 75% from their peak, returning to something resembling normality. Prices for nickel and cobalt, too, have come tumbling down in the last year. Such short-term volatility is a feature, not a bug, of clean energy supply chains as they scale up. Over months or even years, prices stabilize widely, companies go under and panicked headlines are written, but, over five or ten years and beyond, long-term trends and cost declines take hold of clean energy technologies.

We have seen something similar already with the petroleum price cycles of the late 2000s and the post-covid experience of 2021-22. A supply shortage emerges – due to supply demand, a pandemic or an unexpected outage at a key factory (or all three, as happened with petroleum production in 2020-22) – prices skyrocket, and market and investors grumble. Then prices and markets assert themselves and do what they do best. Higher prices incentivise increased production – sometimes far too much, as too many players rush back in, supply booms and prices come tumbling back down. It is no coincidence that, according to BloombergNEF, solar module saw their lowest-ever prices in August 2023, well below the trend expected from long-term cost declines. So, price volatility should be baked in for anyone looking at clean energy manufacturing and supply chains as the energy transition unfolds. But what does this mean going forward?

The Energy Transition Commission estimates that

the shift to a clean energy system will need 4.5M of materials to build all of the wind turbines, solar panels, batteries, power grids and more in coming decades. Wind and solar installed capacity will need to grow three- and five-fold, respectively, by 2030. We expect to see up to 300m electric cars on the road by then. Achieving this transition and scaling up the clean energy technology supply chains and manufacturing will not be simple. Some challenges have emerged in the past few years, from lack of supply of materials or complex components, to worries around the environmental and social impacts of supply or the ever-present threat of trade tensions and protectionism on free trading and fair trade. Still, just as certainly as prices go up and down, so the engineers and companies behind clean energy technologies find ways to innovate through and around these challenges. In the last few years we have seen a drastic shift towards cobalt-free or even cobalt-free electric vehicle batteries, driven by a mixture of high cobalt prices and concerns around the social impacts of the material's supply in the Democratic Republic of the Congo. We could see a similar rapid shift away from nickel in coming years. Likewise, grid operators are making their systems smarter, requiring lower high-power transmission, kilometres of cabling or kilograms of copper in their wires – in some cases even swapping it out entirely for aluminium. However, not everyone will have plain sailing. Complex or highly customised technologies that have intricate and extended supply chains could experience slower long-term price declines. For example, some nuclear projects in developed countries over the last decade have struggled with costs and timelines, and Europe and the US are facing concerns around offshore wind prices. In the case of copper mining, a new mine might take 10-20 years to go from discovery to production so a short-term price spike won't be enough on its own to expand supply quickly over the short term. In such cases, help is needed, whether through strategic

THE ENERGY TRANSITION

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

By Dr Leonardo Buzza
Lead Supply Chain & Materials Analyst, Energy Transition Commission



government support, smarter company procurement or innovative solutions to expand mined or recycled supply of key materials. Still, in many cases human ingenuity drives long-term technology and innovation trends. It is why we have seen solar and battery costs plummet year after year in the last decade, and why we should have confidence in such trends continuing. For these clean technologies that are simple and can be mass-manufactured, exponential deployment in the next decade and beyond is now inevitable. So, where challenges do lie, what needs to happen to keep energy transition materials and supply chains on track for the coming years? Expanding supply from the mine site to manufacturing plants must be the priority. Governments and companies should be carrying out strategic assessments and setting clear targets for demand over the medium to long term, and plan and invest in the required supply. Some reasonable amount of de-risking and diversification, to help mitigate risks from the current over-concentration of supply, is also warranted – but not at any cost. And, although clean energy technologies are always cleaner than their fossil fuel-based alternatives, addressing environmental and social impacts throughout supply chains will help give communities confidence in a transition to a better, more responsible clean energy system. Finally, as we have seen and will continue to see, investing in research and innovation to help break the boundaries of materials and technology efficiency, recycling and circularity can help make all of these challenges easier to confront. The transition is already happening. Let's make it go even faster. ■

Founded by Herbert Hoover in 1909

Minjng Magazine

HOME EQUIPMENT SERVICES TECHNOLOGY ESG OPINION WORLD RESEARCH PARTNER CONTENT

Op-ed - The mineral myths and realities for the energy transition

New mines and refineries must be built

Leonardo Buzza, Materials & Resources Analyst, Energy Transition Commission



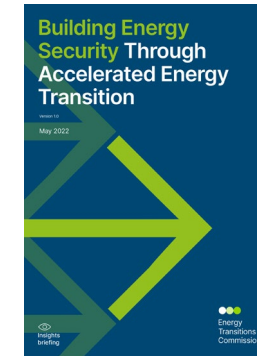
In a clean, electrified system, we would extract far smaller quantities of key minerals

09 February 2024



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

Key players in the transition journey. The 'movers and shifters' of energy and economic decisions needed to unlock the transition.

Unaware

Those who have **not engaged with the transition debate or lack the understanding of solutions** and impact on their work, lives, and environment.

Unconvinced

Individuals who have not bought in to the transition potential. But can be convinced



Tailoring the message to the audience

Traditional

Providing the **evidence-backed analysis** to show the **transition is possible**.

This is **what needs to happen in the 2030s and 2040s** to achieve it.

Unaware

Simplifying arguments with practical/tangible solutions to show the transition is possible.

Painting a picture to boil down the complex arguments & analysis into stories that resonate.

Unconvinced

Focusing on the economic story: growth potential of and affordability of the transition.

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

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Unaware

Those who have **not engaged with the transition debate or lack the understanding of solutions** and impact on their work, lives, and environment.

Unconvinced

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



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	<ul style="list-style-type: none"> Outlets with international reach & unconvinced audience Beyond climate & energy correspondents 	<ul style="list-style-type: none"> Beyond news programming e.g., Amazon Prime, Netflix Production companies working on climate content Podcast producers 	<ul style="list-style-type: none"> Energy influencers Non-expert relevant (general) influencers Focus on where we can add impact
How will we target them	<ul style="list-style-type: none"> 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) 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Key partners engaged in the debate but with a broader audience focus Global Optimism, GSCC, ECIU 	<ul style="list-style-type: none"> Professions – advertising (IAA) and law (ILA) Academia – business schools NGOs – Climate Coalition (faith members)
How will we target them	<ul style="list-style-type: none"> 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) 	<ul style="list-style-type: none"> 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 STRATEGIC COMMUNICATIONS COUNCIL



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

