



Energy
Transitions
Commission

Keeping up the momentum: 2024 key communication milestones and upcoming events

*ETC Representatives Meeting
19th September 2024*



Energy Transitions Commission

Agenda

1. **Comms strategy and highlights from 2024**
2. **Repackaging focus: Financing the Transition**
3. **Upcoming events: NYCW, CEM and COP29**
4. **ETC Member Portal Launched**



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



Pillar 1: Integrated, multi-channel approach

Media

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



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

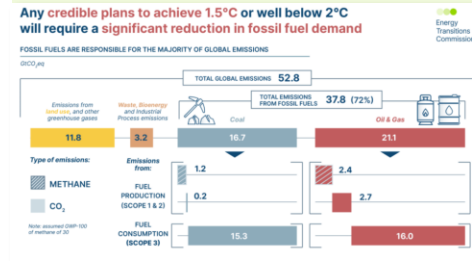
Events: increased presence in key sectoral and regional events.



Climate Action 

Explainer Content

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



Direct engagement

Direct engagements: structured and targeted outreach.



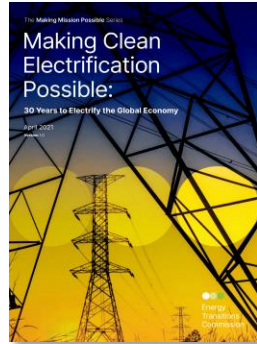
Pillar 2: Rich back catalogue of content to re-package



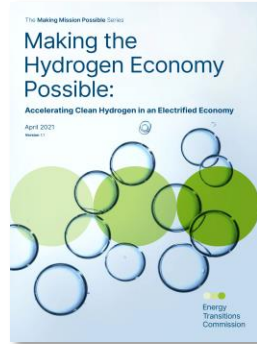
172 pages
+ 38-page executive summary



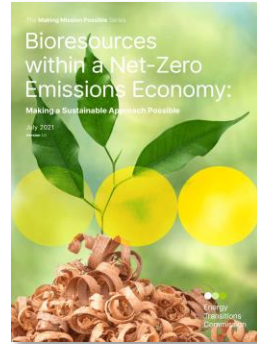
89 pages
+ 31-page executive summary



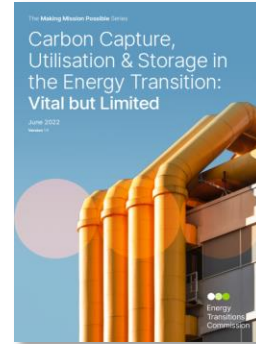
108 pages
+ 36-page executive summary



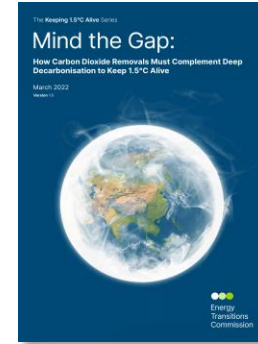
92 pages
+ 30-page executive summary



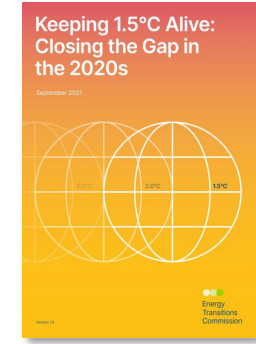
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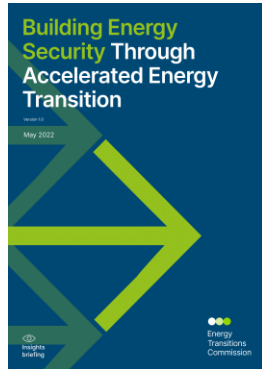
120 pages
+ 40-page executive summary



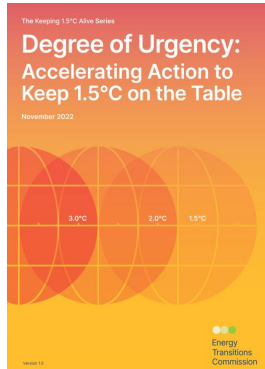
100 pages
+ 36-page executive summary



64 pages
+ 14-page executive summary



32 pages



43 pages



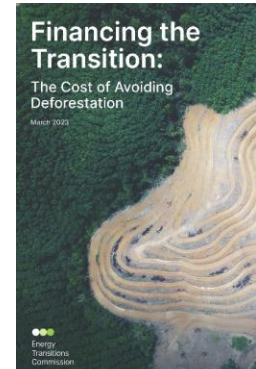
35 pages
+ 3 toolkits (5-20 pages each)



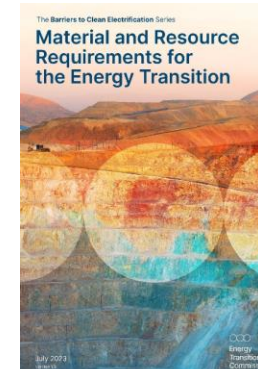
51 pages
+ 22-page toolkit



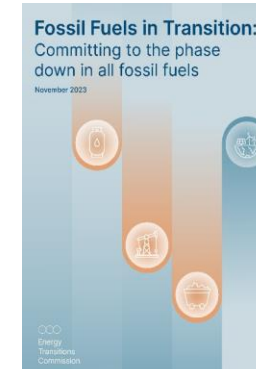
101 pages
+ 29-page executive summary



26 pages



130 pages
+ 24-page executive summary



160 pages
+ 28-page executive summary

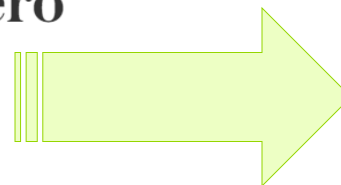


Pillar 3: Tailoring the message to the audience

	Traditional	Unaware	Unconvinced
Who?	<p>Key players in the transition journey. The ‘movers and shiffters’ of energy and economic decisions needed to unlock the transition.</p>	<p>Those who have not engaged with the transition debate or lack the understanding of solutions and impact on their work, lives, and environment.</p>	<p>Individuals who have not bought in to the transition potential. But can be convinced</p>
How?	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • 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”

Pillar 3: In-direct engagement – ‘Informing the influencers’

Traditional

Unaware

Unconvinced

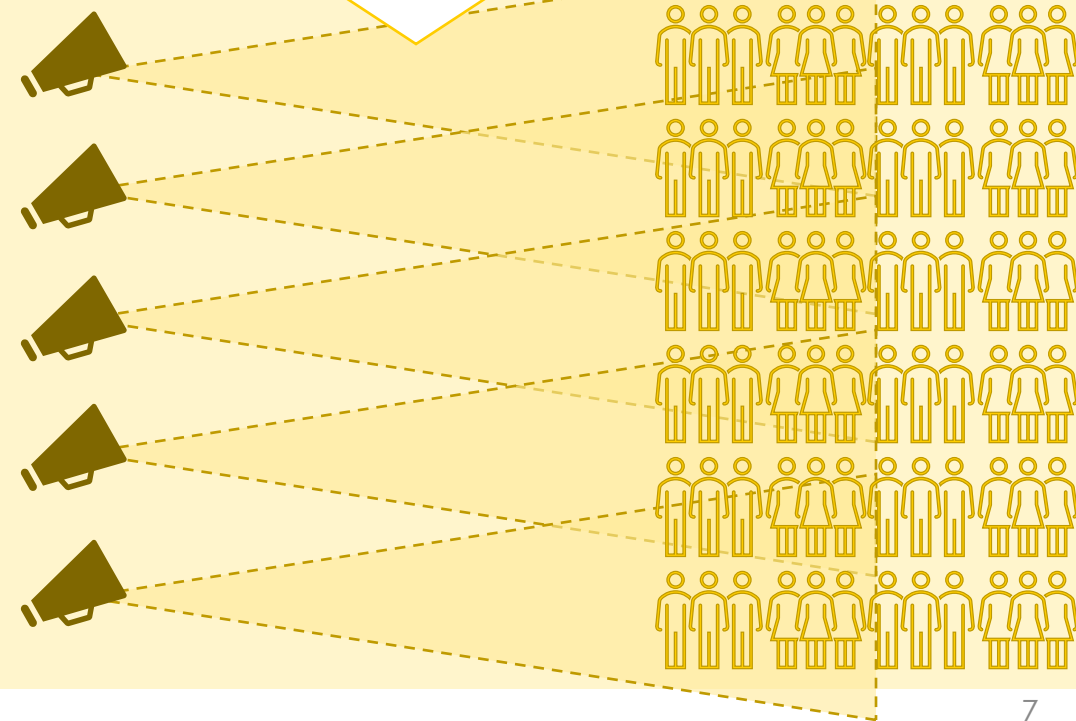
Direct - informing the debate

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



Highlights from 2024 so far...

Media

~1.8k stories so far this year.
Highlights include:

FINANCIAL TIMES



Adair Turner: 'I still think we have a chance of limiting global warming to well below 2C'

Phasing Out Oil And Gas - How Realistic? How Fast?

Sumant Sinha Contributor @

Founder, chairman & CEO of ReNew

Forbes

Clean energy auctions must be designed to deliver offshore wind targets

BusinessGreen™

Newsletters

26,000 subscribers and over 5,000 subscribers on LinkedIn,

Podcasts

Guest spots on 3 podcast episodes



Social Media



X: 32.7K impressions



LinkedIn: 130.6K impressions, 5.5% avg. engagement rate.

Website

~12k report downloads.

Launched ETC Member Portal

Videos

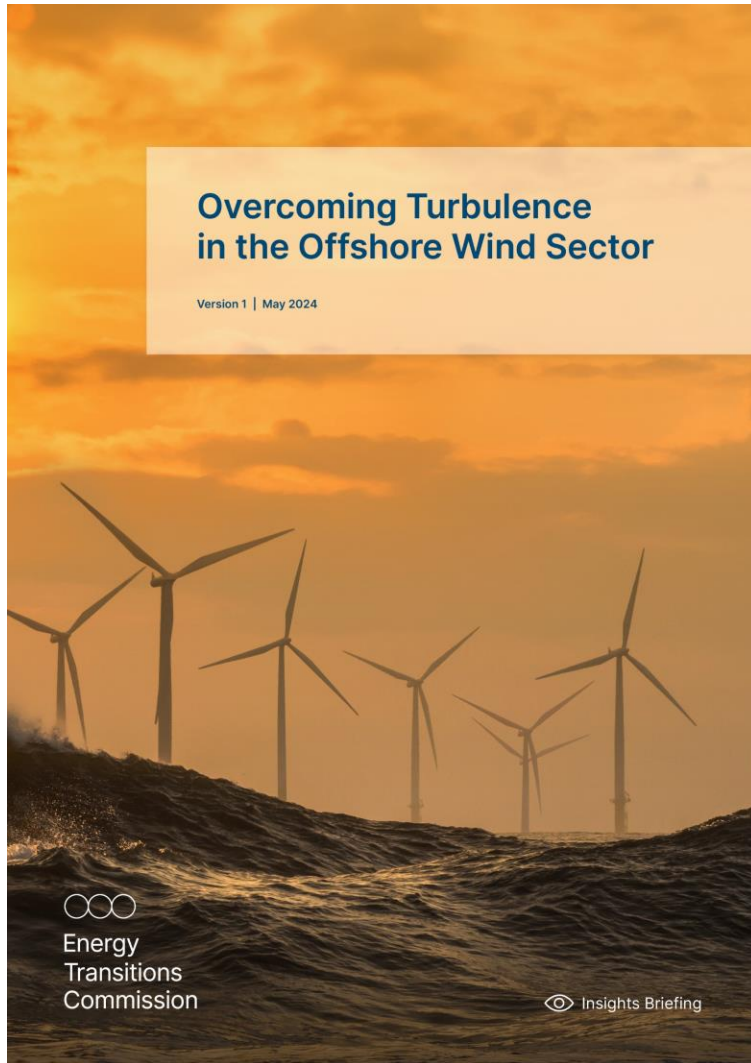
10 new videos on YouTube channel in 2024

Events

ETC has spoken at 43 events around the world:



We launched two Insights Briefings this year...



Pillar 1

ETC Insights Briefings are shorter reports developed to respond to key debates by re-packaging, updating and expanding our point of view.

Objectives:

- Repeat & reinforce key messages
- Provide a point of view on live debates
- Deliver impact over an extended period



Offshore wind report campaign targeted engagement with industry & trade media

Targeting international trade media in regions where the offshore wind industry is maturing

What crisis? | Governments must show world they have faith in offshore wind, says ETC

RECHARGE

Recommendations are intended to provide sector with new impetus after ramp-up lost momentum last year

BusinessGreen

Is the offshore wind sector in crisis, or is it doing better than ever?

ETC: Boosting Offshore Wind to Energize Clean Energy Transitions

Environment + Energy LEADER

Informing new international audiences through briefings

POLITICO

windpower.nl

THE TIMES

The Washington Post

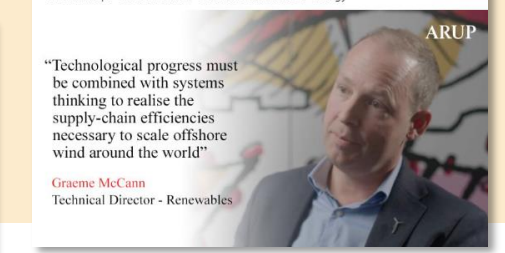
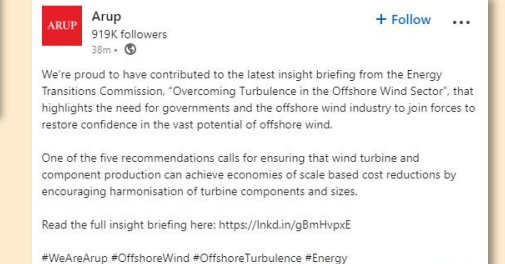
ENERGÍAS RENOVABLES

WSJ

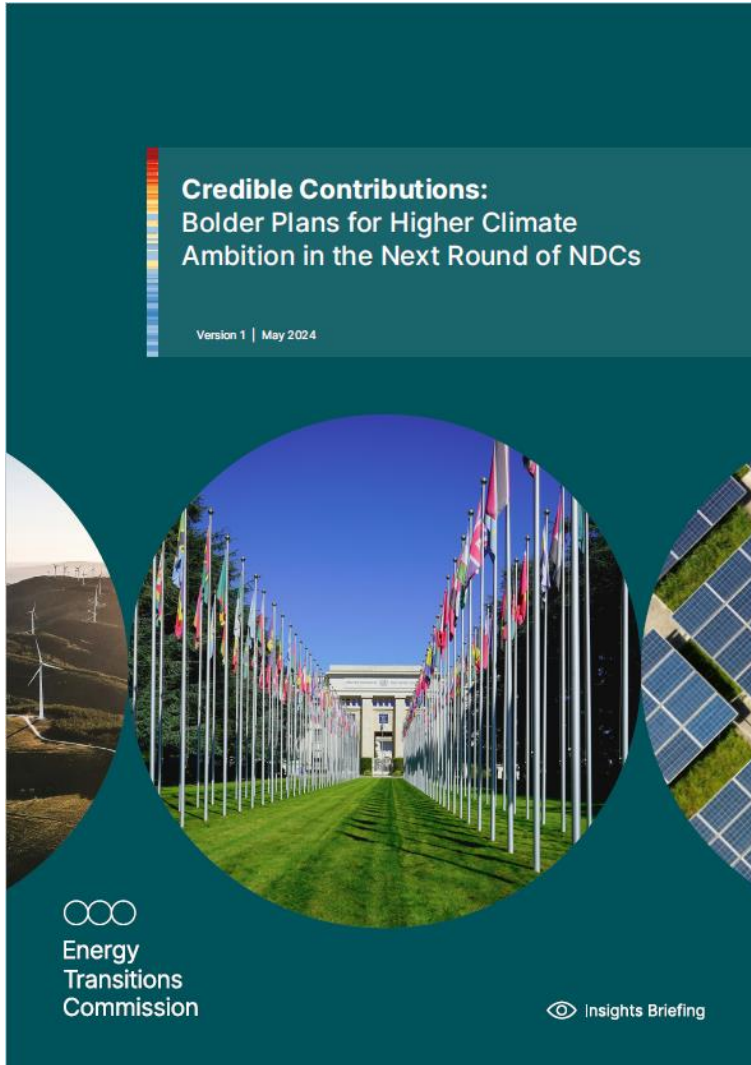


STRATEGY
Offshore Wind Problem-Solving Within Reach
Copyright © 2024 Energen Intelligence Group
Energy Intelligence

Collaborating alongside ETC members to engage with the offshore wind industry



NDCs insights briefing calls for higher ambition commitments before COP30



The ETC calls for industry and government collaboration to triple the ambition of the next round of NDCs due by COP30 to limit the impact of climate change.

The aim is to reach **target audiences** including:

- government officials and policymakers involved in the NDC-setting
- non-state actors and advisers to NDC-setting policymakers
- industry

And amplify and build momentum at **international climate events:**

- Pre-briefing target audiences.
- International media launch at Bonn Climate Change Conference in June.
- Continue campaign beat at
 - London Climate Action Week
 - New York Climate Week
 - COP29 and through to COP30.



Launched with endorsement from leading voices

“The next round of national climate plans – NDCs 3.0 - are due from early next year and will be among some of the most important policy documents produced so far this century. Each country’s NDC is for it to decide – they are after all nationally determined, so it’s not one-size-fits-all. As the Energy Transitions Commission report underscores, these new plans can serve as powerful blueprints, to propel countries’ economies and societies forward.” **Simon Stiell, Executive Secretary of the United Nations Framework Convention on Climate Change (UNFCCC).**



“This analysis provides further evidence of just how much political ambition in NDCs is lagging behind the rapid technological progress we have witnessed in recent years. It shows that tripling ambition in updated climate plans now merely means catching up with the exponential growth of clean technologies that is already underway and the climate commitments that have already been made. However, what is truly required in this moment – in which climate impacts are hitting harder every month – is the courageous leadership that takes us beyond what’s already possible and into what’s truly needed to protect people and planet.” **Christiana Figueres, Founding Partner of Global Optimism.**

Kicked-off NDCs report campaign at two major events

UN Climate Change Conference in Bonn



Full-house workshop at the UN office in Bonn convened reps from EU, Canada, Chad, Zimbabwe, Germany and UK, and organisations including WBCSD, WMBC, NDC Partnership and Climate Champions and corporates (Google, IKEA).

Jennifer Morgan, Germany's Climate Envoy, sought out the ETC to connect on this work.

London Climate Action Week

New climate coalition urges stronger targets as 'greenlash' fears mount

Businesses, investors and regional politicians form Mission 2025 amid signs some countries easing back on tackling crisis



Mission 2025 launched, supported by the ETC's NDC analysis. This coalition of real economy leaders urges governments to align their upcoming national climate plans with the Paris Agreement.

The ETC collaborated with **Global Optimism** on the ETC's report and Mission 2025 campaign. The coalition launch was featured in the *Financial Times*, *Reuters* and *Business Green*.

Broad dissemination via climate network and media

Direct engagements with climate network



United Nations
Framework Convention on
Climate Change



COP29
Baku
Azerbaijan



wbcasd



COP28
UAE



UN CLIMATE CHANGE
HIGH-LEVEL CHAMPIONS

Climate Action

Energy & Climate
INTELLIGENCE UNIT

**We Don't
Have Time.**

NDC
PARTNERSHIP

**Global
Strategic
Communications
Council**

Global newswire distribution to 144 countries, supported by translations into Chinese, French, Spanish, and Portuguese helped to land over **800 news stories** in the week of launch

Possiamo triplicare gli obiettivi di riduzione delle emissioni entro il 2035

Rinnovabili
Inform · Act · Share

'NDCs 3.0': Countries have headroom to triple climate ambition, Energy Transitions Commission claims **BusinessGreen**

Så långt efter ligger ländernas klimatplaner Parisavtalet

Miljö&Utveckling

Nations urged to revamp Paris Agreement commitments to bridge global emissions gap

edie
driving sustainable business.

And conducted briefings with broadcast and print media...

The Guardian

FT FINANCIAL TIMES



The Telegraph





Energy Transitions Commission

1. Comms strategy and highlights from 2024
- 2. Repackaging focus: Financing the Transition**
3. Upcoming events: NYCW, CEM and COP29
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Towards COP29 & COP30



Financing the Transition, a key topic in the global debate through to COP29

High risk of perceptions of 'failure' at COP29

The **New Collective Quantified Goal (NCQG)** deliberations will conclude at COP29, but negotiations are fraught...

UN climate talks in Bonn leave a steep road to COP29



Bonn talks on climate finance goal end in stalemate on numbers



Bonn climate meet: Countries make little progress on financing issues

Business Standard

ETC can help to re-tell the global finance story



- Key messages from the ETC's *Financing the Transition* report and NDCs briefing can support the ongoing work to develop the NCQG.
- Push out via **media briefings, social media, partner briefings and amplification, events (e.g., NYCW and COP29)**
- **Get it into the hands of comms partners (e.g., GSCC and ECIU).**



The ETC aims to explain key issues in the climate finance debate

Our repackaging explains:

1. **How much money is required** for mitigation, adaptation and loss & damage?
2. **How should this money be distributed** across regions and sectors?
3. **What is needed to make finance flow?**
 - Well-design real economy policy
 - Public Finance Support
 - Larger domestic finance flows
 - External finance mobilised by MDBs
 - Concessional finance
4. **What would good outcomes look like** for the NCQG and next round of NDCs?

To clarify real issues in the debate:

NCQG'S NEW CHALLENGE: SHOW US THE MONEY



Tensions rise over who will contribute to new climate finance goal



What are the sources of funding for the NCQG?



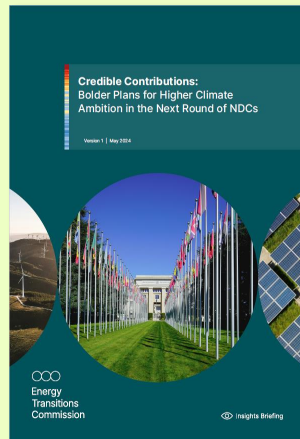
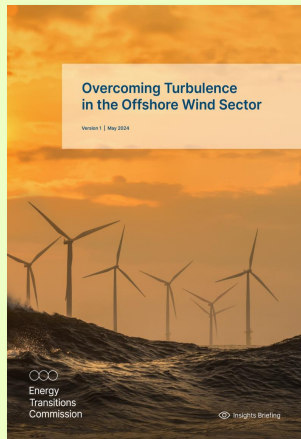
EU prepares for COP29 showdown with China over climate aid



3 ways members can support ETC work

1 Disseminate ETC analysis through local events and media

- Use ETC speaking-notes at industry events.
- Take key messages to **national broadcast and print media** in local languages.



2 Connect ETC with policymakers and industry groups

- ETC spokespersons can support **members** at industry events.
- Connect ETC analytical team **with relevant national policymakers or industry groups**.
- The ETC team is available to **conduct policy roundtables & briefings** based on member interest.

3 Request bilaterals on Financing the Transition

The ETC welcomes bilaterals on the Finance repackaging work in development leading up to COP29.





Energy Transitions Commission

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What is coming up this year

Global events



COP29
Baku
Azerbaijan



Grids Insights Briefing



Road transport Insights briefing



Buildings decarbonisation report

ETC Publications



Finance Repackaging





22-29 September 2024



Taking place at the same time as UN General Assembly
(**UNGA**) plenary meetings



This year's theme:
It's Time



Over 600 registered events across New York



ETC Deputy Director **Mike Hemsley**
will be attending



ETC Programme at Climate Week NYC

Participation

Speaking

**PARTNER EVENTS/
SPEAKING
ENGAGEMENTS/
PARTICIPATION**

Sunday 22 Sept	Monday 23 Sept	Tuesday 24 Sept	Wednesday 25 Sept	Thursday 26 Sept
The Opening Ceremony (Climate Group)	Global Renewables Summit	It's Time to Re-Energize (RMI)	Decarbonizing Cities (Business Sweden)	Amazon Climate Pledge
Housing More People in a Warming World (Saint-Gobain, NYTimes)	Sustainability Summit NYCW	Sustainable Investment Forum North America 2024	World Climate Summit (Renewables Panel)	Mission 2025 Huddle
	Sustainable Construction Talk (Saint-Gobain)	Climate Action Coalition Roundtable	Accelerating Climate Action: Delivering High Integrity Carbon Markets (GCMU, VCMI)	
	CLIMATE CONNECT – Industry at the Forefront of Climate Action	It's time to unite for Mission 2025 (Global Optimism)	Climate Transition Impact Framework Roundtable	
		Bloomberg Philanthropies Global Business Forum	Energized and Empowered (Business & Trade UK)	
	Hubs Live (Climate Group)			

BILATERALS, MEDIA INTERVIEWS, RECEPTIONS, EVENT PARTICIPATION

**STAKEHOLDER
GATHERINGS &
THIRD-PARTY
SESSIONS**

Sustainable Construction Talk (Saint-Gobain)	Leaders Summit of the UN Global Compact	FT Sessions @ Climate Week NYC
Summit for the Future (UN)	Adapting Critical Infrastructure to Evolving Climate Threats Panel (Arup)	
Solutions House (Futerra, Exponential Roadmap Initiative)		





ETC Members invited to Mission 2025 event at Climate Week NYC

Mission 2025 will arrive at Climate Week NYC with a **major update of new organizations** who are ready to embolden governments to set more ambitious plans and accelerate implementation – because they know this can unlock trillions in private investment, scale cheap renewable energy, support industries to compete in a low carbon economy, and safeguard living standards equitably for our people.

It is our pleasure to invite you to this flagship, high-level event - 'It's time to unite for Mission 2025', a live-recorded Outrage+Optimism podcast hosted by Christiana Figueres at Climate Week NYC!

Date: Tuesday 24 September, 2024

Time: 12:00-13:00

Location: The Glasshouse, 660 12th Ave, New York, NY 10019, United States



**30 September-3 October,
Foz do Iguaçu, Brazil**



Convenes **29 country members** and **21 country participants**. Members represent 90% of installed clean power generation capacity, 80% of global clean investments, and the majority of public research and development in clean energy technologies.



Takes place at the same time as **G20 Energy Transitions Working Group and Ministerial Meeting**



Hosted by **Mission Innovation**: the global initiative catalysing a decade of action and investment in research, development, and demonstration to make clean energy affordable, attractive and accessible for all.



ETC Chair **Adair Turner** and Director **Ita Kettleborough** will be attending



CEM Official Programme and ETC engagements

	30 Sep, Monday	1 Oct, Tuesday		2 Oct, Wednesday		3 Oct, Thursday	4 Oct, Friday
		<i>Mabu Thermas Hotel</i>	<i>Bourbon Cataratas Hotel</i>	<i>Mabu Thermas Hotel</i>	<i>Bourbon Cataratas Hotel</i>	<i>Mabu Thermas Hotel</i>	<i>Bourbon Cataratas Hotel</i>
AM	Site Visits TBC	Side Events	G20 ETWG 4	Side Events	G20 ETWG 4	High-level CEM-MI Ministerial Day including <ul style="list-style-type: none"> • High-level Opening • High-level Dialogues and Roundtables • CEM/MI closed-door Plenary • Awards and Announcements • Closing Ceremony 	G20 Energy Transition Ministerial Meeting (ETMM)
PM	Site Visits TBC	Parallel Side Events	G20 ETWG 4	High-level Side Events and Partner Events	G20 ETWG 4		
	Potential Social events including Receptions, Ministerial dinners, etc.	Lunch Potential Social events including Receptions, Ministerial dinners, etc.		Lunch Potential Social events including Receptions, Ministerial dinners, etc.		Potential Social events including Receptions, Ministerial dinners, etc.	Potential Social events including Receptions, Ministerial dinners, etc.

BILATERALS, MEDIA INTERVIEWS, RECEPTIONS, EVENT PARTICIPATION

ETC Engagements

Driving innovation and transitions: transformative analysis for transformative policy
(Simon Sharpe)

Roundtable on Industrial Decarbonization – Brazil focus
(MPP)

Innovation Action Forum – MI
(afternoon)

Side Events (whole day)



Our engagement with the COP process has grown over the past 5 years

2021



UN CLIMATE CHANGE CONFERENCE UK 2021
IN PARTNERSHIP WITH ITALY

Keeping 1.5°C Alive: Closing the Gap in the 2020s


September 2021



3.0°C 2.0°C 1.5°C



2022

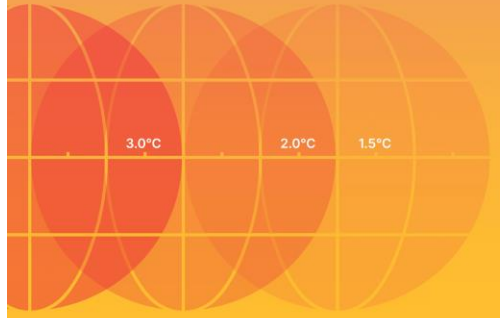


COP27
SHARM EL-SHEIKH EGYPT 2022


The Keeping 1.5°C Alive Series

Degree of Urgency: Accelerating Action to Keep 1.5°C on the Table

November 2022




3.0°C 2.0°C 1.5°C



Version 1.0

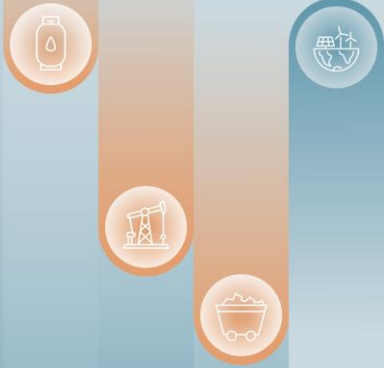
2023



COP28
UAE

Fossil Fuels in Transition: Committing to the phase down in all fossil fuels


November 2023



Energy

COP28 Action Agenda: Potential Impact to 2030

Lord Adair Turner
Chair, Energy Transition Commission





COP29
Baku
Azerbaijan

11-22 November



Two pillars of COP29:
**Enhance Ambition,
Enable Action**



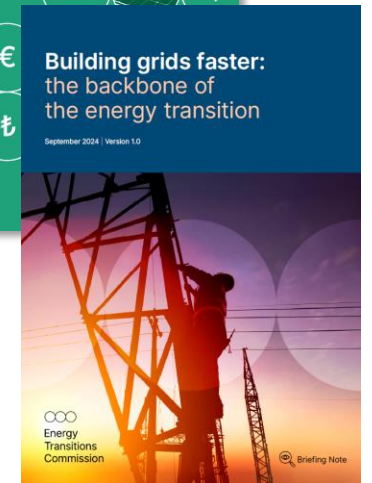
Theme days of priority to the ETC:

November 14: Finance, Investment and Trade

November 15: Energy / Peace, Relief and Recovery




ETC Chair **Adair Turner** and
Director **Ita Kettleborough** will be attending



ETC plans for COP29

Inform

ETC COP29 Focus 

Nationally Determined Contributions and Financing the Transition.

MPP – Industrial Transition Accelerator (ITA).

Regional ETC regional teams focused on country specific content.

Pre-COP29 Briefing Member briefing highlighting key messages.

Amplify

Event Programme 

ETC panel event (tbc), topics could include:

- Interconnectors – economic opportunity
- Financing the Transition
- High ambition NDCs
- Fossil Fuels phase-down

Participation in high profile events and support members events with speakers & content.

Working with Global Optimism (Groundswell), WMBC, GRA and event organisers Climate Action, World Climate Foundation.

Social Media Amplifying the core messages, insights and activities through social media

Engage

Member Networking 

ETC member drinks – 14th or 15th November. Facilitation of meetings among members by sharing members' events and presence.

Media Briefing Pre-briefings with Tier 1 media outlets.

Broadcast media push – international channels

Member Meetings Bilateral meetings with senior execs





Energy Transitions Commission

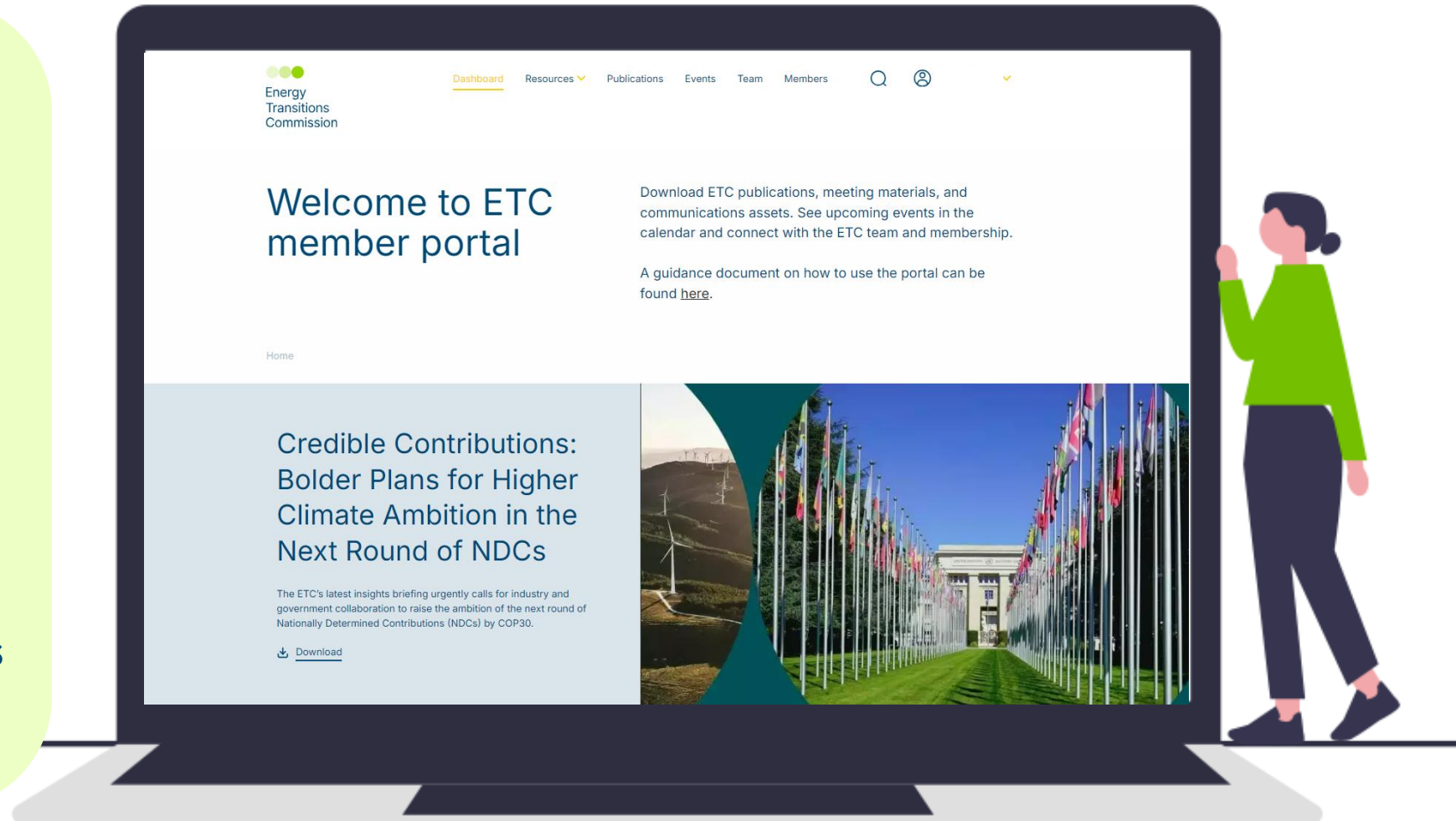
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Just launched: An exclusive digital hub for ETC members

Objectives

- Permanent online access to ETC member-only content.
- Easy to search resources.
- Streamline hand-overs between commissioners & representatives within member organisations.
- New members can access all ETC historical files.




Access all ETC publications, presentations, and assets

Pre-read only

Publications

Dashboard > Publications Filter




Credible Contributions: Bolder Plans for Higher Climate Ambition in the Next Round of NDCs

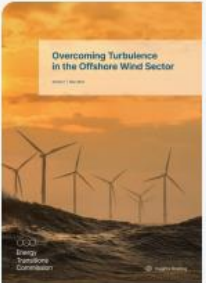
The ETC's latest insights briefing urgently calls for industry and government collaboration to raise the ambition of the next round of Nationally Determined Contributions (NDCs) by COP30.

[Download](#)

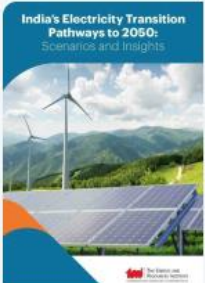
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Financing the Transition: How to Make the Money Flow for a Net-Zero Economy







Download the report and published materials



Overview

See the related files for commission meeting materials, workshop presentations and communications assets developed around this report.









3 x Files

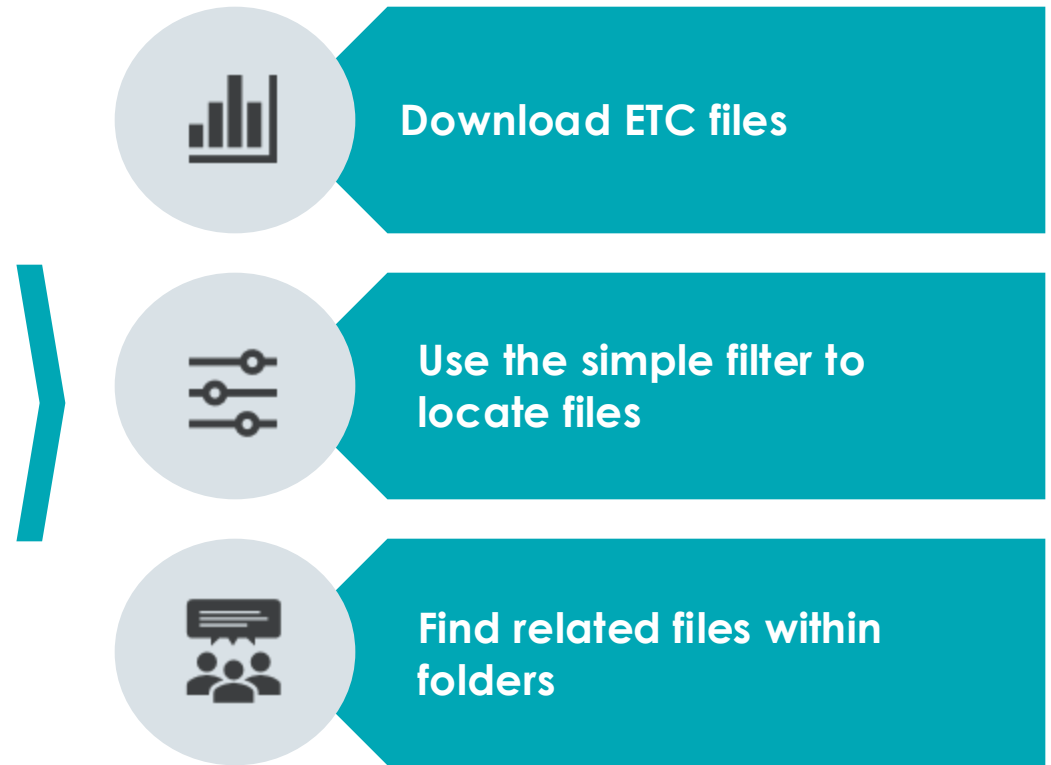
File Name	Size	Type	Last Edited	
 Financing the Transition: The Costs of Avoiding Deforestation	79.19 MB	PDF	10.07.24	
 Financing the Transition: How to Make the Money Flow for a Net-Zero Economy	7.73 MB	PDF	10.07.24	
 Financing the Transition: How to Make the Money Flow for a Net-Zero Economy - Executive Summary	3.04 MB	PDF	10.07.24	

Related Links

Meetings +

Analytical Insights -

 Financing the Transition Report Draft - Member Review	-	Document	24.05.24	
 7 Priorities to Help the Global Economy Recover	6.71 MB	PDF	10.07.24	
 Economic growth in a low carbon world	2.82 MB	PDF	10.07.24	
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- Annual, monthly, and weekly calendar views
- Colour-coded indicators for meetings/workshops/webinars
- Export an event to your email calendar


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Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28	29	30	1	2	3	27	28	29	30	1	2	3	27	28	29	30	1	2	3
4	5	6	7	8	9	10	4	5	6	7	8	9	10	4	5	6	7	8	9	10
11	12	13	14	15	16	17	11	12	13	14	15	16	17	11	12	13	14	15	16	17
18	19	20	21	22	23	24	18	19	20	21	22	23	24	18	19	20	21	22	23	24
25	26	27	28	29	30	31	25	26	27	28	29	30	31	25	26	27	28	29	30	31
April							May							June						
Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
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25	26	27	28	29	30	31	25	26	27	28	29	30	31	25	26	27	28	29	30	31

Category

Climate Innovation Forum 2024

27.06.2024 | 9:00 - 19:00

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Venue
Guildhall, London, UK

Contact
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The ETC is pleased to partner with Climate Action for the Climate Innovation Forum 2024

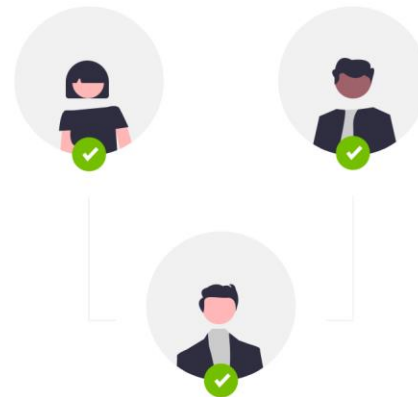
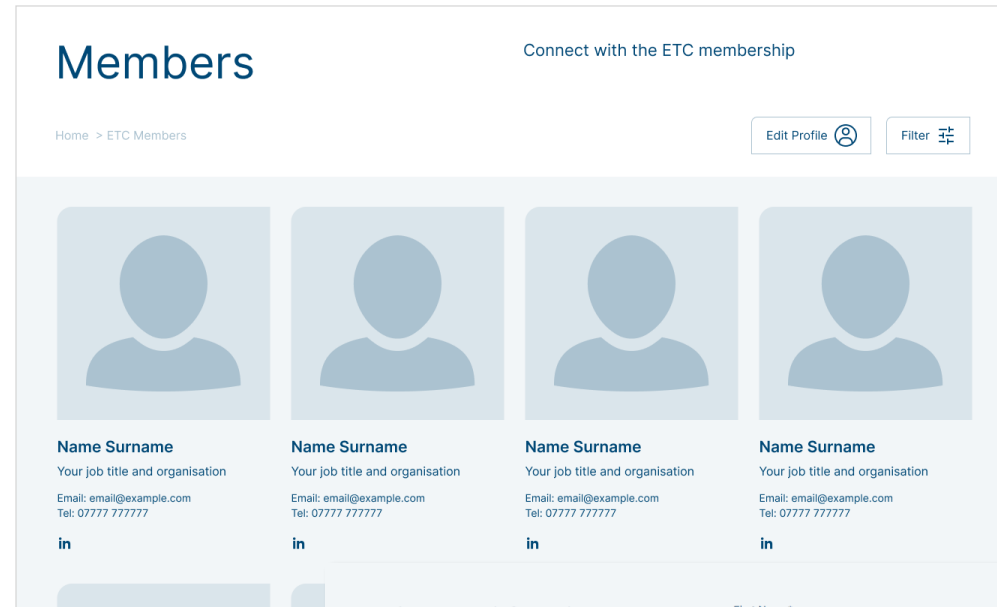
The Climate Innovation Forum returns for the sixth year as a flagship event of London Climate Action Week. Taking place on Thursday 27 June, the event will bring together over 1,000 business leaders, policy makers, investors and civil society representatives to accelerate the speed and scale of our collective efforts in driving climate action.



Easy personal account set-up

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- Each ETC member is already set up with an account (linked to email address)
- Use the magic link to get a secure access link, bypass password entry
- Optionally share your professional details with the commission on the Member page
- Connect with members and ETC team
- Support available via PMO team



Public account information

Create your profile to share with the commission on the Members page. It is crucial to click the consent button for your profile to appear on the Members page. There is no obligation to share your information.

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Job Title*	Company*
<input type="text"/>	<input type="text"/>
LinkedIn	'X' Profile
<input type="text"/>	<input type="text"/>

Profile Image*

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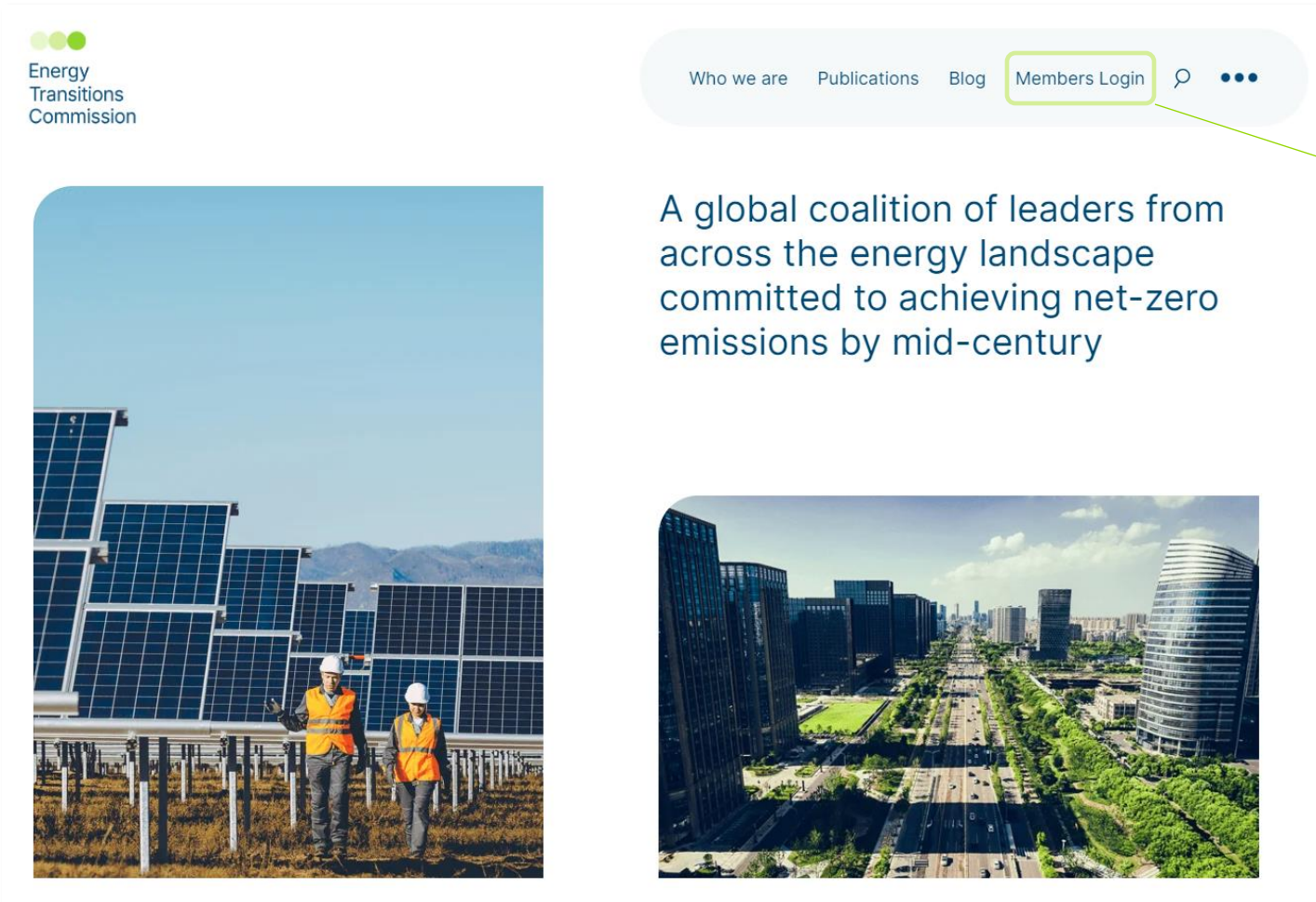
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All ETC members can now log in via the ETC website

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