



Energy  
Transitions  
Commission

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

*ETC Representatives Meeting  
19<sup>th</sup> 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

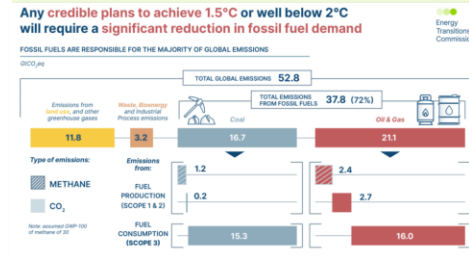
**Events:** increased presence in key sectoral and regional events.



Climate Action 

## Explainer Content

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



## Direct engagement

**Direct engagements:** structured and targeted outreach.



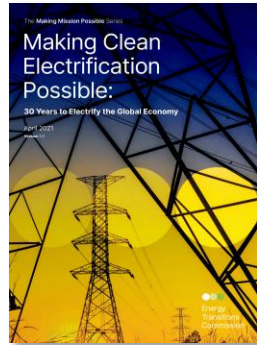
# Pillar 2: Rich back catalogue of content to re-package



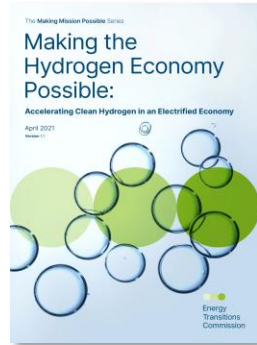
**172 pages**  
+ 38-page executive summary



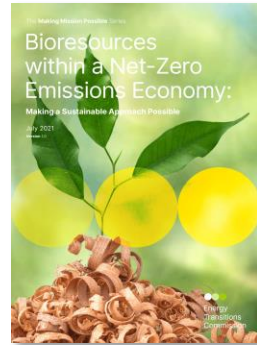
**89 pages**  
+ 31-page executive summary



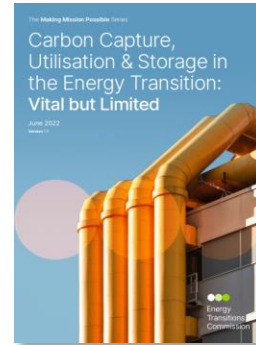
**108 pages**  
+ 36-page executive summary



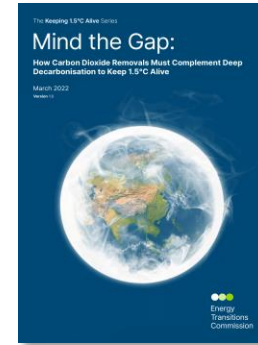
**92 pages**  
+ 30-page executive summary



**116 pages**  
+ 30-page executive summary



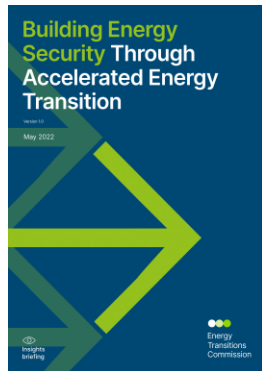
**120 pages**  
+ 40-page executive summary



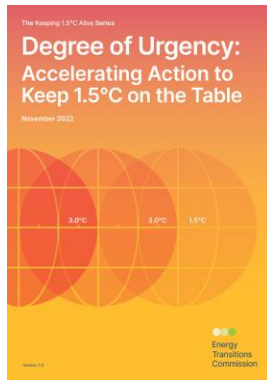
**100 pages**  
+ 36-page executive summary



**64 pages**  
+ 14-page executive summary



**32 pages**



**43 pages**



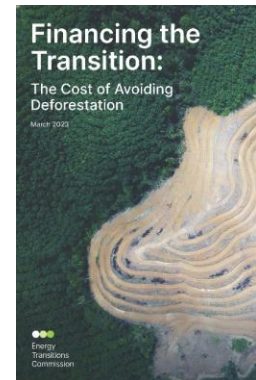
**35 pages**  
+ 3 toolkits (5-20 pages each)



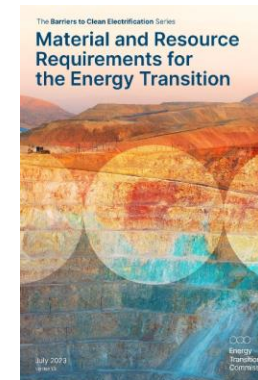
**51 pages**  
+ 22-page toolkit



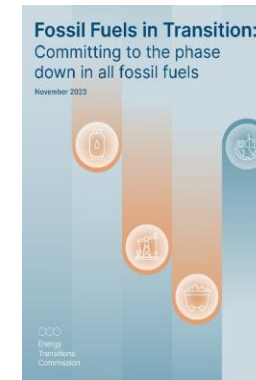
**101 pages**  
+ 29-page executive summary



**26 pages**



**130 pages**  
+ 24-page executive summary



**160 pages**  
+ 28-page executive summary

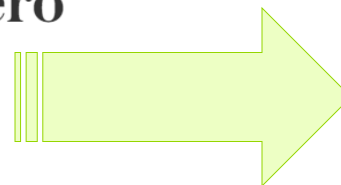


# Pillar 3: Tailoring the message to the audience

	Traditional	Unaware	Unconvinced
Who?	<p><b>Key players in the transition journey.</b> The ‘movers and shiffters’ of energy and economic decisions needed to unlock the transition.</p>	<p>Those who have <b>not engaged with the transition debate or lack the understanding of solutions</b> and impact on their work, lives, and environment.</p>	<p><b>Individuals who have not bought in to the transition potential.</b> But can be convinced</p>
How?	<ul style="list-style-type: none"> <li>• Providing the <b>evidence-backed analysis</b> to show the <b>transition is possible.</b></li> <li>• This is <b>what needs to happen in the 2030s and 2040s</b> to achieve it.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Simplifying arguments with practical/tangible solutions</b> to show the transition is possible.</li> <li>• <b>Painting a picture</b> to boil down the complex arguments &amp; analysis into stories that resonate.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Focusing on the economic story:</b> growth potential of and affordability of the transition.</li> <li>• <b>Still presenting the evidence</b> that the transition is possible.</li> </ul>

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

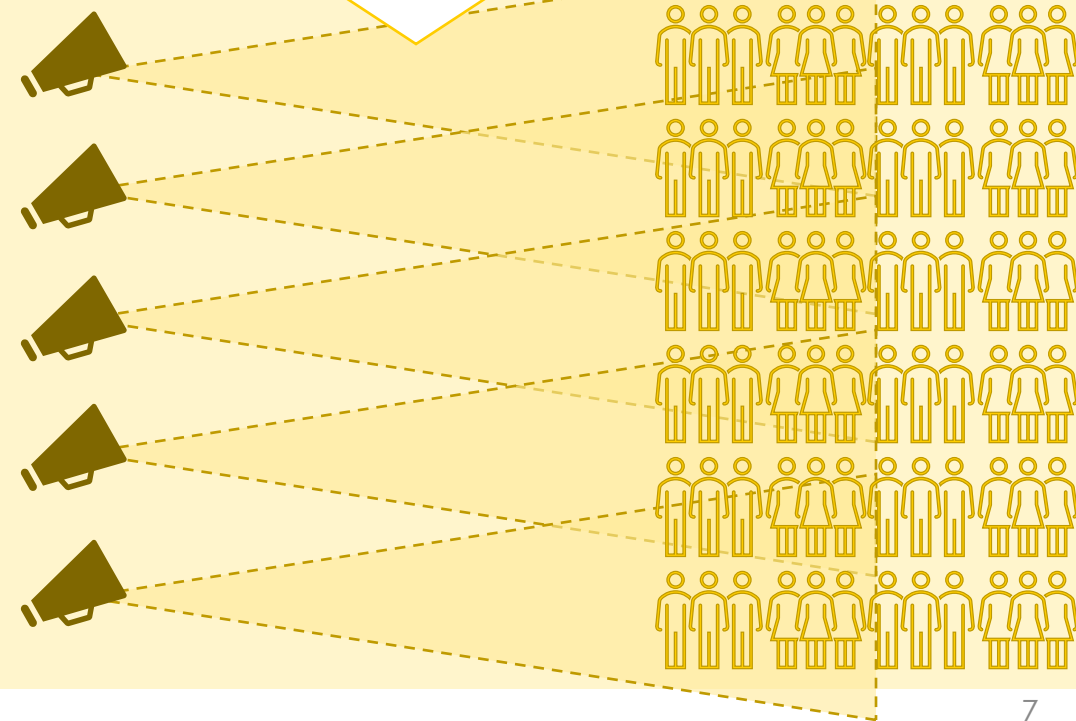
Direct - informing the debate

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

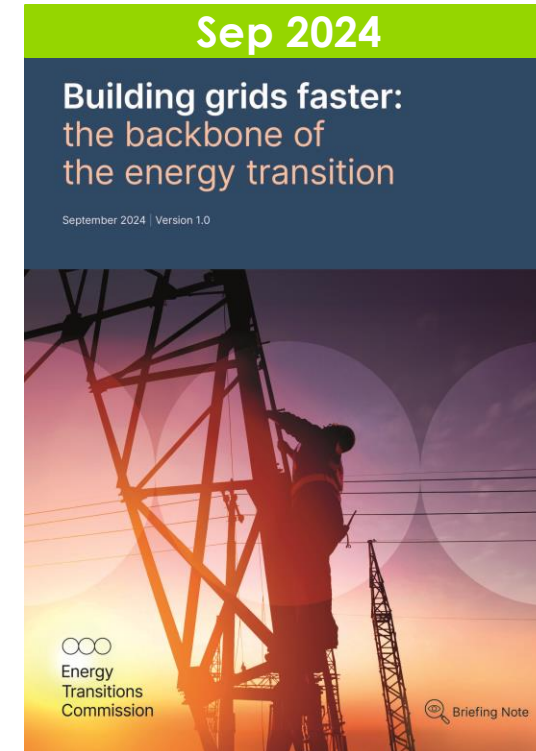
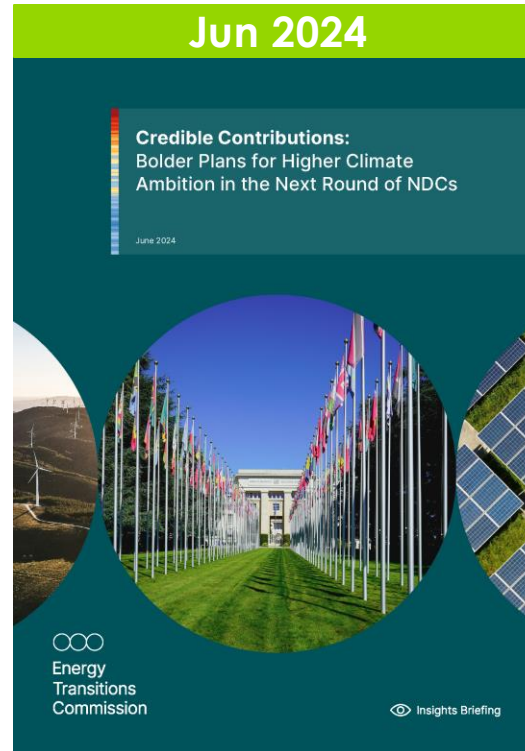
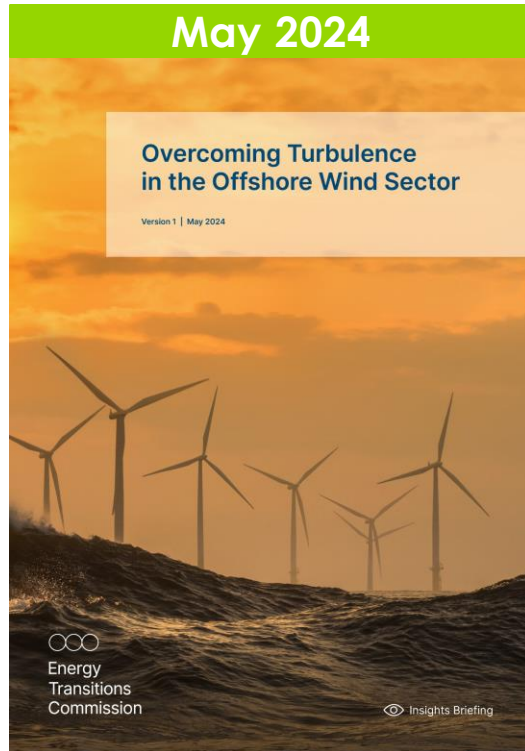
10 new videos on YouTube channel in 2024

## Events

ETC has spoken at 43 events around the world:



# We have launched three briefings this year...



**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

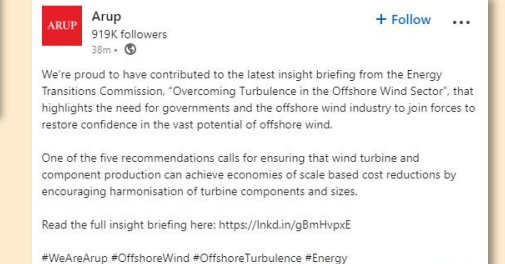
ENERGÍAS RENOVABLES

**WSJ**



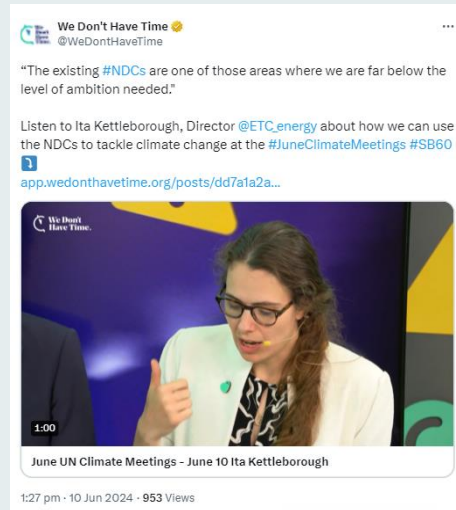
STRATEGY  
Offshore Wind Problem-Solving Within Reach  
Copyright © 2024 Energen Intelligence Group  
Energy Intelligence

## Collaborating alongside ETC members to engage with the offshore wind industry



# 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**





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- 2. Repackaging focus: Financing the Transition**
3. Upcoming events: NYCW, CEM and COP29
4. ETC Member Portal Launched



# 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



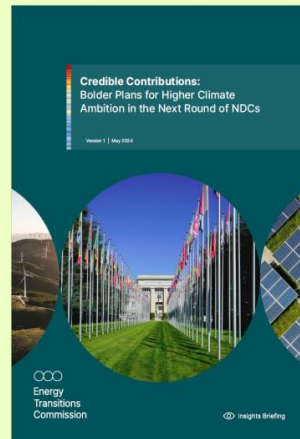
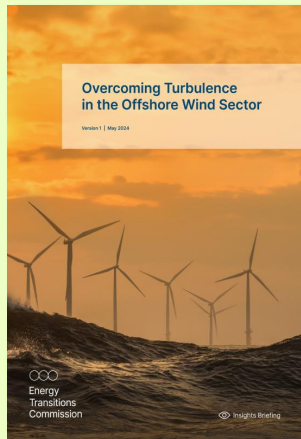
- Key messages from the ETC's *Financing the Transition* report and NDCs briefing can support the ongoing work to develop the NCQG.
- Push out via **media briefings, social media, partner briefings and amplification, events (e.g., NYCW and COP29)**
- **Get it into the hands of comms partners (e.g., GSCC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



## 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.





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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
		Mabu Thermas Hotel	Bourbon Cataratas Hotel	Mabu Thermas Hotel	Bourbon Cataratas Hotel	Mabu Thermas Hotel	Bourbon Cataratas Hotel
<b>AM</b>	Site Visits TBC	Side Events	G20 ETWG 4	Side Events	G20 ETWG 4	<b>High-level CEM-MI Ministerial Day including</b> <ul style="list-style-type: none"> <li>• High-level Opening</li> <li>• High-level Dialogues and Roundtables</li> <li>• CEM/MI closed-door Plenary</li> <li>• Awards and Announcements</li> <li>• Closing Ceremony</li> </ul>	G20 Energy Transition Ministerial Meeting (ETMM)
<b>PM</b>	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)



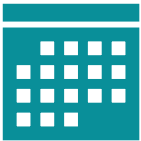


**COP29**  
Baku  
Azerbaijan

**11-22 November**



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



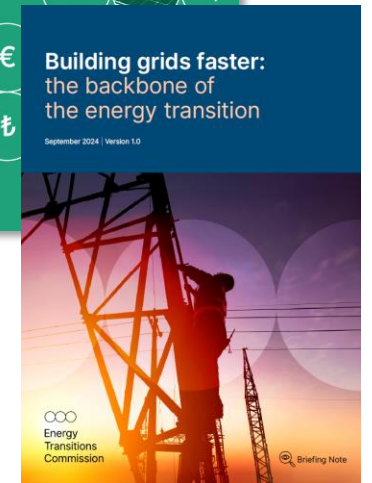
Theme days of priority to the ETC:

**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** – 14<sup>th</sup> or 15<sup>th</sup> 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





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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.

