



Energy  
Transitions  
Commission

# ***ETC 2025 Work Programme***

*ETC Commissioners Meeting  
31st October 2024*

# ETC impact **2024 Highlights**



# ETC 2024 work programme

## Extending our influence in the global climate debate

Disseminating ETC insights & recommendations



Leveraging existing knowledge



Informing the influencers



## Delivering action through future COPs

Ambition and format of NDCs



COP 29, 30, 31



## Building the clean energy system faster

Main reports

Power system transformation – barriers to clean electrification

Grids



Energy storage & flexibility



Shorts

Offshore wind



Power demand growth



Energy productivity

Buildings decarbonisation



Road transport



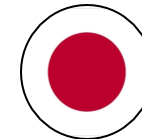
HTA sectors (MPP)



Energy Productivity across the economy



## Building the ETC regional network



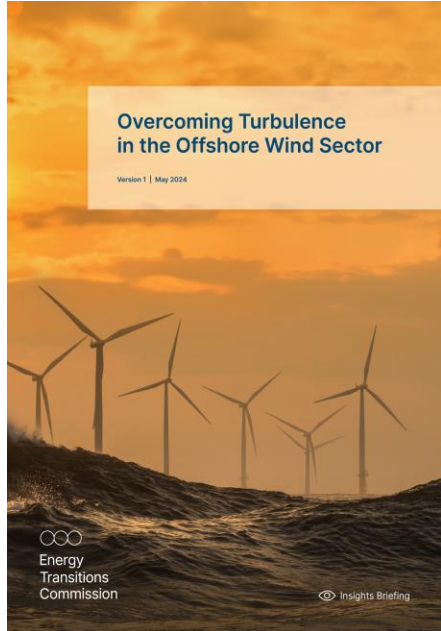
Supporting the MPP



Supporting the ETC members

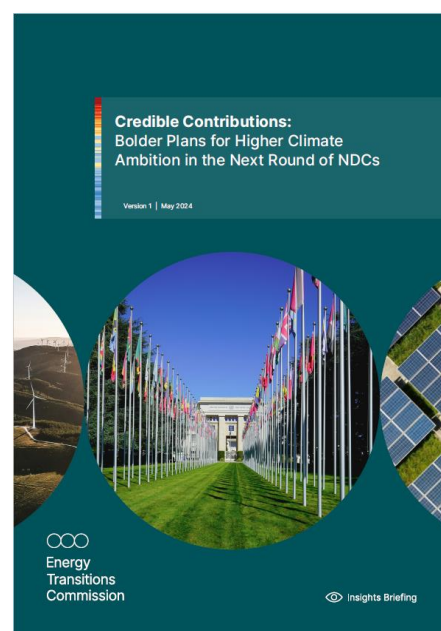
# 2024 ETC Reports

## April



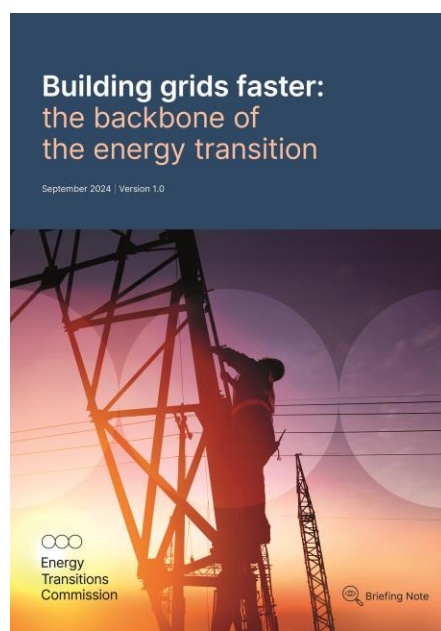
ETC called for governments and the offshore wind industry to restore confidence in the market, drive down costs and accelerate the energy transition.

## June



ETC called for industry and government collaboration to raise ambition of the next round of NDCs by COP30.

## September



ETC called for policymakers and industry to fast-track the grid build now and deliver the energy transition at the pace required.

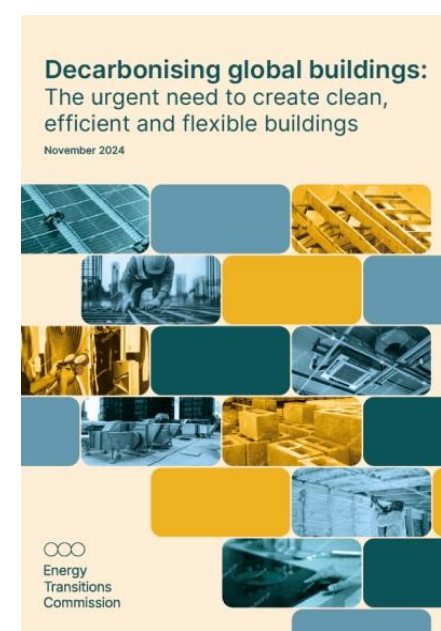
## October



ETC proposed four principles to ensure a useful conclusion of the NCQG debate along with the role that NDCs must play in unleashing financial flows.

Topic emerged from Commission meetings this year and produced as part of ETC's repackaging insights work.

## December



ETC will analyse pathways to decarbonisation of the global buildings sector to reach net-zero emissions by mid-century.



# ETC member engagement highlights in 2024

## 8 Key meetings

1x Commissioners' Meeting



3x Representatives' Meetings



2x EU strategy meeting



2x Comms Club Meetings



## 13 Expert workshops

1x Ambition and format of NDCs



7x Buildings decarbonisation



1x Grids



1x Energy storage & flexibility



1x Road transport



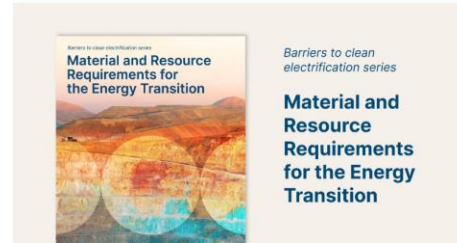
1x Demand-side flexibility



1x Balancing the system challenge



## 4 Webinars



- Streamlining planning and permitting
- Securing clean energy technology supply chains



## 4 Regional trips



India-Indonesia



2 X Brazil



Canada



# Repackaging and amplifying ETC insights

## Beating the drum on Clean Electrification across new regions and audiences

**What If We Get This Transition Right?**

22 April 2024 | 12:00 - 1:15PM ET

**9th annual Sustainability Week**

March 4th-6th 2024 | London and virtual

New for 2024: Energy Transition Summit

**THE GLOBE AND MAIL**

'Faster and cheaper than we dared think possible': Why a global leader in the energy transition is still feeling optimistic

How to reach net-zero: Planning & Permitting



## Pre-EU election, we prepared EU Energy Security factsheet leveraging existing analysis post-Ukraine

**EU Policy Factsheet**

May 2024

**Energy Security in the EU**

**Overview**

- The 2022 gas crisis exposed vulnerabilities in the EU's energy security due to dependence on fossil fuels. Disruptions and shifting global gas flows caused a supply and demand bottleneck, raising consumer prices despite stable production costs.
- Meanwhile, economies of scale have made renewables the cheapest way to generate electricity, even accounting for increased needs for energy storage, stronger electricity grids and flexibility mechanisms.
- Wind and solar surpassed fossil fuels as the main source of electricity generation for the first time in 2022, and have continued to do so since.
- Looking forward, renewable energy is more likely to deliver secure and affordable energy than fossil fuels. Not only are renewables now cheaper, they are also less vulnerable to physical and economic disruption, once installed, renewable energy offers safety on wind and sunshine.
- A successful transition to renewables requires strong policy leadership and continued investment in clean technologies. Setting qualified long-term targets, streamlining permitting, expanding the grid and securing a sustainable supply chain for critical materials are all essential.

**The recent energy crisis was driven by overdependence on fossil fuels.**

The 2022 gas crisis was triggered by a confluence of crisis events, but highlighted key structural weaknesses in EU energy security. Although the resulting cost increase has undoubtedly been attributed to the energy transition, it is actually a primarily fossil-fuel crisis.

In 2021, even stronger and increased global competition due to higher gas use in Asia and Latin America meant that EU and global gas demand exceeded supply potential, creating a tight market. This supply and demand bottleneck was exacerbated by an upsurge in gas trading due to wind weather. It was reliance on gas due to the long-term phase out of coal and nuclear in the EU power sector, and EU supply issues due to shifts and disruption in global gas flows. Following the invasion of Ukraine by Russia, the EU raised payments to import gas from Russia, the largest supplier, ratcheting reducing supply, and pushed to higher prices for imported Liquefied Natural Gas (LNG).

Electricity Market Design which fixes price to the cost of gas transferred this volatility to electricity. Despite government subsidies being on some of this increase, costs were passed on to consumers. Although the cost of producing gas did not increase, the cost to the consumers increased drastically. EU consumers paid around €230 billion more in 2023 than in previous years.

the concrete and feasible steps needed to advance the energy transition within Europe in time to remain close to a 1.5°C pathway. We hope that these factsheets can strengthen the debate for the energy transition to continue further adapting these EU factsheets to a specific Member State. Please reach out for opportunities to collaborate with us.

Who we are Publications Blog Members Login

**What are the key messages?**

Click the images below to download the factsheets

**Renewables can deliver energy security in the EU**

The 2021 gas crisis exposed vulnerabilities in the EU's energy security due to dependence on fossil fuels. Disruptions and shifting global gas flows caused a supply and demand bottleneck, raising consumer prices despite stable production costs. The EU responded with the Fit for 55 package, and investment surged in solar and wind power, reducing reliance on fossil fuels. With economies of scale making renewable electricity generation and storage more affordable, it is becoming clear that renewables can offer both energy security and affordability.

However, strong policy leadership and continued investment in clean technologies are necessary to manage the transition and knock down remaining barriers: streamlining permitting, expanding the grid, and securing a sustainable supply chain for critical materials are all essential.

## Leveraging our reputation to spur conversation on the scale up of finance

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

**EU Policy Factsheet**

Key takeaways

**Financing the energy transition in the EU**

**Overview**

- Low-carbon finance in the EU must be rapidly scaled-up to address the EU's climate goals. Effective investment strategies are essential to meet these goals.
- In some areas, the EU and other global leaders can be making significant investments in clean technologies and infrastructure to meet their climate goals. The EU must continue to lead in this area.
- The EU's long-term climate goals, underpinned by the Paris Agreement, require a steady stream of investment in clean technologies and infrastructure to meet these goals.
- Progress in meeting the EU's climate goals will depend on the EU's ability to attract investment in clean technologies and infrastructure. The EU must continue to lead in this area.
- Public EU funds are complementary to the EU's climate goals, but it is essential to have a clear strategy for their use. The EU must continue to lead in this area.
- Private investment is essential to meet the EU's climate goals. The EU must continue to lead in this area.

**Low-carbon finance in the EU must be rapidly scaled-up to deliver the energy transition and limit global warming.**

The EU's net-zero goal, and its commitment to the Paris Agreement, require a steady stream of investment in clean technologies and infrastructure to meet these goals. The EU must continue to lead in this area.

## SustainableViews Navigating ESG policy and regulation

**SustainableViews**

Navigating ESG policy and regulation

**Why cash, not regulation, may hold key to halting deforestation**

**Climate Capital Live**

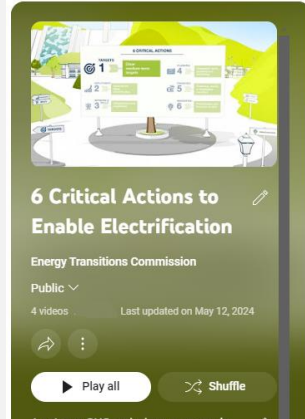
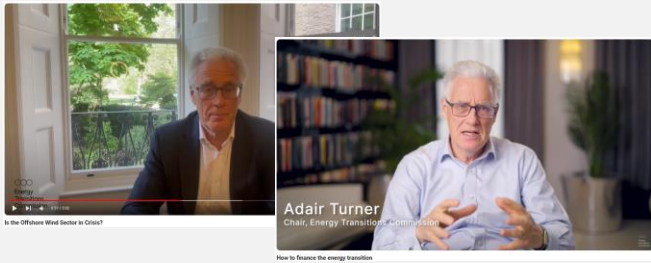
Overcoming roadblocks to implementation

13-14 March 2024

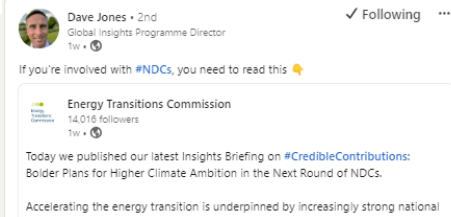
**Climate Investment Summit**

# Informing the influencers and reaching new audiences

Expanding digital storytelling beyond news programmes, via explainer series and developing talking head videos



Leveraging social networks and collaborating with communications partners



Broadening our media reach - outside climate & internationally

**THE GLOBE AND MAIL**

'Faster and cheaper than we dared think possible': Why a global leader in the energy transition is still feeling optimistic

**THE TIMES**

The night that James Norton told me to turn off the lights

**The Telegraph**

**CHINA DAILY**

New Delhi Times

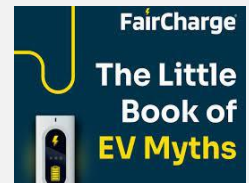
New Delhi Times

العربية  
alarabiya

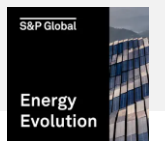
**CGTN**

**CORRIERE DELLA SERA**

Expanding our reach to new audiences and interest groups – including via podcasts



Global Infrastructure Investor Association



# Presenting the ETC 2025 work programme



# Last year we proposed a two year work-programme

1

Building the clean energy system faster

Analytical programme

2

Building the ETC regional network

Regional programme

3

Extending our influence in the global climate debate

Communications programme

4

Delivering action through future COPs

5

Supporting the MPP

MISSION  
POSSIBLE  
PARTNERSHIP

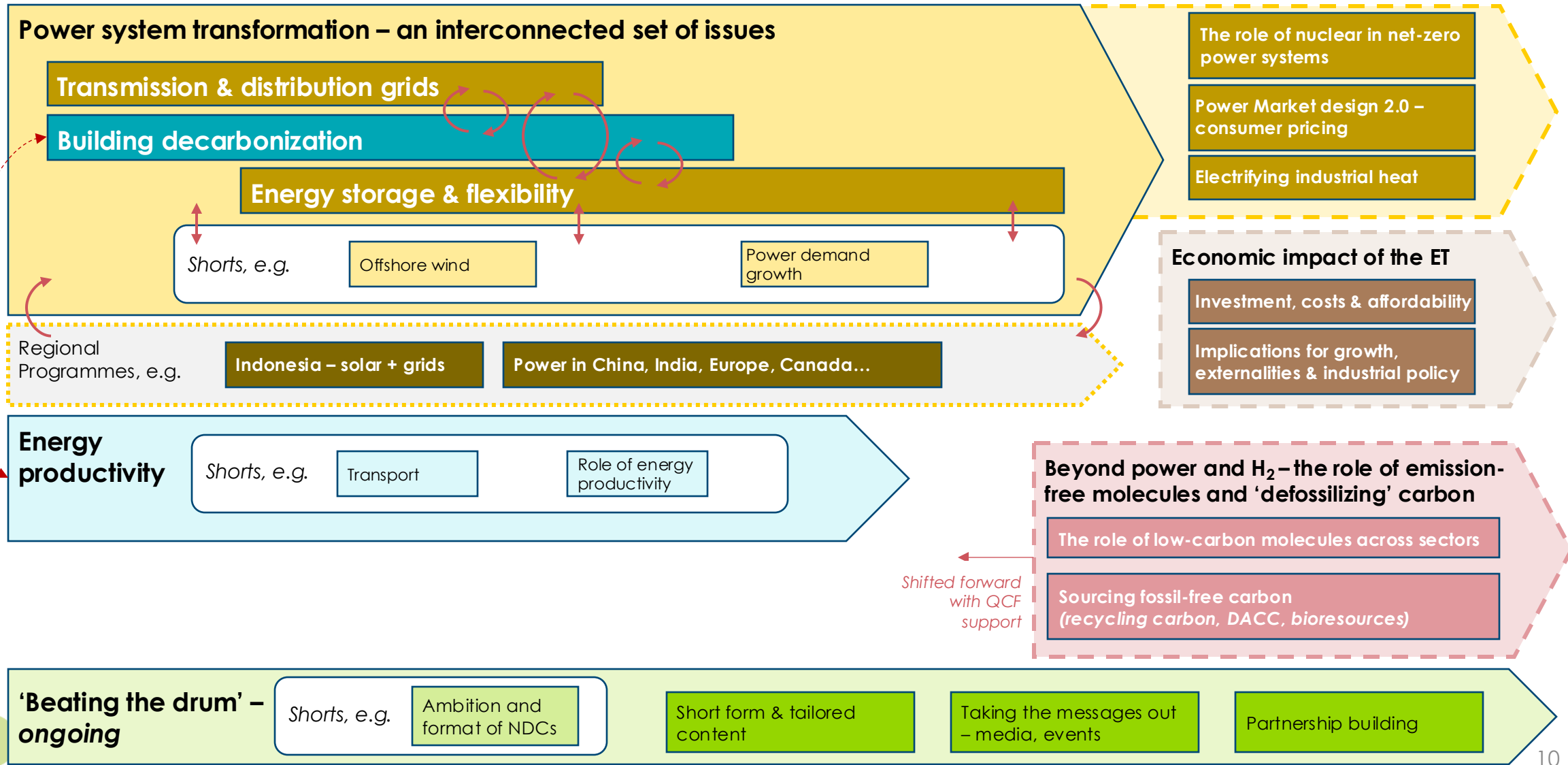
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Supporting the ETC members



# In our 2024 workplan, we outlined the 2-year analytical work plan

2024 2025 →



# We have iterated the work programme, following discussions with Commissioners and Representatives



ETC Commissioners' Meeting, June 2024



ETC Representatives' Meeting, September 2024

## We debated three key topics:

- Financing the transition
- Trade in low carbon technologies
- Carbon credits

## And received input across multiple new topics:

- White hydrogen
- Geothermal energy
- Power demand as a key focus (incl. AI)
- The importance of social buy-in, & 'who pays',
- Global climate objectives (1.5 vs. 1.7C)
- Cautionary reflections on short term oil and gas growth
- Challenges around global transmission links & global integration of electricity flows



# We also debated 3 key transition topics

### Financing the Transition: Insights for NDCs and NCQGs

- Key issues discussed: implications of rising real interest rates, the lack of progress on reform of climate development finance, challenges of higher cost of capital and geopolitical tensions, and MDB reforms.

### Supply chains: Trade in low carbon technologies

- Key issues included factors risking slowing the transition and impact of trade instruments.
- Importance of assessing the benefits and risks of local supply chain policies was highlighted.
- Agreement on requirement of fact-based principles to guide the debate.

### Carbon credits: Scope 1,2,3 in carbon markets

- The evolving debate on corporate carbon credits, building on recent controversy at the SBTi – in particular carbon credits in the context of scope 3 emissions
- Agreement on need for clarity on debate, and opportunity to accelerate corporate action towards key areas (e.g. removals)

Integrated in 2025 work programme



Published in October 2024



# Analytical work programme:

2024 – major focus on everything to do with electricity

2025 – 3 areas: carbon molecules, economic impacts & further power

2024

2025 →

**Power system transformation**

- Transmission & distribution grids
- Building decarbonization
- Energy storage & flexibility

Shorts, e.g. Offshore wind, Power demand growth

**Energy productivity**

Shorts, e.g. Transport, Role of energy productivity

**Regional Programmes, e.g.**

- Indonesia – solar + grids
- Power in China, India, Europe, Canada...

**Repackaging existing insights**

Financing the transition: Insights for NDCs and NCQGs

**'Beating the drum' – ongoing**

Shorts, e.g. Ambition and format of NDCs

**Power systems transformation**

- The role of low-carbon baseload in net-zero power systems: nuclear and geothermal
- Power Market design 2.0 – consumer pricing

Electrifying industrial heat

**Beyond power and H<sub>2</sub> – the role of emission-free molecules and 'defossilizing' carbon**

- The role of low-carbon molecules across sectors
- Sourcing fossil-free carbon (recycling carbon, DAC, bioresources)

**Economic impact of the energy transition**

- Investment, costs & affordability
- Implications for growth, externalities & industrial policy
- Trade of low carbon technologies – local vs. global supply chains

Carbon credits: Role of scope 3 emissions in carbon markets

Others - tbc

- Short form & tailored content
- Taking the messages out – media, events
- Partnership building

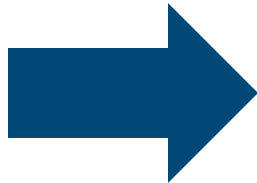
Bringing forward into 2024

# In Mission Possible and Making Mission Possible we considered the impact of the transition on consumers by sector...

Economic impacts of the transition

Previous ETC analyses have concluded:

Incremental decarbonisation costs will reduce living standards attainable in 2050 by less than 1%. But important **specific distributional effects** need to be recognised:



**Residential cooling:** negligible incremental cost.



**Road transport:** Electric vehicles are or will be lower cost than fossil cars, while road freight costs will be broadly unchanged.



**Residential heat:** Decarbonising residential heat could have a significant impact on living standards for specific households.



**Multiple sectors with negligible impact.**



**Industrial sectors:** Consumer incremental costs will be very small as intermediate products account for a small proportion of the cost of final goods or services.



**Long-distance aviation:** Decarbonising long-distance aviation will require an increase in ticket prices versus business as usual.



# Given increasing politicisation of net-zero, focus on the economic impacts of the transition (both costs & benefits) – on individuals, sectors & nations

Economic impacts of  
the transition

We propose to conduct an integrated assessment of the impact of the energy transition

Current hypotheses:

**Including impacts** on economic growth, investment requirements and the implications for consumer living standards. Considering:

- **An assessment of how the impact might vary by countries/regions at different stages of economic growth**
- **How it might vary by different income levels within countries**
- **Engaging effectively in increasingly polarised debates about the economic costs of the energy transition, jobs and the need for a “just transition”**

- **We previously thought an ~80% reduction in emissions might have a ~1% impact on GDP. Now we think 100% might have low - or possibly no – impact.**
- **But that does not mean transition is costless – cost is needed to invest, which likely means less consumption or investment in other sectors of economy.**
- **Net jobs impact likely less than assumed – positive or negative – key issue is specific training and retraining needs.**



# Similar debate growing around trade and supply chains, which could ultimately slow the pace or raise the costs of global decarbonization

Economic impacts of the transition

## China is technological leader in range of vital clean technologies

- Partially due to subsidies and export pricing strategies
- Mostly due to China's excellent ecosystem of producers / suppliers

## In ideal world...

- Technological progress and cost reductions benefit global transition
- Countries able to transition faster and at lower cost

## In actuality...

- Geopolitical tensions resulting in tariffs and investment constraints
- Increased costs and slower pace for global transition

## Country policies must

- Respond to legitimate desires to develop more diversified global supply chains and domestic employment
- Not undermine the energy transition by rejecting benefits of China's technological leadership and cost efficiency

## ETC actions

- Engage with WTO
- Integrate into European Commission White Paper
- Refine supply chain principles discussed with Commissioners
- Integrate into 2025 work programme



# Power system transformation – rounding out critical issues & barriers to clean electrification – prioritisation proposed for 2025

Power system transformation

## 1 Role of low-carbon baseload



### Role of nuclear

Continues to be an important technology, potentially making up ~c.5-10% of electricity supply in 2050. Analysis to include:

- Latest costs and technology trends (incl. small modular)
- Role of nuclear in a renewable dominated system – including ability to run flexibly
- Embodied carbon, water usage and waste disposal



### Role of geothermal

Expected to become more relevant through expanded and novel technology adoption.

Assessing:

- Costs of geothermal for power and heat relative to other low carbon technologies.
- Enhanced Geothermal Systems (EGS) as a novel technology
- Geographic opportunities, risks and local environmental impacts



### Electrifying industrial heat

There is a growing consensus that the 45% of industrial heat demand below 200°C, and potentially higher temperatures can be electrified.

Analysis to include:

- Cost and opportunity assessment reflects the falling renewable costs, developments in heat pump and other technologies
- Cost and policy barriers and interventions required to address

Critical link to low carbon molecules work



### Consumer power market design

A renewable-dominated power system should offer low generation costs to consumers, but other variables matter:

- Assessment of cost impacts today and in future across generation, grid and other costs.
- Assessment of options to adapt power market design, including: move away from gas setting the price for the whole market



# Aims of the regional program translate into...

## 1

### Accelerate the local energy transition

- **Produce insights** to set the vision of a Net Zero region, show pathways to decarbonize hard to abate industry sectors, and provide solution set to implementation barriers
- **Influence strategy** via local partners and ambassadors

## 2

### Enhance ETC's global perspectives & credibility

- **Diversify the perspective** of the global ETC vision and key messages
- **Stress test ETC global analyses** to address analytical gaps
- **Create bottom-up vision** of global transition

## 3

### Grow ETC membership

- **Attract new members**, considering both firms with global activities and organizations with business in specific regions

## key focus areas for 2025



Expand insights to new, key regions



Enhance networks in existing key regions



Enhance local priorities in existing regions



Expand insights across all regions

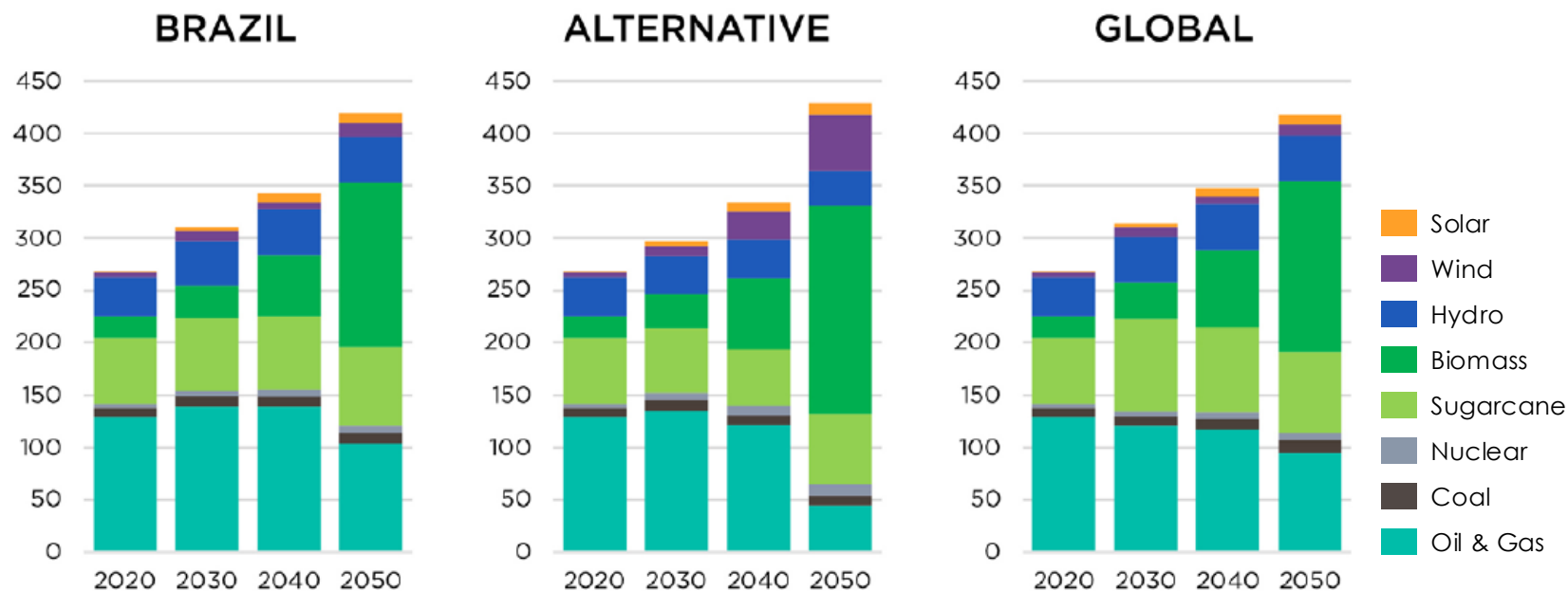




# ETI to challenge local decarbonization pathways to be more ambitious

Net Zero scenarios marked by large uses of biofuels, continued use of fossil fuels, and heavy reliance on Agriculture, Forestry, and Other Land Use (AFOLU)

## Brazil's Primary Energy Use, Mtoe



Reflects current NDCs, achieves Net Zero regardless of other countries with carbon budget of 24.3 GtCO<sub>2</sub>

Alternative technical route with restrictions around water and CCS availability; carbon budget of 24.9 GtCO<sub>2</sub>

Focuses on Brazil's contribution to global Net Zero, cuts carbon budget by 40% to 15.3 GtCO<sub>2</sub>

“...there is no need to implement innovative technologies... [because] the country has large reforestation potential, which can offset the sector's emissions”

-Deep Decarbonization Pathways, Brazil

- Limited road transportation electrification in all scenarios
- Frequent use of biomass in sectors that can otherwise be decarbonized
- Hydrogen not considered for steel decarbonization and only limited use in freight transportation

Note: passenger road transportation includes urban busses, light commercial vehicles, and 2-/3-wheelers

Source: CEBRI “Carbon Neutrality 2050” (2023); Projeto Decarboost “Uma Estratégia de Descarbonização para uma Economia Brasileira de Zero Carbono Líquido em 2050” (2023)



# Indonesia's election offers a new opportunity to engage with the government over the plans for the energy sector



Past efforts looked at the power system as a single system, showed solar dominated system was possible using batteries and interconnections between islands

## New efforts to consider individual islands, address areas of concern or confusion

### Build out:

- Dispatch models for 4 largest systems
- Indonesia-specific cost projections for new technologies (e.g., wind, solar, batteries, EVs)

### Key messages:

- Energy security not an issue with renewable dominated systems
- Natural gas should not be a transition fuel
- Government subsidies for coal delay the transition and hurt the economy

Longer-term aim for wider South East Asia program, leading up to COP31



Trip scheduled for June 2025



# Strengthening existing networks to influence strategy



India



China



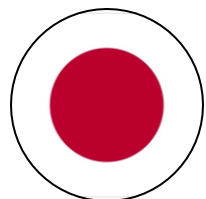
Europe



## Continuing to enhance local priorities within regions



- SEA/AUS green industrial growth program in consolidation and expansion mode including trade engagement
- Gladstone clean industrial hub phase two
- Indonesia green industrial hub program working with Indonesia government to build relevant policy frameworks
- Vietnam industry hub kicked off and energy analysis underway



- Revision of overall 2050 Net Zero scenario and pathway with additional focus on:
  - Chemicals sector
  - Heavy duty vehicles (in collaboration with a new ETI-CGC member, Isuzu)
  - Power sector decarbonization
  - Possibly industrial structure change in 2050 (ex. supply chain of steel making)



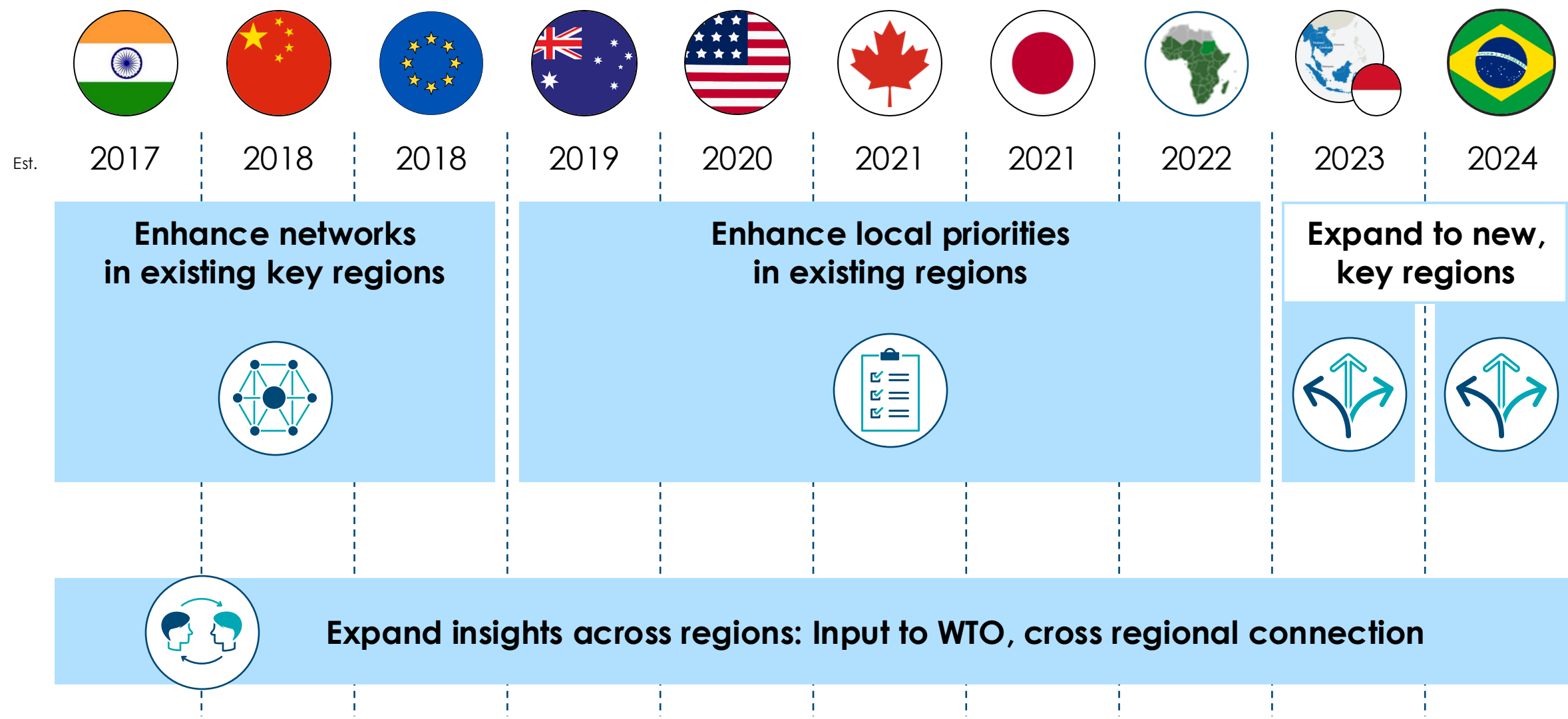
- Impact of energy transition on consumer wallet spend
- Bio/synthetic fuel in British Columbia
- Outreach / education around benefits of energy transition to Canadian consumers ahead of 2025 election



- Deep dive into potential volumes of white hydrogen in the US
- Sector specific power demand loads, impact on local power systems, and implications for regional power pools
- [other topics TBC post-election]



# Mapping these across regional network shows 5 major activities for 2025



The climate debate is highly **politicised and polarised** as we move from ambition to action. **Disinformation remains rife and fuels the anti-net-zero narrative & back-tracking on commitments.**



**German minister threatens  
'indefinite driving bans' on  
weekends** **POLITICO**

**New Zealand to push through law to reverse ban  
on oil and gas exploration**  **Reuters**

**Japan Must Curb Clean Power  
Reliance, Warns Leadership  
Candidate** **Bloomberg UK**

# 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

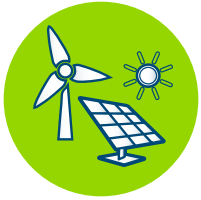
### Informing the influencers and reaching new audiences

- 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



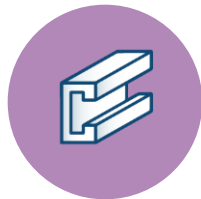
# COP29, 30 & 31: 4 priorities to deliver action through future COPs



**Delivering and increasing the COP28 commitments to triple renewable capacity by 2030** informed by work on barriers to clean electrification



**Further progressing the global debate about moving beyond fossil fuels**, seeking to gain increasingly strong and specific commitments to the rapid phase-down



**Supporting the work of the ITA, which is envisaged as a multi-COP initiative.** Driven by MPP but with the ETC focused on identifying, and driving action on, implications for the wider energy transition (e.g., the scale of clean electricity or H<sub>2</sub>)



**Developing more ambitious and comparable NDCs in the next NDC ratchet** – ensuring they reflect commitments made at COP26 and COP28, real economy action, and latest technological progress.



# Working with the Mission Possible Partnership

ETC continued to support the MPP in 2024 and will continue to collaborate in 2025, focusing on four areas:



Building on our work with the sector transition strategies, this year we **integrated sectoral insights on energy productivity** into ETC work on this topic. **Insight briefing publishing in early 2025.**



Continuing to work with the MPP to ensure that the **cross-sectoral implications** for the wider energy transition (e.g., the scale of clean electricity or hydrogen production required) are identified and acted upon, exploring a short joint publication on this topic.



Supporting **first-of-a-kind project conversations** and **integrating insights** from the MPP's early hubs projects to inform our barriers to clean electrification work on grids and energy storage & flexibility.



Supporting the work of the **ITA**, in particular i) supporting the MPPs focus on accelerating the build-out **of critical hydrogen and CCS infrastructure**; ii) advocating for the **policies** (regulations or carbon prices) need to **move beyond 1st of a kind projects.**



# Supporting ETC Members

## ETC governance and progress review



- 2x Commission meetings and 3x Representatives meetings
- Hybrid meetings accompanied by in-person dinners
- Member portal, launched in 2024, houses all ETC information and upcoming events
- ETC Insider – newsletter reserved for ETC members

## Knowledge Building



- 1–3 expert workshops: for each of our analytical workstreams.
- Bilateral meetings: for additional input from ETC members.
- Endorsements: Continue with our report review and endorsement process for all major reports.

## Advocacy and Outreach



- Collaborate with member comms leads via Comms club; + comms support for new members
- Tailored thematic webinars open to all member staff
- Speaking roles and conferences
- Participation at Member events (incl. C Suite)
- Regional level engagements

## Raising the ambition of ETC members



- Working with ETC members' board and executive management
- Building on existing members to recruit and influence other companies, organisations, business associations, and multi-stakeholder initiatives
- Due diligence of current and potential members

### Additional considerations for 2025:

- Continue member webinar series
- Increase engagement through member portal
- Explore additional opportunities for ETC input to member strategy discussions



**BACK-UP**



# 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

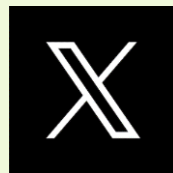
EURACTIV  
POLITICO

## 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

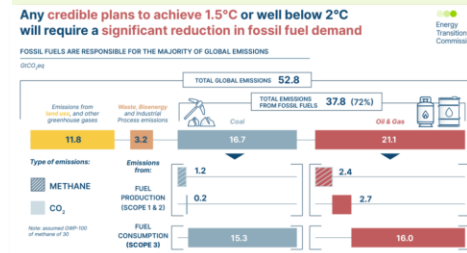
**Events:** increased presence in key sectoral and regional events.



Climate Action

## Explainer Content

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



## Direct engagement

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



GLOBAL STRATEGIC COMMUNICATIONS COUNCIL

WE MEAN BUSINESS



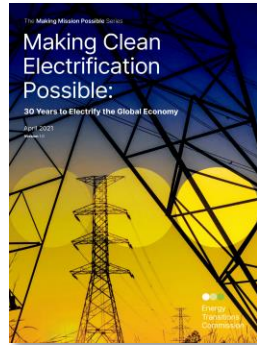
# Pillar 2: Rich back catalogue of content to re-package



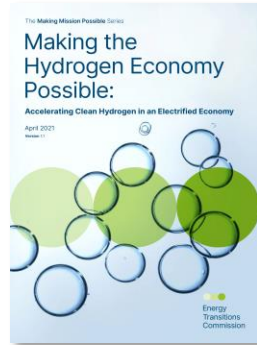
**172 pages**  
+ 38-page executive summary



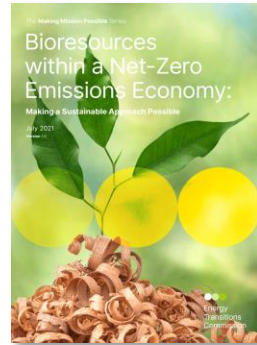
**89 pages**  
+ 31-page executive summary



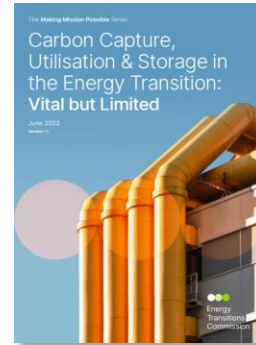
**108 pages**  
+ 36-page executive summary



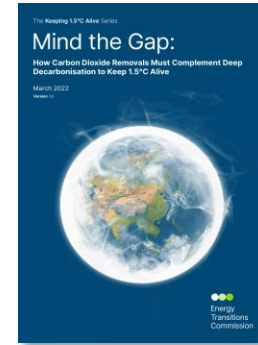
**92 pages**  
+ 30-page executive summary



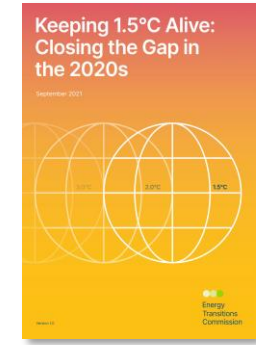
**116 pages**  
+ 30-page executive summary



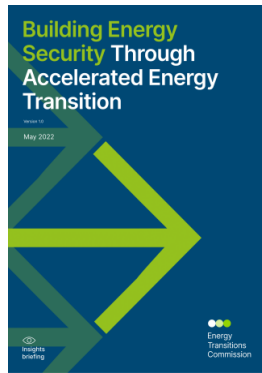
**120 pages**  
+ 40-page executive summary



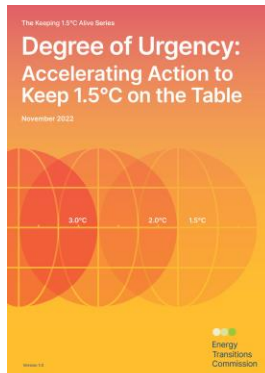
**100 pages**  
+ 36-page executive summary



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



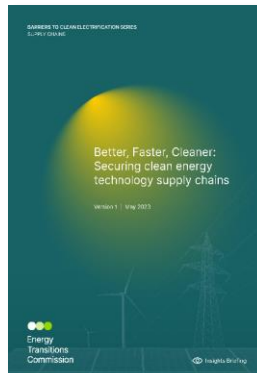
**32 pages**



**43 pages**



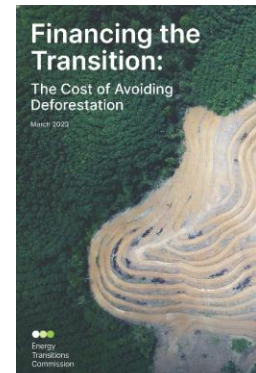
**35 pages**  
+ 3 toolkits (5-20 pages each)



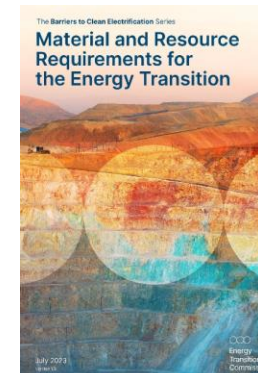
**51 pages**  
+ 22-page toolkit



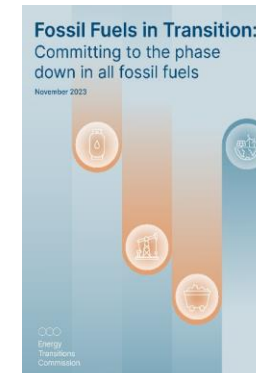
**101 pages**  
+ 29-page executive summary



**26 pages**



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



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

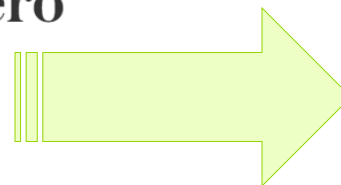


# Pillar 3: Tailoring the message to the audience

	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’

Pre-read only

Traditional

Unaware

Unconvinced

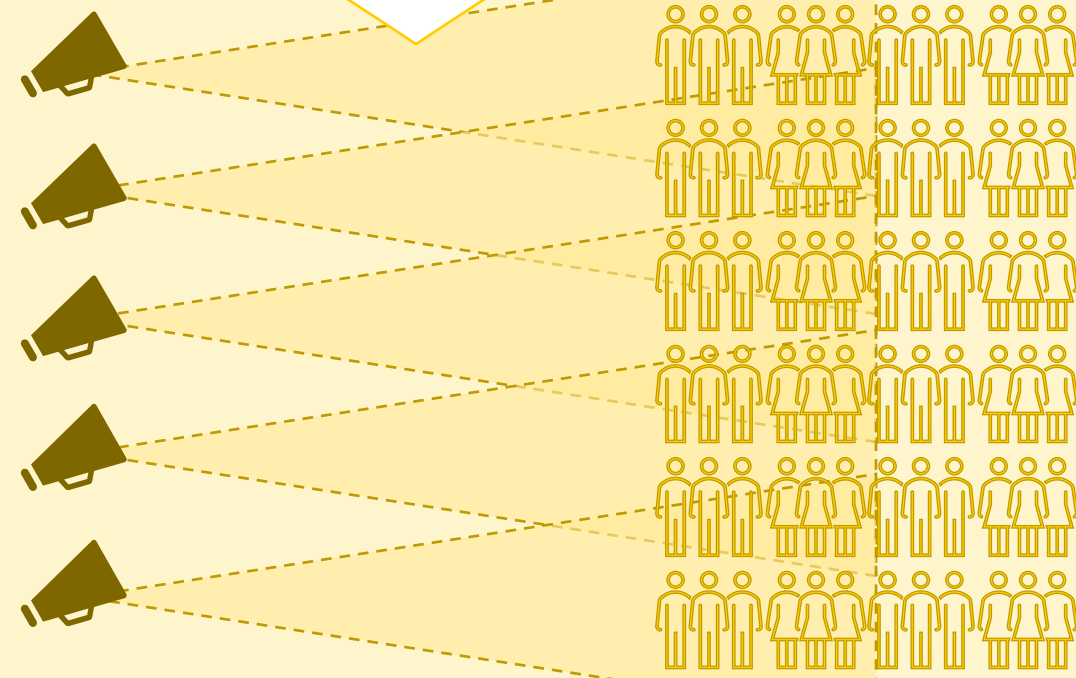
Direct - informing the debate

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

Pre-read only

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"> <li>Outlets with <b>international reach &amp; unconvinced</b> audience</li> <li><b>Beyond climate &amp; energy</b> correspondents</li> </ul>	<ul style="list-style-type: none"> <li><b>Beyond news</b> programming e.g., Amazon Prime, Netflix</li> <li>Production companies working on climate content</li> <li><b>Podcast</b> producers</li> </ul>	<ul style="list-style-type: none"> <li><b>Energy influencers</b></li> <li>Non-expert relevant (general) influencers</li> <li>Focus on where we can add impact</li> </ul>
How will we target them	<ul style="list-style-type: none"> <li>Background <b>briefings</b></li> <li>Off-the record sessions</li> <li><b>Tackle questions</b> – real cost of the energy transition, economic opportunity vs Net Zero means job losses</li> <li><b>Explainer content</b> (guides)</li> </ul>	<ul style="list-style-type: none"> <li><b>Storytelling</b> – media briefing pack</li> <li>Spokespeople – broaden our bench of spokespeople</li> <li>Use (simplified not simple) <b>data</b> to gain traction (key stats pack)</li> <li><b>Direct outreach</b> to production companies</li> <li>Use <b>partner relationships</b> to target TED Talks</li> <li>ETC Talking Heads videos</li> </ul>	<ul style="list-style-type: none"> <li>Tailored <b>short-form</b> content</li> <li>Simplified (not simple) data to gain traction (key stats pack)</li> <li>Partner with influencer agencies/experts</li> <li><b>Social listening</b> – online debate moves fast</li> </ul>

Success in 2024



See next page...

# Reaching social media influencers beyond the 'bubble'

Pre-read only

## 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\***
8. **George Smeeton\***
9. **Dan Woynillowicz\***
10. **Mike Hudema\***
11. **Kees Van der Leun**
12. **Richard Black\***
13. **Ed King\***

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/Money Stuff newsletter)
2. **Robert Colville** (Sunday Times columnist + Centre for Policy Studies + free newsletter CapX)
3. **Matt Yglesias** (Twitter + newsletter on global policy)
4. **Mike Brewer** (newsletter policy/society charts & trends + Resolution Foundation)
5. **June Stoyer** (That's the Story podcast)

# Expanding our Reach via direct outreach - Partners & Interest groups Pre-read only

*Informing those who speak directly to the unaware & unconvinced...*

	D Communications Partners	E Via “Interest groups”
<b>Who we will target</b>	<ul style="list-style-type: none"> <li>Key partners engaged in the debate but with a <b>broader audience</b> focus</li> <li>Global Optimism, GSCC, ECIU</li> </ul>	<ul style="list-style-type: none"> <li><b>Professions</b> – advertising (IAA) and law (ILA)</li> <li><b>Academia</b> – business schools</li> <li><b>NGOs</b> – Climate Coalition (faith members)</li> </ul>
<b>How will we target them</b>	<ul style="list-style-type: none"> <li><b>Early engagement</b> with content &amp; message testing</li> <li>Amplification of our content via their channels</li> <li>Forward planning around <b>key events</b> – Bonn, NYCW, COP</li> <li>Collaborate on their campaigns (Ted Talks, COP)</li> </ul>	<ul style="list-style-type: none"> <li><b>Identify &amp; test</b> proposition with 3 groups (2024)</li> <li>Direct outreach</li> <li>Initial background briefings/assess needs</li> <li>Participation at their events (amplify our messages)</li> <li><b>Tailored</b> content – guides to energy transition</li> </ul>






*Illustrative*

**Success in 2024**



# ... Including in industrial sectors, international shipping and long distance aviation

Economic impacts of the transition

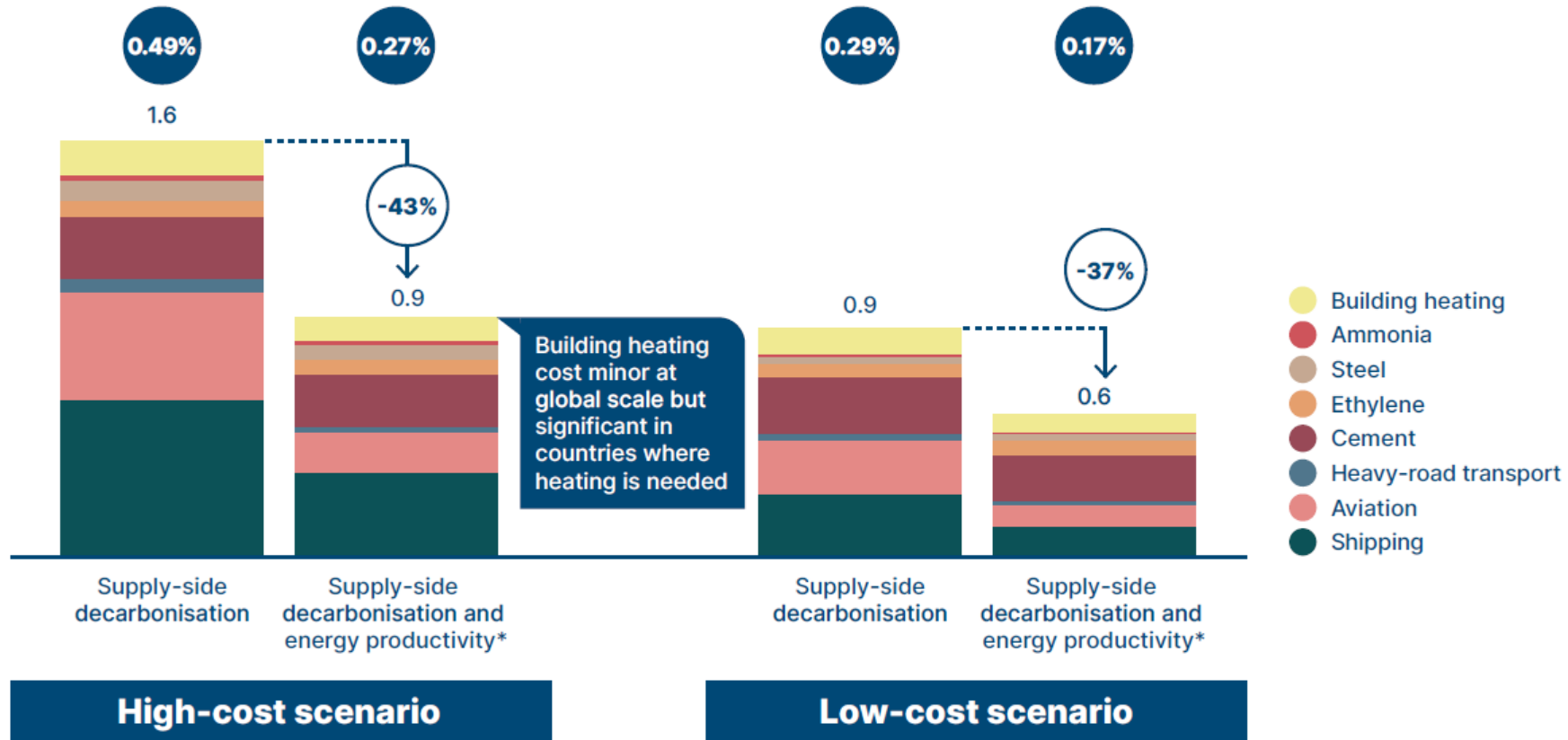
	Impact on intermediate product cost US\$ / % price increase		Impact on final product cost US\$ / % price increase	
 <b>Plastics</b>	<b>+\$500</b> per tonne of ethylene	<b>+50%*</b>	<b>+\$0.01</b> on a bottle of soda	<b>&lt;1%</b>
 <b>Steel</b>	<b>+\$120</b> per tonne of steel	<b>+20%</b>	<b>+\$180</b> on the price of a car	<b>+1%</b>
 <b>Cement</b>	<b>+\$100</b> per tonne of cement <b>(+\$30</b> per tonne of concrete)	<b>+100%</b> <b>(+30%)</b>	<b>+\$15,000</b> on a \$500,000 house	<b>+3%</b>
 <b>Shipping</b>	<b>+\$4 million</b> on typical bulk carrier voyage call per annum	<b>+110%</b>	<b>+\$0.03</b> per kilogram of imported sugar	<b>&lt;1%</b>
 <b>Aviation</b>	<b>+\$0.3-0.6</b> per litre of jet fuel equivalent	<b>+50-100%</b>	<b>+\$40-80</b> on a 6,500-km economy class flight	<b>+10-20%</b>



# And consider total impact of the transition on overall consumer living standards in 2050...

Total cost of decarbonisation  
Trillion US\$ per year, 2050

X% Share of global projected GDP, 2050



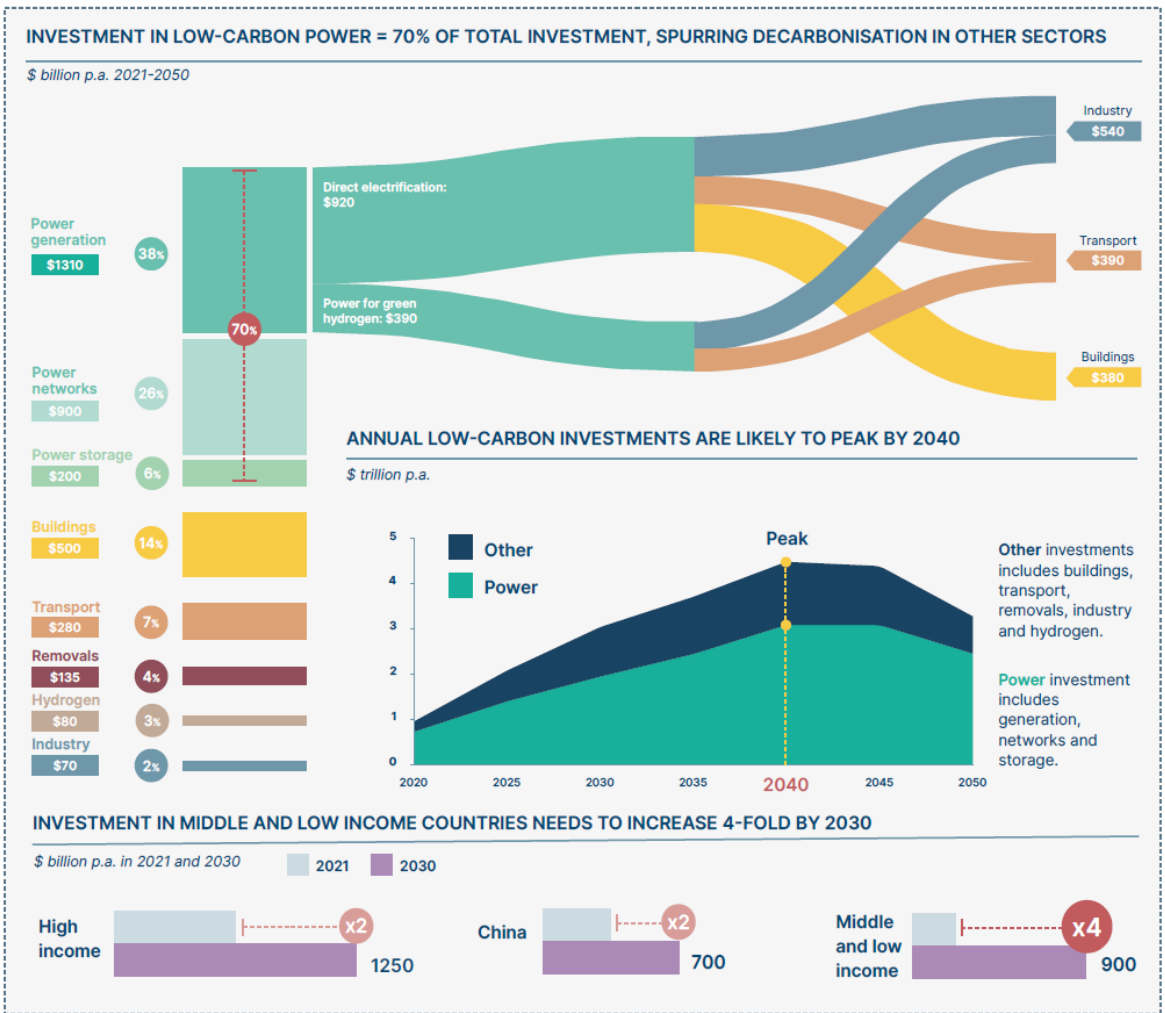
NOTE: The term "energy productivity" covers energy efficiency, material efficiency and service efficiency.

SOURCE: SYSTEMIQ analysis for the Energy Transitions Commission (2020) based on McKinsey & Company (2018), *Decarbonization of industrial sectors: the next frontier* and Material Economics analysis for the Energy Transitions Commission (2018)

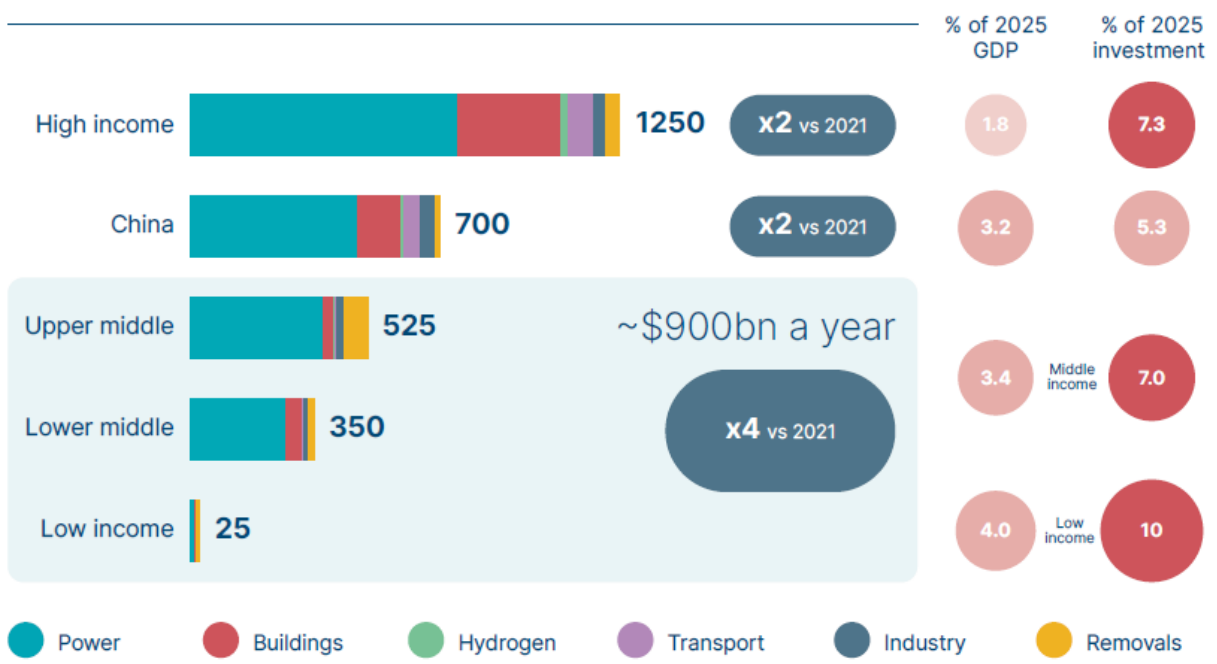


# Last year we published our *Financing the Transition* report which focused on total investment needs...

## Economic impacts of the transition



Estimated annual investment by region and sector, 2026-2030  
 \$ billion p.a.



**SOURCE:** Systemiq analysis for the ETC (2023); SYSTEMIQ (2021), *Investments for green recovery and transformational growth 2020-30: Technical Note*; IMF (2022), *World Economic Outlook October 2022*.  
**NOTE:** 2025 GDP projections based on GDP in market exchange rate terms. Total investment is assumed to grow in line with GDP.



# MPP FOCUSES ON THE DEVELOPMENT OF GREEN HUBS AND GREEN MARKETS, SUPPORTING PROJECTS ON THE GROUND & INFLUENCING CONDITIONS FOR INVESTMENT



## Green Industrial Hubs

Supporting clusters of companies to work together with local stakeholders to improve the feasibility and affordability of deep decarbonisation projects

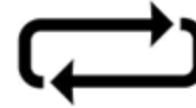
- US Gulf Coast & Los Angeles Hubs
- Gladstone Industrial Cluster
- New Green Industrial Sunbelt Hubs



## Green Markets

Engaging companies down industrial value chains, informing government policies and developing green market makers to scale up green premium demand

- EU PtX – Ammonia & Methanol
- Project SkyPower (e-SAF)
- Green Market Makers



## Pillar 1: Project Support

Supporting projects through green hubs and green markets in selected emerging countries

## Pillar 2: Conditions for investment

Unlocking offtakes via policy, de-risking & standards



Multiplying impact through dissemination of learnings, playbooks & recommendations



Tracking progress with MPP's **Global Project Tracker**: the scorecard on industrial decarbonisation

