



Energy
Transitions
Commission

ETC's evolving approach to communications

ETC Comms Club
27th March 2025

Key considerations and questions to discuss

1. Audience targeting – who is driving the push back – politics or public?
2. Should we keep our focus broadly aligned to where it has been in the past to play to our strengths?
3. Reputational risk of moving outside our traditional audiences?
4. Who are the key intermediaries to communicate climate positive messages?
5. How do we reach the key intermediaries, understanding that we may not be credible with them all?
6. Sharpening our narrative to tell the everyday story and the costs of inaction?
7. Where can we deliver most impact (resources and focus)?

We are keen to get your further input on our evolving comms approach – please reach out for a bilateral to discuss



Without broader political buy-in the transition is starting to falter

2015-2022 → **Rising acceptance** of technical and economic feasibility



2023-Present → **Increasing pushback** on political support



Mis- and disinformation used to lower priority of fighting climate change

“Vested interests have generated rhetoric and misinformation that **undermines climate science and disregards risk and urgency**. Resultant public misperception of climate risks and polarised public support for climate actions is **delaying urgent adaptation planning and implementation**” – IPCC Sixth Assessment Report

The What: coordinated actors stalling transition

1. **Denialism** – Undermines the existence or impacts of climate change
2. **Delayism** – Misrepresents scientific data
3. **Greenwashing** – Falsely promotes ‘solutions’ that are ineffective/counterproductive

The Who: four sets of key actors, driven by growth in platform/profits

- Carbon economy:
 - **State actors**
 - **Certain unhelpful fossil fuel lobbyists**
- Attention economy:
 - **Outrage merchants**
 - **Far-right movements**

The How: attack from all angles

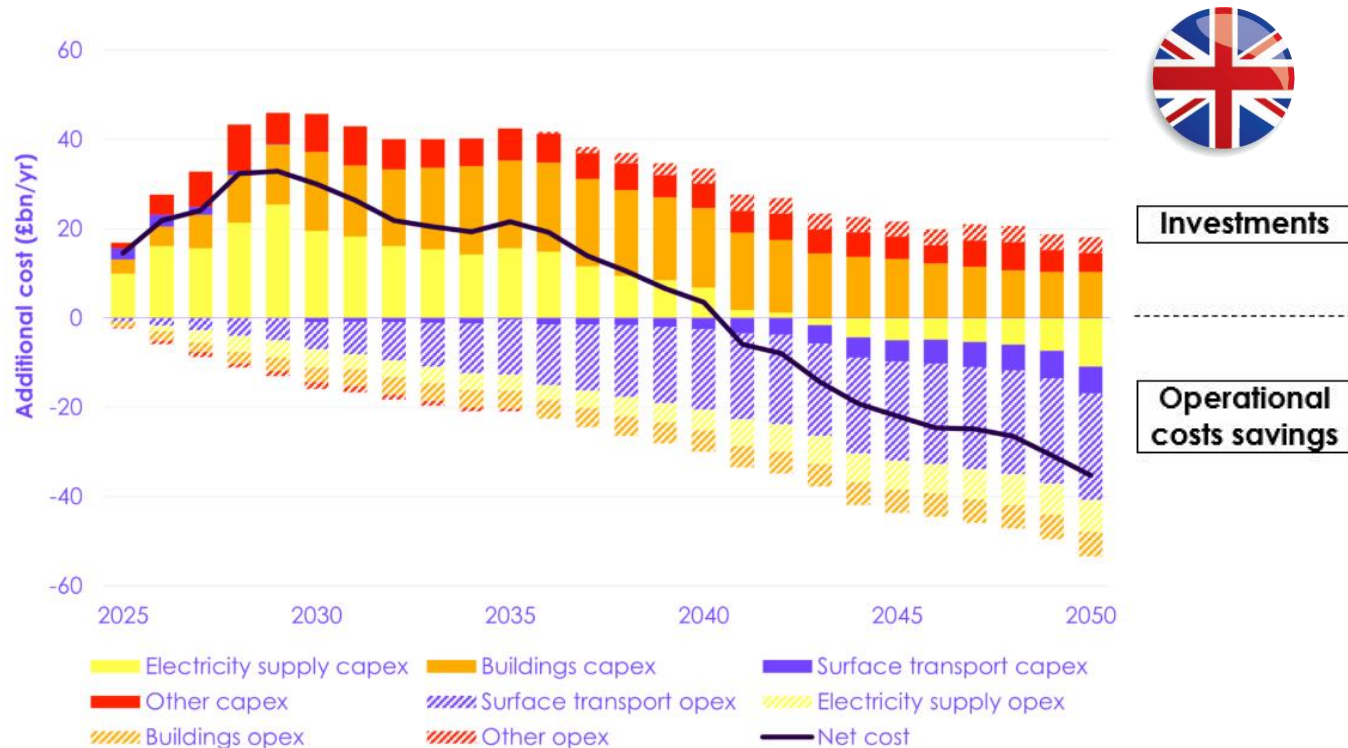
- ✓ Non-traditional gatekeepers
- ✓ Harassment of climate scientists
- ✓ False dramatized policies created to drum up anger against ‘woke climate lobby’



In some cases, arguments for action have overstated green benefits which allows disinformation to flourish

Capital and investment costs and savings, net zero pathway

Billion GBP per year, nominal 2023 prices, UK



Investments

Operational costs savings

Green new deal narrative overstated?

- Well paid green jobs
- Lower bills now
- Reduced price volatility

While benefits accrue in long-term, **near-term investments outweigh cost savings**

The critical reason for the energy transition is that the **costs of inaction are massive**

Question:

- Have we understated short-term monetary costs?
- Have we understated the long-term impacts of inaction?

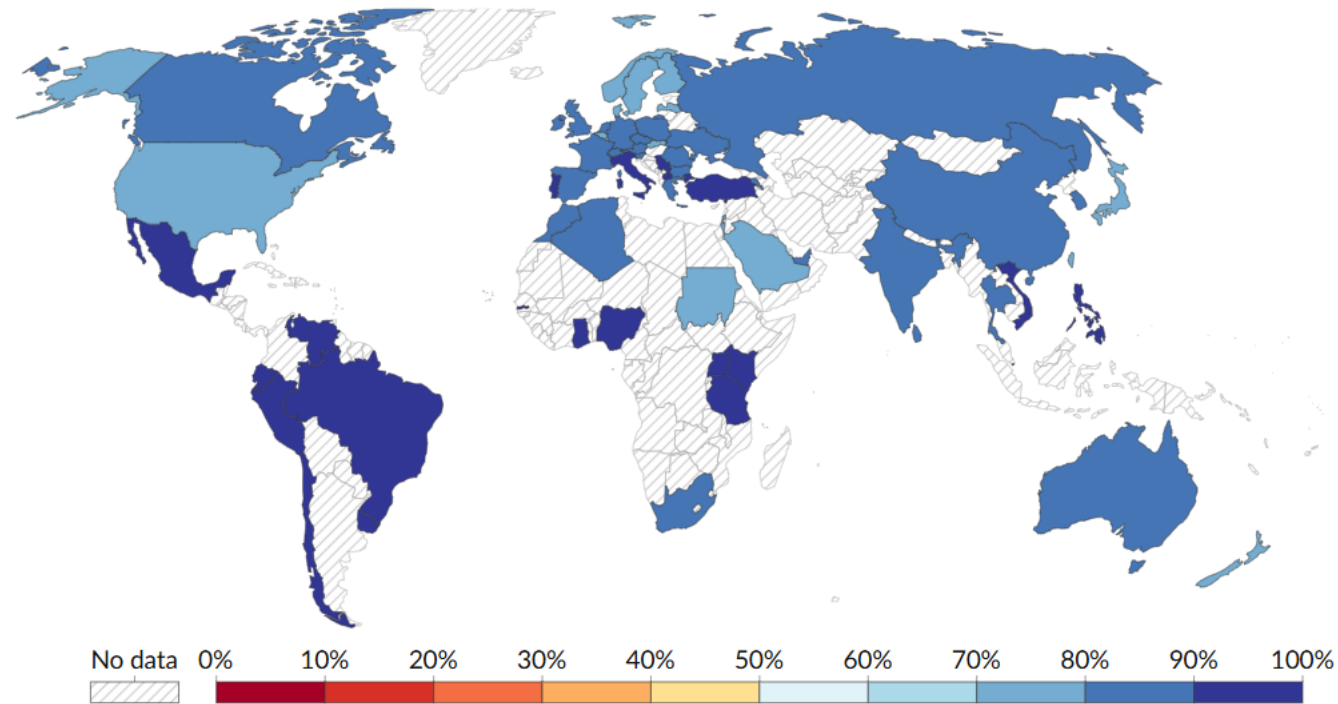
Source: CCC (2020), *Seventh Carbon Budget*

Notes: In year costs 2023 prices. Relative to a baseline of no further decarbonisation action. Other includes fuel supply, aviation, shipping, agriculture, land use, industry, waste, engineered removals and F-gases. Costs of capital excluded.

Despite misinformation, the global majority still believe in climate change

Share of people who believe in climate change and think it's a serious threat to humanity

Average score of beliefs on climate change on a scale of 0 to 100, 2023



Average "belief" in climate change = **86%**

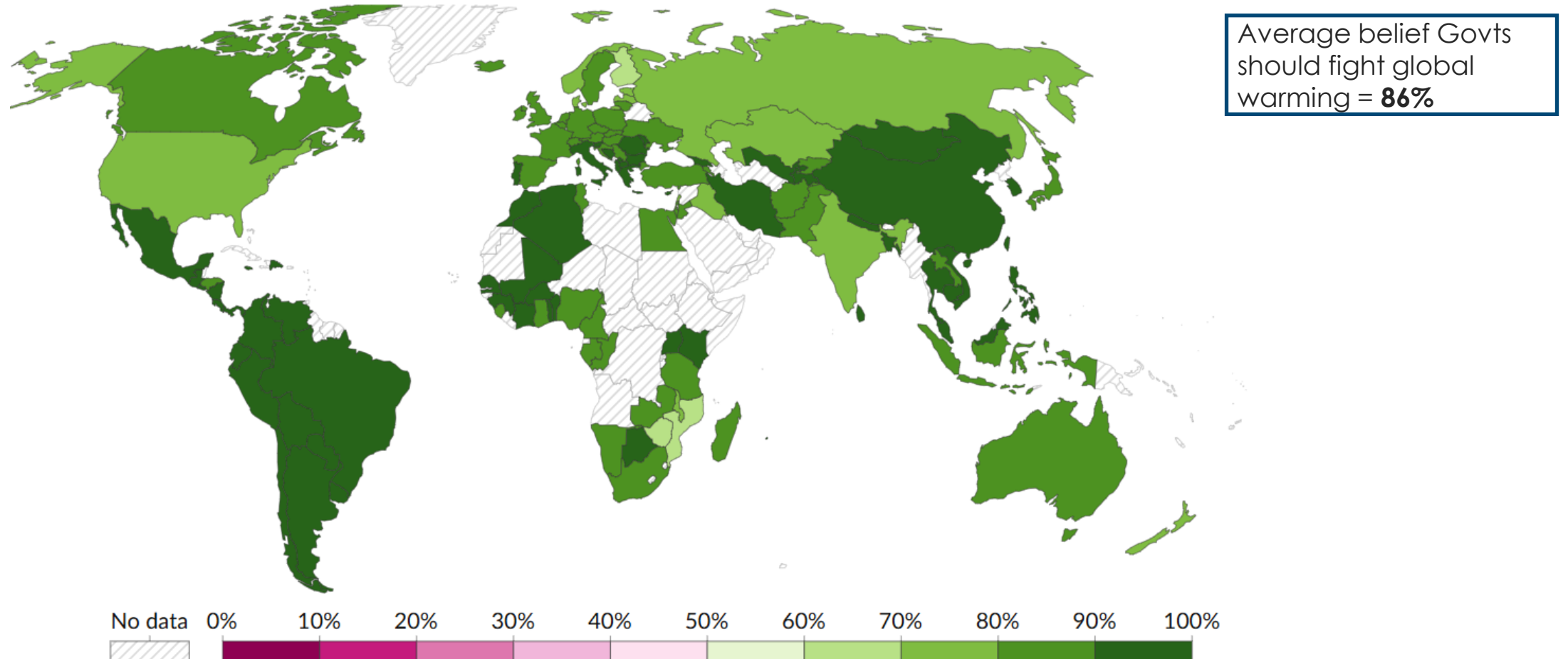
Notes: Survey data across 60,000 participants from 63 countries. The four questions asked were: Whether action was necessary to avoid a global catastrophe? Are humans causing climate change? Is it a serious threat to humanity? Is it a global emergency?
Source: Vlasceanu et al. (2024), *Addressing climate change with behavioural science: A global intervention tournament in 63 countries.*



Most people also believe their government should do more to fight it

Share of people who say their government should do more to tackle climate change

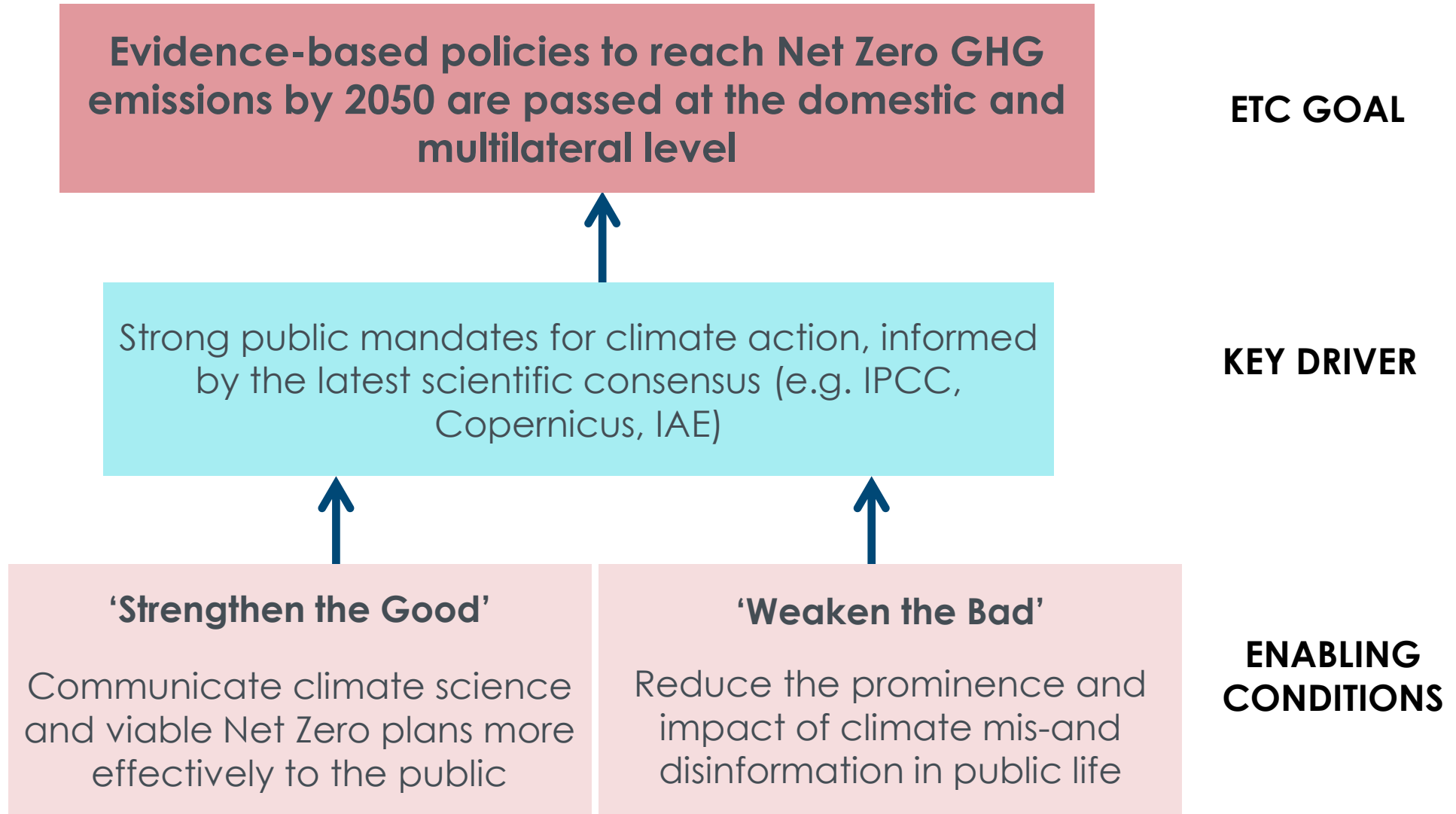
Average score from 0 to 100 to "Do you think the national government should do more to fight global warming, 2024"



Note: Survey data across 130,000 participants from 125 countries. Source: Andre et al. (2024), *Globally representative evidence on the actual and perceived support for climate action*. Additional studies: Pew Research Centre (2023), *How Americans View Future Harms From Climate Change in Their Community and Around the U.S.*; Stanford (2024), *American public opinion on global warming*; Yale (2023), *Global Warming's Six Americas, December 2022*; Ipsos Mori (2023), *A new world disorder? Navigating a polycrisis*; Ipsos Mori (2023), *One in four Britons think climate change is out of control*; Edelman (2023), *Edelman Trust Barometer 2023*.



ETC can drive greater change by fostering more action



2025 Comms Programme: Using our evidence base to win hearts and minds

Pillar 1: Amplify

To expand the evidence-base:
helping to win ongoing & emerging debates

- **Broadening ETC presence, focusing on:**
 - Tier 1 media and non-English international media.
 - Social media
 - Key sectoral and regional events.
- **Direct engagements** through:
 - Targeted outreach campaigns
 - ETC Matters newsletter
 - Events and key climate moments (COP30, NYCW, LCAW)

Pillar 2: Repeat

To inform and explain: dispelling myths, correcting misinformation, and explaining and re-explaining complex ideas

- **Through shorter, more digestible forms, e.g.**
 - Op-eds & blogs
 - Events
 - Podcasts & You Tube
 - Infographics
 - Short explainers
 - Digital (videos) and social campaigns

“Good stories make us think and feel. They stick in our mind and help us remember ideas and concepts” – The Storytelling Edge

Pillar 3: Extend

To educate and convince:
audiences previously unaware or unconvinced – direct & indirect via partnerships

- **Through audience specific** tailored content
 - Wider-reaching podcasts
 - Digital story-telling
 - Social media
- Build on **existing collaborations** (Mission 2025) & **move outside our comfort zone** (new audiences)
- **Direct outreach** with high impact interest groups (Youth, faith, culture & sport) e.g. Count Us In
- **International reach** work more closely with our international network

This year has an evolved approach to reach wider audiences

Direct Outreach

- For example: universities, climate youth groups, green faith groups, business schools, political/green parties

Erasmus
University
Rotterdam



Keele
UNIVERSITY



Global Climate Innovation Coalition



STUDENT
ENERGY

CAFOD
Catholic Agency for
Overseas Development

Increased collaboration with key groups

- Greater role for distribution of insights through partnerships:

Climate Action 

MISSION 2025

WE MEAN
BUSINESS
COALITION 

MISSION
INNOVATION
accelerating the clean energy revolution

Energy & Climate
INTELLIGENCE UNIT

ISD | Institute
for Strategic
Dialogue

Global
Strategic
Communications
Council GSCC

Greater focus on new media

- Going further to embrace new audiences for broader appeal (via podcasts and YouTube)

Current audiences (safe)

TRANSMISSION
a modoenergy podcast

Cleaning
Up
Leadership
in an age of
climate change



New middle ground

THE TIMES

THE
SPECTATOR
PODCAST



Entirely new audiences
(higher risk)



What is different – Q1 & Q2 2025

**Social media influencers:
Hero programme**



ETC briefing 8 “influencers” across the world to seed key insights from our reports

Extending audience and international reach



ETC briefing youth and faith groups and building presence in geographies where we have limited visibility

Storytelling



ETC adapting messaging to focus on human element, including telling everyday costs and benefits story



What we are making work harder – Q1 & Q2 2025

- **Narrative refresh:** sharpening our narrative to bring greater clarity and start to tell the everyday story
- **Data & visuals:**
 - Working with data/visual editors to tell a more interactive story e.g. The Guardian
 - Driving engagement via visuals and personal approach e.g. DSF Ladder
- **Partnerships:**
 - GSCC – Clean energy driven economic growth (Australia)
 - WMBC – Fossil fuel demand taskforce campaign
 - ECIU – Combatting disinformation
 - Climate Action Coalitions – International Clean Power & Built Environment taskforces
- **Member comms collaborations:**
 - Arup, WRI and Iberdrola – Buildings
 - Kiko Ventures – “Art of the Possible” LCAW event
- **International Network**
 - Work with regional partners to expand our international reach & use key events eg. Energy Asia to expand our footprint



Where should ETC place our focus?

Denialism

- 1) Combatting denialism – demonstrate climate change is real and a threat**
- + Denialism is rising, if people don't believe there will be strong resistance to change
- Less than 15% of people don't believe, many entrenched, limited gains, high pushback

Salience

- 2) Ensuring salience – move energy transition up voter's agenda**
- + Energy transition often not top priority, costs discounted, benefits seem unattainable
- Hard to make people more focused without being overly 'Doomer'

Education

- 3) Providing education – climate conscious voters to recognise effective policy**
- + Many "green" parties don't have effective policies (nuke closure, onerous P&P)
- Highly localised issue, may require many resources and partners on the ground

Economic Impacts

- 4) Explaining economic impacts – illustrate aggregate costs and distributional effects**
- + Many unaware of wider picture (cost curves, scaling benefits, access to tech)
- Competing citizen priorities (increased cost of living and low income growth)

Progress

- 5) Outlining progress – explaining where positive progress is being made**
- + ETC's traditional expertise, can counter adverse narratives by sharing good stories wider
- Positive progress often discounted, not as popular with media as negative stories

Current focus:

Very Limited

Limited

Medium

High

High



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Discussion



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Energy Transitions Commission

Chair
Adair Turner

Knowledge partners

SYSTEMIQ

BloombergNEF



Energy



Industry



Finance



Civil society



2025 ETC members' engagement opportunities

