

Social Media Pack - ETC 1.5 Degree Briefing Paper

OVERVIEW

Thank you for helping us promote our ETC 1.5 Degree Briefing Paper. This pack is designed to help your teams share ETC's key findings and disseminate the messaging of the report across your social media channels.

Link to report web page (links will be live at 0700 BST on Thursday 30th September)

Full Report: <https://www.energy-transitions.org/publications/keeping-1-5-alive/>

Link to all social media assets

All social media assets (social cards and infographics) will be uploaded to Google Drive prior to the launch date.

ETC social media handles

Twitter: @ETC_Energy

LinkedIn: Energy Transitions Commission – <https://www.linkedin.com/company/energy-transitions-commission/>

Facebook: @EnergyTransitionsCommission

Launch hashtags

The hashtag for the briefing paper are #ClosetheGap & #NetZero2050. Please use these hashtags as often as you can in your social media activities around the report launches.

Pre-Launch - Twitter

Posts by commissioners and their organisations

Proud to have contributed to @ETC_Energy latest report setting out an action plan for the 2020s to keep us on the 1.5C pathway. Launching September 30 📅 Stay tuned for more from the ETC and the road to #NetZero2050

Less than 1 week to go: stay tuned for @ETC_Energy newest report outlining feasible actions in this decade across 6 key areas to keep global warming within 1.5C. Coming out on September 30 📅 Excellent analysis & recommendations on the #RoadtoCOP26

🔔 TOMORROW 🔔 @ETC_Energy publishes its latest report on how to #ClosetheGap. The report sets out 6 feasible actions for the 2020s to keep the 1.5C pathway alive #NetZero2050

Posts by partners and their organisations

We are excited for the new @ETC_Energy report coming out on September 30 📅 Stay tuned for the action plan to #CloseTheGap and keep the 1.5C pathway alive! #NetZero2050 #RoadtoCOP26

🔔 TOMORROW 🔔 @ETC_Energy latest report on keeping the 1.5C pathway alive! 6 critical actions for the 2020s! #NetZero2050

On the day of the launch - Embargoed until 0700, Thursday 30th September

Twitter

🔔 OUT TODAY 🔔 new @ETC_Energy latest report on keeping the 1.5C pathway alive! 6 critical actions for the 2020s! #NetZero2050

🔔 JUST RELEASED 🔔 new @ETC_Energy report sets out 6 technically & economically feasible actions for this decade to #CloseTheGap and keep the 1.5C pathway alive! An action plan for discrete agreements at COP26, that can deliver sufficient emissions reductions by 2030 to make a 1.5C limit still attainable.

LinkedIn/Facebook

New **@Energy-Transitions-Commission** report sets out a critical action plan for the 2020s to keep the world on track in limiting global warming to 1.5°C.

The analysis shows that existing national decarbonisation pledges – NDCs – will fall short of delivering a 1.5°C pathway. It is estimated NDCs only account for 10% of the gap between current global GHG emissions' trajectory and a pathway to deliver 1.5°C.

The ETC has identified feasible actions across 6 key areas; methane, forestry and land, coal, road transport, supply side decarbonisation and energy efficiency.

The actions outlined in 'Keeping 1.5°C Alive: Closing the Gap in the 2020s' are technically achievable and economically attainable. Most crucially, they don't require agreement between all countries at **#COP26**, but can be fulfilled by discrete groups of nations and private sector actors making tangible progress in all of these areas.

To understand the realistic objectives that leaders can commit to at and beyond COP26, have a read of the report: <https://www.energy-transitions.org/publications/keeping-1-5-alive/>