

Social Media Pack - ETC Insight Paper *Building energy security through accelerated energy transition*

OVERVIEW

Thank you for helping us promote the ETC's new Insight Paper, *Building energy security through accelerated energy transition*. 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 2100 BST on Wednesday 17th May)

Full Insight Paper can be found: <https://www.energy-transitions.org/publications/building-energy-security/>

OR: <https://bit.ly/3FT05iK>

Link to all social media assets

All social media assets (social cards and explainers) will be uploaded to Google Drive prior to the launch date. They can be directly accessed through this link: https://drive.google.com/drive/folders/1GHH_ka5JuPdnmJD-kbnIHJseM-P2Gog3?usp=sharing

ETC social media handles

Please remember to tag the ETC channels in any and all communications around the report launch and report's messaging.

Twitter: @ETC_Energy

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

Facebook: @EnergyTransitionsCommission

Launch hashtags

The hashtags for the report are #EnergySecurity and #AccelerateTheTransition. Please use the hashtags as often as you can in your social media activities around the report launches.

Pre-Launch - Twitter

[The following template messages can be combined with any of the social cards and explainers in the Google Drive. Please remember to delete quotation marks when copy/pasting the following post templates]

Posts by commissioners and their organisations

"Proud to back the latest @ETC_Energy paper setting out the actions needed to ensure #EnergySecurity while continuing to #AccelerateTheTransition.

Launching May 17th 📅 Stay tuned for more from the ETC on the journey to #NetZero2050"

"Latest @ETC_Energy Insights Paper launched 📄

Europe and other regions can make strategic choices now which both build #EnergySecurity and #AccelerateTheTransition.

A series of explainers will provide supporting detail on aspects of the challenge and analysis of policy options. "

Posts by partners and their organisations

"Look out for the new @ETC_Energy paper coming May 17th 📅 on #EnergySecurity.

Stay tuned to find out about the strategic actions available to ensure energy security while ensuring we #AccelerateTheTransition. "

" 🚨 Tuesday 17th May 🚨 @ETC_Energy launch their latest paper on #EnergySecurity.

Accelerating investment in renewables & economy wide electrification, while improving energy efficiency, should be at the core of the #EnergyCrisis response to ensure we #AccelerateTheTransition"

On the day of the launch - Embargoed until 2100, Tuesday 17th May

Twitter

"New @ETC_Energy Insights Brief assesses strategic medium-term actions to improve energy supply stability and limit impact of future fossil fuel price shocks by 2030.

More on how to improve #EnergySecurity while ensuring we #AccelerateTheTransition here: <https://bit.ly/3FT05iK> "

"New @ETC_Energy paper on how to build #EnergySecurity and #AccelerateTheTransition.

To improve stability of supply & limit impact of future fossil price shocks;
+ accelerate investment in RE
+ economy wide electrification
+ energy efficiency

Read here: <https://bit.ly/3FT05iK> "

LinkedIn/Facebook

The latest **@Energy-Transitions-Commission** paper sets out how to ensure global #EnergySecurity while continuing to #AccelerateTheTransition.

The Insight Paper assesses strategic actions available to improve stability of supply and limit the impact of future fossil fuel price shocks by 2030.

Clearly desirable actions identified by our analysis include:

- A massive acceleration of renewable energy deployment, with a strong focus on storage and flexibility technologies, transmission & distribution networks, vehicle electrification and green hydrogen, as well as increasing wind and solar generation.
- Improving energy efficiency and productivity including insulation, heat pump electrification and industrial energy efficiency.
- Providing other sources of electricity, including keeping existing nuclear going and utilising existing sustainable biomass sources where possible.

Alongside these actions which should reduce European reliance on gas, new sources of supply will also need to play a role. The paper states potential for increased LNG imports and maintained output from existing gas fields.

However, too much investment in these alternatives could lead to carbon lock-in. This risk must be recognised and managed. New investments and contracts must be designed to minimise production related CO₂ and methane emissions.

Explore the full set of possible mid-term and long-term solutions to the current #EnergyCrisis click here to access the Insights Paper: <https://bit.ly/3FT05iK>