



Energy  
Transitions  
Commission

# ETC External Impact Highlights - 2025

*Selected examples*

*For further information please contact*  
[pmo@energy-transitions.org](mailto:pmo@energy-transitions.org)

# ETC's impact highlights from 2025 so far

As a trusted source of facts, ETC was mentioned in around 3000 news stories this year

How the world has responded to Trump's Paris climate agreement withdrawal

The Guardian

Martin Wolf talks to Adair Turner: Can the world decarbonise fast enough?

FINANCIAL TIMES

"As fast as we possibly can": Energy expert on transitioning to renewables

CNA

"Los apagones seguirán ocurriendo": los expertos internacionales urgen a 'preparar' el sistema eléctrico

EL ESPAÑOL

How to decarbonize every building everywhere – just not all at once

CANARY MEDIA  
Clean energy journalism for a cooler tomorrow

Future electricity demands need to be more flexible

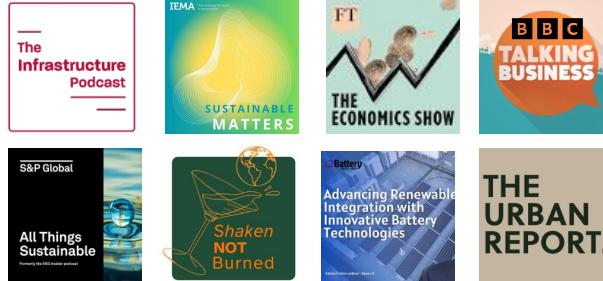
BusinessGreen

Our direct reach expands

ETC now reaches 34,000 newsletter subscribers

We are engaging new audiences through new channels

Recorded 20 podcast episodes



Leveraging social media to reach new networks

19,000+ followers (up 25%)  
260,000+ impressions (up 150%)

There is strong interest in our evidence-base

10,000+ report downloads  
~28% of all page visits convert to a report download

We regularly speak to a global audience

ETC has attended over 120 events around the world:



# We focus our external engagement and communications on 3 core pillars

## PILLAR 1: Amplifying ETC reports



**To expand the evidence-base:**  
helping to win ongoing 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

## PILLAR 2: Repackaging existing insights



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

- **Through shorter, more digestible forms. E.g.,**
  - Op-eds and articles
  - Speaking at events
  - Videos
  - Blogs
  - Infographics
  - Short explainers

## PILLAR 3: Informing influencers and reaching new audiences



**To educate and convince:**  
audiences previously unaware or unconvinced

- **Through audience specific tailored content. E.g**
  - Podcasts / Digital storytelling/Social media
- **Collaboration with analytical/comms partners** (e.g, Mission Efficiency, GCEN, GO, GSCC).
- **Direct outreach** with high impact groups (youth groups, regional climate/energy advocacy groups, etc.)



# Pillar 1 – Disseminating ETC insights and recommendations – communicating major reports

**Three Major Reports Launched:** *Achieving Zero-Carbon Buildings*, *Power Systems Transformation*, *Carbon in an Electrified Future* supported by campaigns across media, digital, events, and partnerships for sustained impact and featured in ETC Matters newsletter (35K subscribers).

And **additional insights on:** *Global Trade in Energy Transition* (launched at OECD meeting), additional clean electrification insights on *Grids and Long-Distance Transmission*, and leading work on *Energy Productivity*.  
New forms of short content including a demand-side flexibility ladder and an animation + interactive chart outlining the global potential of energy productivity and key levers.

**Engagement & Influence remained comprehensive, with at least three key highlights:**

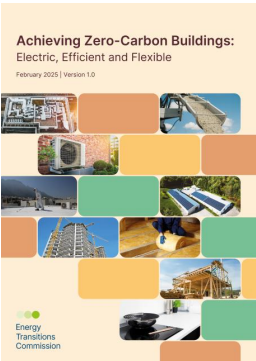
- **Built environment outreach:** Madrid roundtable + panels with WorldGBC, GlobalABC WBCSD, Arup.
- **Power Systems report drove global media interest** (FT, Economist, Reuters), including collaboration with GSCC for media briefing to 35+ journalists and shaped debate on Spain outage.
- **Energy Productivity insights shared by numerous groups** including Mission Efficiency, Global Clean Energy Network, Smart Energy Coalition, and featured in the COP30 “Plans to Accelerate Solutions”.  
**Key Themes included:** Wind & solar-dominated systems are feasible and affordable, “Sunbelt” opportunity adopted industry-wide, Global GDP can double by 2050 using a quarter less energy input than today, Principles for developing domestic supply chains and carbon pricing, Reframing of demand for carbon molecules toward sustainable carbon stewardship.

**Explore all ETC publications:** <https://www.energy-transitions.org/publications>



# 2025 ETC Reports

## February



A complete picture of the buildings sector's emissions and energy use. ETC describes how a combination of electric, efficient, and flexible solutions can decarbonise buildings.

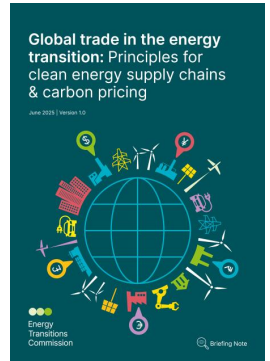
## May



High-integrity carbon credits are required to scale up carbon dioxide removals and achieve corporate net-zero targets

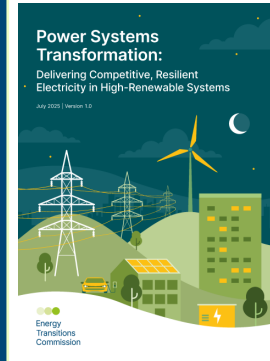
Responding to SBTi's updated Net-Zero Corporate Standards consultation

## June



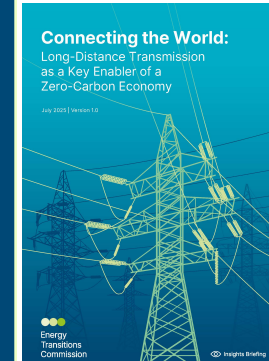
Global trade can accelerate the energy transition through two key areas: following principles for nearshoring supply chains and implementing carbon pricing.

## July



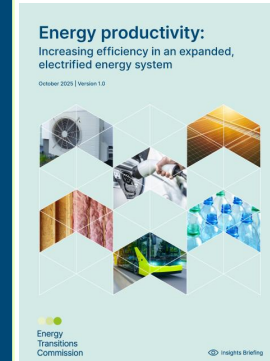
Operating and balancing power systems with high shares of wind and solar (e.g. 70-80%+) is possible through technologies existing today, delivering system stability and round-the-clock electricity.

## July



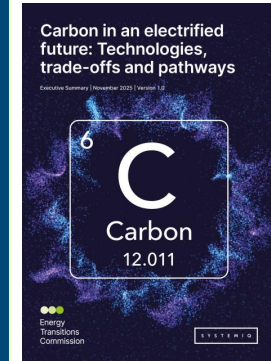
Long-distance interconnectors play an important role in connecting low-cost clean energy to where it's needed most.

## October



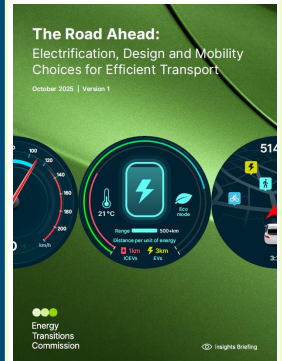
The world can more than double GDP by 2050 while cutting energy use by harnessing electrification, efficient technologies, and smarter material use.

## November



Electrification and circularity can dramatically cut demand for carbon molecules while ensuring sustainable sourcing and safe end-of-life management resulting in zero net emissions.

## December



Road transport productivity improvements, mostly driven by electrification, can deliver both rising mobility and falling energy demand.

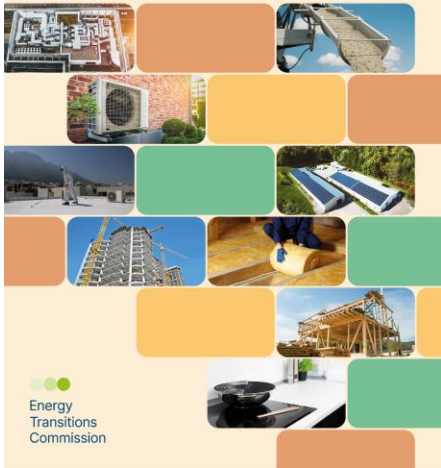


# Achieving Zero-Carbon Buildings

February

Achieving Zero-Carbon Buildings:  
Electric, Efficient and Flexible

February 2025 | Version 1.0



ETC draws a complete picture of the buildings sector's emissions and energy use and describes how a combination of electric, efficient, and flexible solutions can decarbonise buildings.

Targeted international media: trade titles and broadcast. Press release newswire distribution to over 30 countries and embargoed briefings with journalists led to coverage in over 600 news stories at launch.



**Commercial buildings must lead the transition to net-zero emissions**



**How to decarbonise the building sector**



**Episode 113 Guest: Lord Adair Turner, chair of the Energy Transitions Commission**



**Zero-carbon Cooling in a Warming World: Expanding access while reducing carbon emissions**



**ETC x Arup webinar drew around 300 attendees, now on YouTube**



**Roundtable in Madrid with Built Environment Stakeholders**

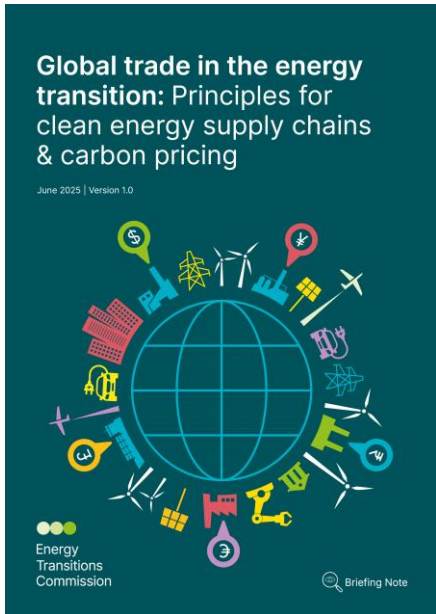


- ETC members amplified key messages on social media
- Our buildings newsletter issue reached over 24,000 people
- ETC also joined panels hosted by WBCSD and Green Building Council España (GBCE)



# Global Trade in the Energy Transition

June



ETC discusses the role of trade in accelerating the energy transition and highlights two key areas: principles for nearshoring supply chains and carbon pricing.

At launch, presented key insights to the OECD



ETC members helped disseminate the report and findings on social media

**Faustine Delasalle** • 1st  
Chief Executive Officer, Mission Possible Partnership  
22h • 🌐

🔔 New briefing note from the [Energy Transitions Commission](#) on "Global trade in the energy transition: principles for clean energy supply chains and carbon pricing".

Clean trade can be a powerful accelerator of the global energy transition, enabling clean energy supply chains to scale up faster. However, growing concerns over concentrated supply chains and perceptions that carbon border adjustments are protectionist could significantly delay global progress.

**Jean-Pascal Tricoire** • 3rd+  
Chairman at Schneider Electric  
20h • 🌐

As the global energy landscape evolves, policy must keep pace. The [Energy Transitions Commission's](#) latest briefing offers timely insights on aligning technological progress and carbon pricing with effective global trade.

The ETC outlines a pragmatic and principled approach to two critical challenges:

- Building resilient domestic supply chains – Six policy principles to guide national strategies.
- Carbon pricing and CBAMs – A call for globally coherent policies to decarbonize hard-to-abate sectors.

**Alan Thomson** • 2nd  
Director, Global Energy Business Leader at Arup  
23h • 🌐

If you would like to know more about CBAM, carbon pricing, clean supply chains and other global net-zero mechanisms it is worth a read of this recent report from the Energy Transition Commission, one of Arup's Strategic Global Partners. A really concise, well written and informative overview of this rather dry, but important subject. #Arup #CBAM

Targeted international media, Tier 1, and trade outside of UK and US. Press release distribution to 30+ countries and briefings with journalists led to coverage in over 200 news stories around launch.

- BusinessGreen** Report: Carbon levies and diverse supply chains 'essential' for energy transition
- Energy Monitor** ETC briefing highlights global energy trade challenges
- CARBONCOPY** Carbon Pricing Key to Drive Decarbonisation in Internationally Traded Sectors
- Borderlex** Interview: Europe 'can win argument' over carbon border adjustment



# Demand Side Flexibility Campaign

February



## Demand side flexibility – unleashing untapped potential for clean power

In February 2025, countries must submit new "nationally determined contributions" or NDCs, setting new, more ambitious emissions reduction targets for 2035. In our recent publication, *Creditable Contributions, Boldly Plans for Higher Climate Ambition in the Next Round of NDCs*, the ETC highlights that current NDCs for 2030 put the world on track for 3.3-3.5°C of warming by 2100 – far from the Paris agreement's goal of well below 2°C, or the higher ambition of 1.5°C. More ambitious targets are urgently needed, with stronger links to national policies.

As countries gear up to update NDCs in February, the spotlight is firmly on how to accelerate the transition to clean electrification; under net-zero scenarios, the global economy must deeply electrify. At COP29, a Global Energy Storage and Grids Pledge was signed by 18 countries, including Brazil, the United States and United Kingdom. The pledge builds on COP26's pledge to triple renewables by 2030, signaling political commitment to accelerate systems-level enablers required for rapid renewable deployment. It commits to increasing global energy storage capacity six times above 2022 levels, tripling 1,500 GW by 2030 and to add or refurbish 35 million km of grids as set out by the International Energy Agency (IEA).<sup>1</sup>

While action on storage and grids (including long-distance transmission) is vital, another pillar of action – demand side flexibility – will also be critical to deliver clean, expanded power systems. Traditionally, power systems operated on building generation to meet demand. In future power systems – based on variable generation from wind and solar, and with a more dispersed network of electricity end-users – demand is now positioned to play a much bigger role in actively responding to system needs.

Demand side flexibility means being able to shift the consumption of electricity at peak times – such as through "smart charging" an electric vehicle (EV), time-shifting usage of other electric devices, or using distributed storage. Critically, this flexibility can help to offset new grid and generation capacity needed across the system, reducing costs and speeding up the transition. Overall, demand side flexibility can play a significant role in buildings, industry, and the transport sectors. ETC analysis at the global level suggests that a third of total electricity demand in 2050 could be flexible – roughly equivalent to today's entire electricity consumption.

A third of total electricity demand in 2050 could be flexible – roughly equivalent to today's entire electricity consumption.

<sup>1</sup> ITC (2024), *World Energy Transition: Committing to the achievement of all goals*.  
<sup>2</sup> Global Assessment Report 2024, COP29 Global Energy Storage and Grids Pledge, available at <https://www.etc.energy/press-releases/global-energy-storage-and-grids-pledge>.  
<sup>3</sup> See ETC (2024), *Building Grids Faster: The backbone of the energy transition*.  
<sup>4</sup> IEA (2024), *Power Technology Roadmap: Taking Action to Accelerate the COP28 Energy Goals*.

ETC highlights the critical role of demand side flexibility in delivering clean, expanded power systems as countries gear up to increase ambition of Nationally Determined Contributions (NDCs)

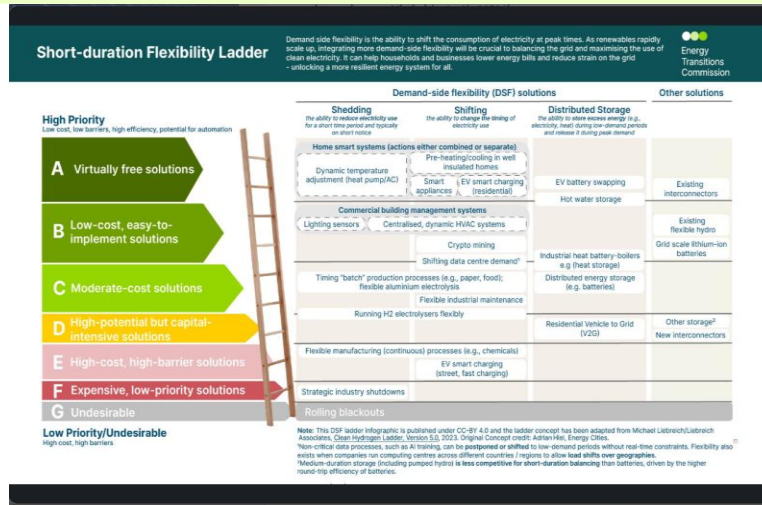
**Short blog post on demand-side flexibility published ahead of the briefing note led to additional work and funding with Pool fund on International Energy (PIE) – European Climate Foundation.**



## Demand side flexibility: unleashing untapped potential alongside electricity grids and storage

The trajectory to net-zero relies on massive clean electrification: Electricity will grow from 20% of all energy used today to over 60% by 2050. The ETC's latest scenarios estimate at least a doubling of global electricity use by 2050, potentially reaching over 75,000 TWh compared to today's approximate 28,000 TWh.<sup>1</sup> To achieve this in just 25 years, the power system must expand in scale and transform how electrons flow through the system.

**Short-duration flexibility ladder drew over 70,000 impressions, 600 reactions, and 60 comments from the energy sector on social media**



**Elena Pravettoni** • 1st  
Head of Analysis at Energy Transitions Commi...  
4d • 60

As renewables rapidly scale up, how can we balance and optimise power systems and maximise the use of clean electricity?

Demand side flexibility - the ability to shift consumption of electricity at peak times - is essential, helping to lower energy bills and deliver benefits for the grid.

Excited to share a new infographic the [Energy Transitions Commission](#) team and I have been developing over the past weeks as part of our ongoing power systems transformation work.

Our Demand Side Flexibility Ladder, adapted from [Michael Liebreich's](#) Clean Hydrogen ...more

267 likes • 32 comments • 17 reposts

Love Comment Retost Send

3 op-eds placed in relevant trade publications

**BusinessGreen**<sup>TM</sup>

**ENERGY VOICE**  
Leading the global energy conversation

**NEW ENERGY WORLD**  
The magazine of the Energy Institute

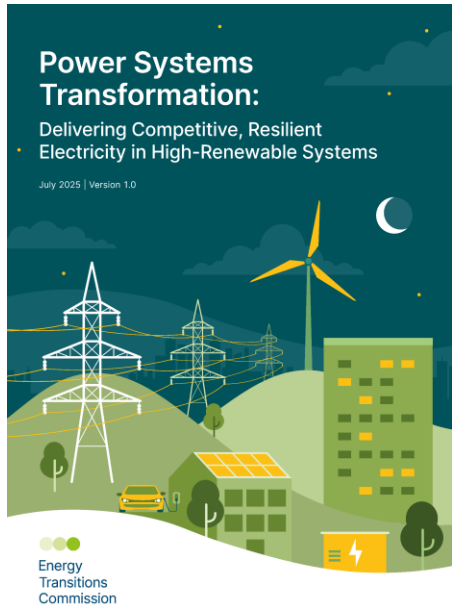
**Michael Liebreich** "This is great... to understand that there are smarter and dumber solutions, and to get the discussion focused."

**Likes from across the world at senior levels, including:**

- Head of UK Clean Power Taskforce
- Chair of UK Government's Energy Digitalisation Taskforce
- Executive Director of Australian Net Zero Commission

# Power Systems Transformation Campaign: Pre-launch

June, Pre-launch



ETC underscores that it is technically and economically possible to operate and balance power systems with high shares of wind and solar (e.g. 70-80%+) through technologies existing today, delivering system stability and round-the-clock electricity.

Spain and Portugal blackouts put grid resilience high on the news agenda. ETC commented as a "trusted" source and previewed the Power Systems work

## Iberia mess places timely focus on grid resilience



## Europe's first grid crisis may not be its last



## Massive blackout reignites culture war over the future of nuclear energy in Spain



## The great Iberian power cut need not spell disaster for renewables



We briefed:

- **Journalists**, including The Economist, Financial Times & Reuters
- **Media panel with GSCC - 30 Tier 1/European media**

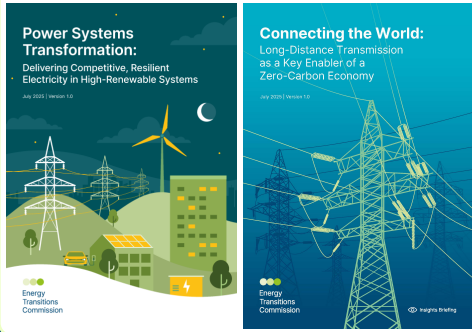
And spoke about this report to:

- Chris Stark, Head of UK's Mission for Clean Power and DESNZ
- **Global Clean Power Taskforce**



# Power Systems Transformation Campaign

July



## Media

- **450+ news stories published** in China, Japan, Vietnam, Singapore, UAE, Germany, France, US, UK, Australia, Norway, Spain and strong pick-up in India (coverage in 15+ outlets)
- **Tier 1 highlights:** Business Green, Reuters, Energy Intelligence, CGTN & Financial Times

**India could cut power costs to \$50/MWh with solar-wind system by 2050**



**Tropical countries can halve power costs by 2050 by relying on solar**



**India can halve power costs by 2050 with solar-led system**



## Briefing Series launched in Oct



First briefing on Innovative Grid Technologies published with an op-ed in New Energy World



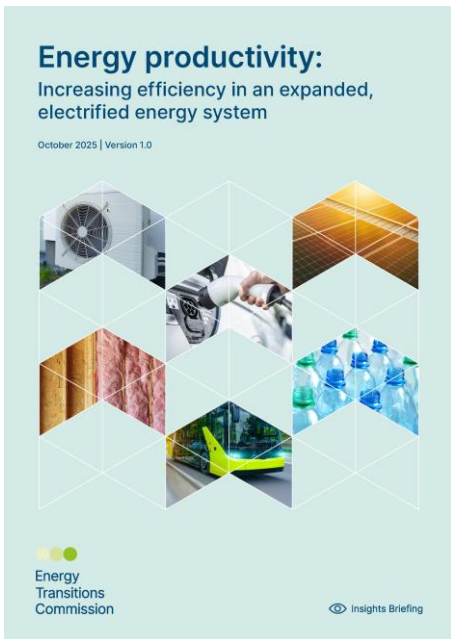
## Engagement & Partnerships

- **20+ partners briefed**, including Oxford Institute, Mission 2025, Global Solar Council, Ember, LDES Council, GSCC, GRA, OECD
- Potential YouTube collaboration with Just Have a Think (700k subscribers)
- Modo Energy podcast published



# Energy productivity campaign

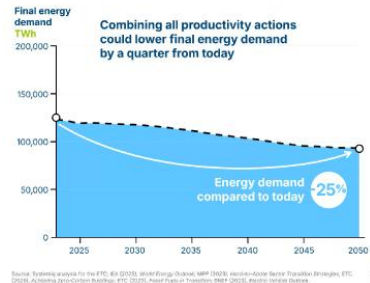
October



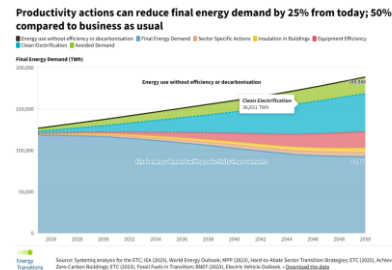
The world can more than double GDP by 2050 while cutting energy use, by harnessing electrification, efficient technologies, and smarter material use.

Launched new forms of short content to highlight key messages from the report

## ANIMATION



## INTERACTIVE CHART



## BRIEFING SUMMARY



## VIDEO WITH SCHNEIDER ELECTRIC



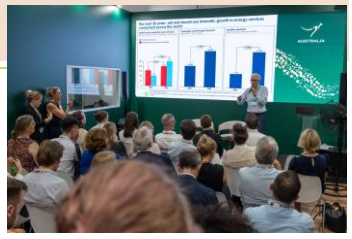
## Engagements leading up to and at COP30

Opinion **Renewable energy**

### Electrification is the key to energy efficiency

Productivity gains could cut final energy demand by nearly a quarter over the next 25 years, even as global GDP doubles

ADAIR TURNER [+ Add to myFT](#)



- The team briefed the Mission Efficiency group, Global Clean Energy Network and Smart Energy Coalition
- Adair wrote an [article](#) for the Financial Times published on Day 1 of COP30
- And Adair presented insights at Australia Energy Efficiency Council and Global Renewables Alliance's event at COP30



# Carbon in an Electrified Future Campaign

November



Electrification and circularity can dramatically cut demand for carbon molecules while ensuring sustainable sourcing and safe end-of-life management resulting in zero net emissions.

## Media outreach and digital

- Launched during COP30, aligning with thematic days on bioenergy and circular economy.
- Press release distributed to media contacts, with regional focus on Brazil
- Broadcast media campaign around COP30
- Social media campaign and amplification
- Op-ed submitted to Carbon Economist
- Featured in Carbon Economist's [Editor's Note](#) newsletter



## Engagements at COP30

- Andrea set the scene for the importance of removals for a UN Climate Champions event.
- Adair gave a keynote on role of carbon molecules at a GH2 event.



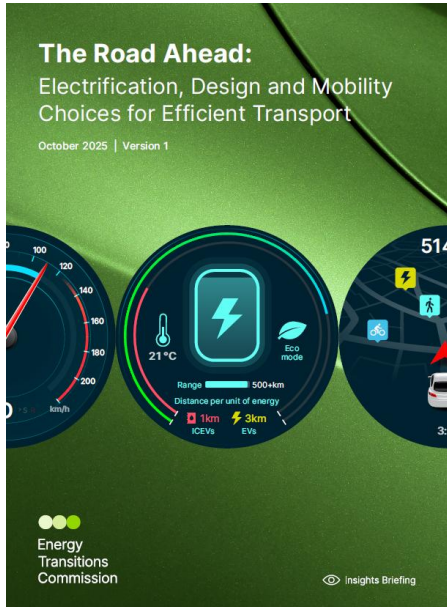
## Phase 3: Upcoming innovation briefs and media engagement campaign

- Focusing on key technologies and policies to support innovation



# Road Transport Productivity Campaign

December



Road transport productivity improvements, mostly driven by electrification, can deliver both rising mobility and falling energy demand.

Phase 2 of the Energy Productivity Campaign

Electric vehicles [+ Add to myFT](#)

## Auto industry braces for EU's 'backdoor ban' on petrol vehicles in 2030

Brussels is planning to propose an EV mandate for corporate fleets as it loosens 2035 internal combustion engine ban



Instead of a single EU target, Brussels is also considering imposing quotas on a national level, giving some flexibility to member states © Wolfram Steinberg/picture-alliance/dpa/AP Images

**The report will publish ahead of the EU's verdict on its proposed EV mandate for corporate fleets by 2030.**

The ETC's analysis highlights:

- The opportunity to reduce primary and final energy demand and emissions from the road transport sector, while increasing energy efficiency and mobility.
- Key actions to deliver significant productivity gains, largely through electrification.



## Pillar 2 – Leveraging our knowledge for greater impact – repeating and repackaging existing ETC insights 8

Repurposing high-impact content to support ongoing debates, dispel myths, correct misinformation, and clarify complex ideas.

Key examples from 2025:

- **The Role of Carbon Credits in Accelerated Corporate Action** clarified how high-integrity carbon credits can scale removals and support corporate net-zero targets, building on Mind the Gap (2022). Amplified widely by ETC members and partners; presented to SBTi (including at CEO level), with several recommendations reflected in its new Corporate Standard draft.
- Interventions in the Global State of the Transition debate, testing the waters for further intervention next year:
  - **Response to Tony Blair Institute**: Countered factual inaccuracies about the energy transition in TBI's paper; welcomed by industry experts for setting the record straight.
  - **Power Up: How Clean Energy is Putting Fossil Fuel Demand in Doubt** (ETC, We Mean Business Coalition, Ember and E3G) showcased at Climate Week NYC that the world's clean energy use and infrastructure development is accelerating, and as a result, demand for oil, gas and coal is set to slow or peak in the next few years.



# The role of carbon credits in accelerated corporate action

May



ETC clarifies the role of high-integrity carbon credits in scaling up carbon dioxide removals and achieving corporate net-zero targets, **building on our 2022 report, [Mind the Gap](#)**.

Responding to SBTi's updated Net-Zero Corporate Standards consultation

Shared the briefing directly with a list of key stakeholders, media, partners and businesses...



*"All good ideas, which we'll consider seriously."*

David Kennedy, CEO of the Science Based Targets initiative



...leading to some of the ETC's recommendations being reflected in the latest SBTi guidance

ETC's members and partners helped disseminate this visual-led work on social media



Julio Friedmann • 2nd Helping Reduce & Remove CO2 from the air and oceans through investment, ... 1w •

Huzzah! The [Energy Transitions Commission](#) has a new brief.

The ETC's new briefing note clarifies the role of high-integrity carbon credits in scaling up carbon dioxide removals and achieving corporate net-zero targets. The ETC generally endorses the high-ambition corporate strategies set out by @Science Based Targets initiative's Corporate Net-Zero Standard draft revision (CNZS V2) as an important step in helping to scale critical carbon dioxide removals.

All y'all can download the full analysis here: [https://lnkd.in/gfvEQ\\_J2](https://lnkd.in/gfvEQ_J2)



The role of carbon credits in accelerated corporate action  
energy-transitions.org

You and 21 others

1 comment • 2 reposts



WRI Polsky Center for the Global Energy Transition  
1,978 followers  
1w •

The [Energy Transitions Commission](#)'s new briefing note clarifies the role of high-integrity carbon credits in scaling up carbon dioxide removals and achieving corporate net-zero targets. The ETC generally endorses the high-ambition corporate strategies set out by [Science Based Targets initiative](#)'s Corporate Net-Zero Standard draft revision (CNZS V2) as an important step in helping to scale critical carbon dioxide removals.

Download the full analysis: <https://lnkd.in/gYZMnakc>



Industrial Transition Accelerator (ITA)  
1,687 followers  
3d •

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Download the full analysis: <https://lnkd.in/emp6kZy5>



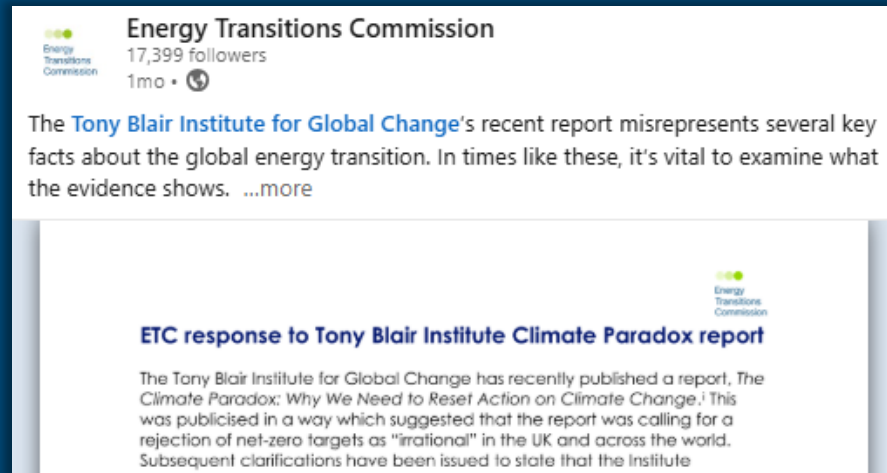
# ETC has sought to more actively engage in the state of transition debate



TONY BLAIR  
INSTITUTE  
FOR GLOBAL  
CHANGE

**TBI published a paper that misrepresented several key facts about the global energy transition.**

Within a couple of days, ETC responded providing an evidence-based perspective, to educate, inform and combat disinformation.



**ETC's statement was welcomed by industry leaders, including from Impax, Ember, and MPP for helping to set the record straight.**



***New analysis based on existing data Power Up: How Clean Energy is Putting Fossil Fuel Demand in Doubt (published Sep 17<sup>th</sup>), shows the world is speeding up on clean energy use and infrastructure development, and as a result demand for oil, gas and coal is set to slow or peak in the next few years.***

**WMBC, ETC, Ember and E3G reviewed existing reports to repackage the story into a joint narrative**



## Pillar 3 – Informing the influencers and broadening the audience

ETC broadened its reach in 2025, expanding audiences and geography through direct outreach and partnerships. New channels included clean energy advocates, YouTube influencers, podcasters, and youth climate groups, laying the groundwork for greater impact.

### Key Highlights:

- **Global Media Presence:** Broadcast coverage via trained spokespeople (Adair Turner, Mike Hemsley, Min Guan) on outlets like Monocle, Al Jazeera, CNN, CGTN, and Channel News Asia.
- **Digital Storytelling:** Shareable content for members and partners, including Schneider Electric video, demand-side flexibility ladder, and interactive energy productivity charts.
- **Strategic Collaborations:** Deepened ties with GSCC, ECIU, and Mission 2025 for campaigns, misinformation initiatives, and major climate events (London Climate Action Week, COP30).
- **Network Expansion:** Partnerships with advocacy groups (Mission Efficiency, Ember, GCEN), youth organizations (YOUNGO, EU Young Energy Ambassadors), and universities (Keele, LSE).
- **Localized Content:** Climate Cardinals translating reports to 150+ languages for global dispersal.
- **Influencer Engagement:** Nearly 20 podcast appearances (Modo Energy, Montel Plugged In) and outreach to major YouTube channels (500k+ subscribers).
- **Regional Partnerships:** Continued support for local initiatives and campaigns.



# We have a strong level of external engagement, beyond ETC membership

Over 120 events this year



And over 200 bilateral meetings, including interviews and podcast recordings



# Including engagement based off our regional partnerships

Ensuring local and regional insights feed into ETC global work, and ETC's global transition priorities are applied across key regions



# Informing the influencers and extending our reach

ETC has increased focus on international media

[Descarbonizar los edificios a bajo coste](#)

**Expansión**

[US climate retreat highlights need for China-EU green co-op](#)

**GT** Global Times

[Von Immobilien zu Real Assets  
Die Rolle der Erneuerbaren Energien in der Energiewende](#)

**[The Property Post]**  
Das Online-Meinungsportal für die deutsche Immobilienwirtschaft

Delivering companywide webinars to maximise reach

**EMBER**



Corporate Leaders Group Europe

Translating key ETC insights into foreign languages supported by youth ambassadors



Content "drops" to be translated into 150+ languages supported by 1200 activists

Reaching wider groups through events



**KEELE WORLD AFFAIRS**  
Europe's Leading Series of Lecture Meetings on International Politics and Global Issues

Providing energy transition facts across the political spectrum



Partnering to drive greater impact and reach



**WE MEAN BUSINESS COALITION**

**MI25ION**



Reaching new audiences at international events



**ABU DHABI SUSTAINABILITY WEEK**

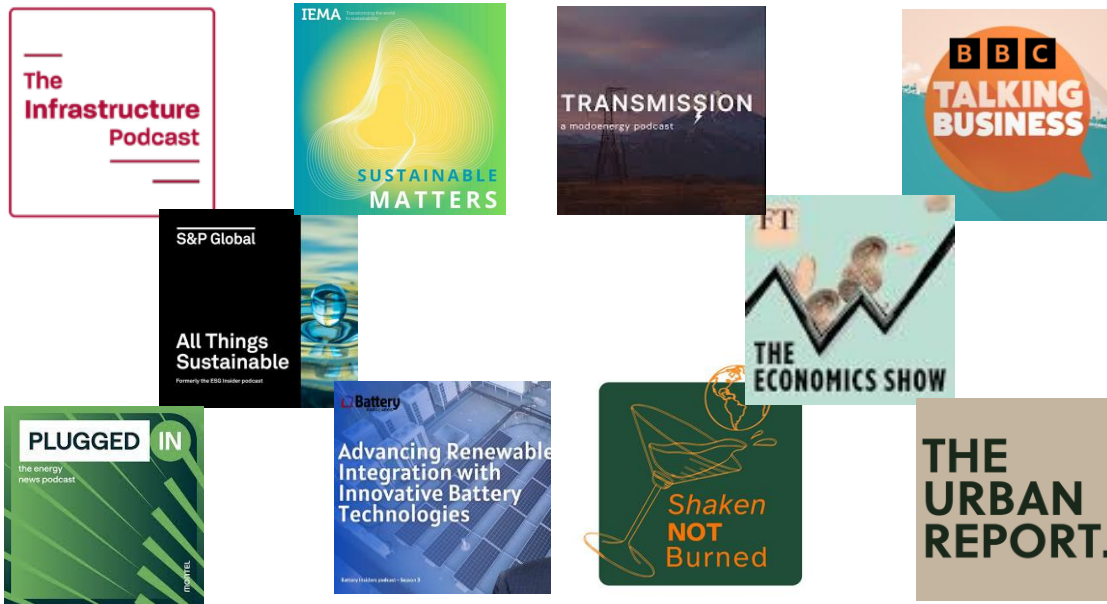
**BERLIN ENERGY TRANSITION DIALOGUE.25**

**ENERGY ASIA**



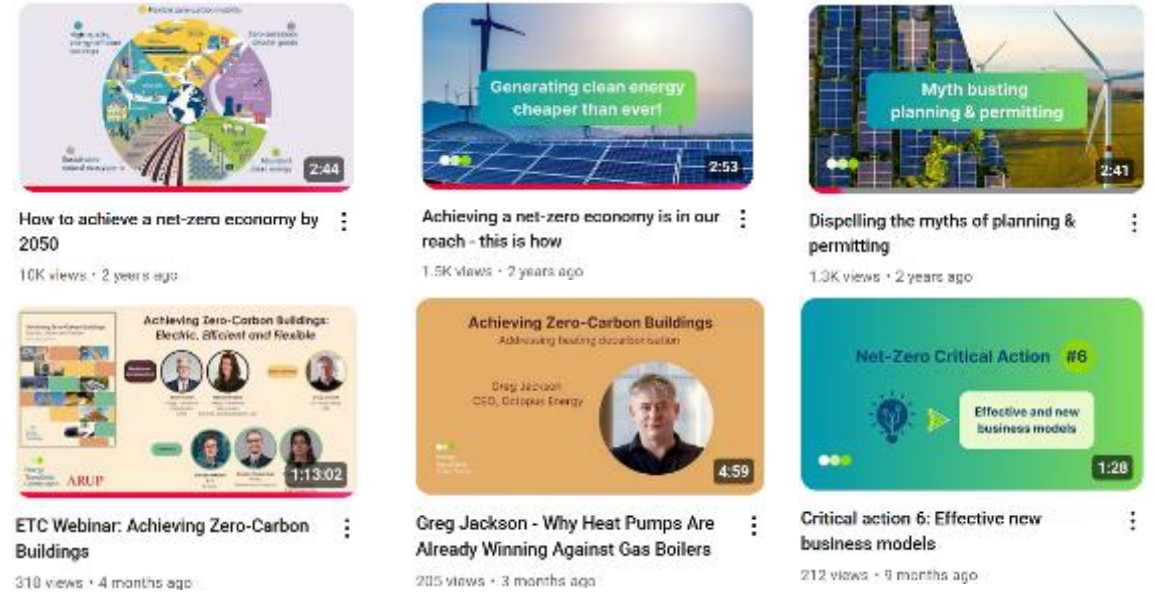
# 2025 has seen a renewed focus on podcasts and YouTube refresh

## Recorded 20 podcast episodes



ETC have been successful at broadening appearances on traditional Energy/Infrastructure podcasts

## Refreshed ETC YouTube, longer-form content focus



Video thumbnails/titles of library updated, new longer form content prioritised to provide new routes to ETC content

ETC are seeking to further broaden our reach by landing spots on mainstream podcasts and working with leading YouTubers



# New engagement in 2025 are leading to new possibilities...

## Collaborations with YouTube channels

Arranged partnerships with prominent youtubers (500k+ subscribers) to feature ETC content in their videos



## Partnerships with youth organisations

Collaborating with climate youth leaders to increase ETC content reach, translate reports into more languages and have youth ambassadors disseminate insights



## Assured energy transition fact database

Database of top ~20 misinformation tropes, equivalent facts and sources, with endorsement from global business leaders. Strategic interventions with senior media execs to “focus on facts”



## Energy Transition 101 for Civil Society “data for the people”

Provide activists and students a common baseline of understanding of energy, the transition, and key recommendations to campaign for



## Collaborations with other key actors

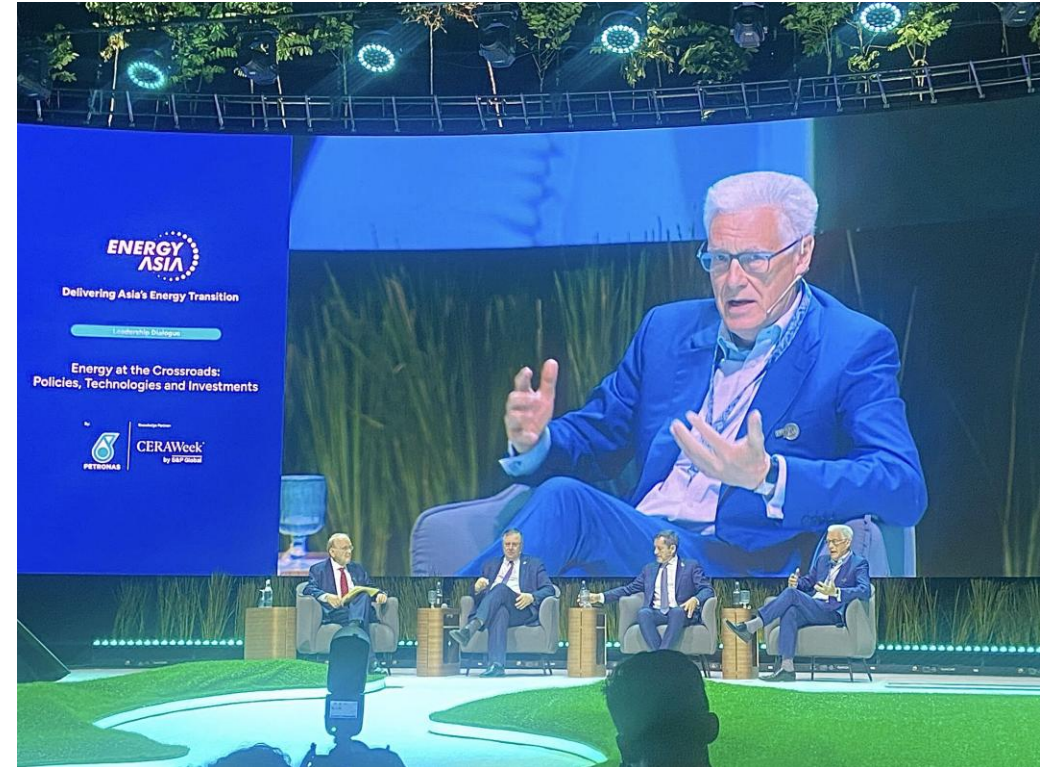
- Formalising partnership with **Global Optimism**
- Distributing energy productivity insights through **Mission Efficiency, Smart Energy Coalition and Global Clean Energy Network**
- Collaborating with **Global Alliance for Buildings and Construction** on webinars and decarbonising buildings



# Energy Asia Malaysia, June



- ETC Chairman Adair Turner and Head of Global Programmes Rose Dortch travelled for the thought leadership and business advocacy forum, championing Asia's pivotal role in the global energy transition.
- Highlights included:
  - **Adair spoke at "Energy at the Crossroads: Policies, Technologies and Investments"**, moderated by Daniel Yergin, exploring how convergence of energy systems, industrial policy, and technological advancement is accelerating opportunity and risk across the sector.
  - **Broadcast media interviews with CNBC and C&A**
  - **Meeting with President Tharman Shanmugaratnam and climate experts in Singapore** to discuss crucial elements of Singapore's energy transition



Energy Asia convenes key regional decision-makers and investors to accelerate clean-energy deployment in a region that will drive a huge amount of the world's future energy demand and is pivotal to a successful transition.



# London Climate Action Week, June

- LCAW brought thousands to drive ambitious climate action at over 700 events, with the 12 ETC team members speaking at, moderating and attending over 20 events within the week.
- Highlights included:
  - **ETC and Kiko Ventures co-hosted “Art of the Possible”** which welcomed over 100 attendees, from ETC members, business leaders, and innovators to explore the frontiers of climate technology
  - **Clean Power Lead Phoebe O'Hara** moderated Energy Revolution Ventures “Powering Prosperity: Electrifying Europe’s Growth and Energy Security” event;
  - **Buildings Decarbonisation Lead Hannah Audino** presented ETC’s work on zero-carbon buildings at the Cities Climate Action Summit panel on “Decentralising energy for resilience and sustainability”; and



London Climate Action Week doubled in size compared to the previous year, and had record appearances from ETC Commissioners, cementing its place as a critical week on the climate calendar.



# New York Climate Week, September

- The ETC was represented by Chairman Adair Turner and Head of Innovation Maaïke Witteveen to spread insights from the recent publications and to check in on the pulse of the climate community.
- Highlights included:
  - **Adair joined the Global Renewables Alliance roundtable on grids** to provide the latest insights from ETC reports to accelerate efficient grid buildout.
  - **Adair provided a keynote at a UNEZA (Utilities for net zero alliance) dinner** previewing insights the energy productivity briefing, highlighting the relation between energy efficiency and electrification.
  - **Maaïke represented ETC on a Financial Times panel on Energy Goals in a Shifting Global Landscape**, where she shared several insights from ETC's recent power system transformation report.



Overall, the sentiment at NYCW was mixed. The week started with President Trump at the UN General Assembly calling climate change “the greatest con job ever”, whilst many positive stories emerged about continuing renewables build out, lowering of battery costs and uptake of electric vehicles.



# China and the Shanghai Bund Summit, October



- ETC's Chairman Adair Turner and Head of Industry Decarbonisation Alasdair Graham, travelled to Shanghai to attend the Bund Summit—one of China's leading forums on financial and economic policy.
- Highlights included:
  - **Adair appeared at the Bund Summit** to speak on the Green Transition and debates surrounding the New Energy Industry
  - **Alasdair represented the ETC at the third occurrence of the EU–China dialogue** co-hosted by IDDRI, ECF and EFC which brought together public and private actors to explore cooperation between China and the EU
  - **Adair and Alasdair also met partners**, visited industrial sites, and explored opportunities to deepen collaboration on China's industrial decarbonisation.



The trip further strengthened ETC's presence and engagement in the region, building on the global trade briefing released earlier this year.



# COP30 Belem, November

- The ETC had a strong presence in Belém with ETC Chair, Adair Turner; Vice Chair, Faustine Delasalle; Head of Low-Carbon Fuels, Andrea Bath; and Head of Innovation, Maaïke Witteveen on the ground.
- ETC participated in the COP30 Action Agenda Axis 1 and 3, [Mind the Gap](#) was used to help set total removals targets of 3 Gt/year and biochar targets of 0.1 GT/year in 2030.
- Highlights included:
  - **Adair gave a keynote at a Green Hydrogen Organisation event** on role of carbon molecules in the energy transition.
  - **Adair gave a keynote on electrification at the Australian Pavillion** with members of Australia's COP31 "Maximum Ambition Coalition"
  - **Andrea gave a keynote at a UN Climate Champions event** to set scene for the importance of carbon removals



Faustine Delasalle, ETC Vice Chair: "The negotiations have started tackling the trickiest implementation questions, while the action agenda brought evidence of solutions being deployed at scale across energy, industry, and nature. Importantly, COP has become a forum to discuss global trade and investments; it is an unmistakable sign that the climate transition is now a material economic question."

