

Communications pack

ETC Global Hydrogen and Power reports launch

Building on the foundations of the landmark Making Mission Possible report, we have turned our focus to the feasible pace of that transition and how precisely to accelerate progress in the 2020s. Our 2020 Making Mission Possible report laid out the building blocks to achieve a net-zero emissions energy and industry system globally by mid-century. Our **power systems and hydrogen reports** provide more detailed analysis on the scale-up of zero-carbon energy systems and outline (i) a refined view of the long-term role of each zero-carbon energy source and (ii) their realistic scale-up pathway from now to 2050, with a strong focus on what must happen in the 2020s to make it possible to attain net-zero by mid-century.

Help us spread the word! We are grateful for your support in disseminating the messages of the global hydrogen and power reports as widely as possible. You will find many tools in this communications pack, but feel free to reach out to pmo@energy-transitions.org should you need anything else.

Where can I find the reports?

The full reports and executive summary in English, and short executive summaries in German and French, will be downloadable from the following links on our website from 00:01 UKT 27 April:

- Power: <https://www.energy-transitions.org/publications/making-clean-electrification-possible/>
- Hydrogen: <https://www.energy-transitions.org/publications/making-hydrogen-economy-possible/>

What are the key messages?

To communicate the reports, you can refer to:

- Our global media pack, including global press release & Commissioner quote sheet [here](#)
- Our key messages pack, including an FAQ on the ETC and on the reports [here](#)
- Our press releases in German and French (*available from w/c 26th April*) [here](#)

How can I help?

- Share on social media → See our social media pack [here](#)
- Share in your internal and external newsletters → See our suggested newsletter post [here](#)
- Send the reports to your government interlocutors and business partners → See our template letters [here](#)
- Integrate key messages in your talking points for upcoming meetings and events
 - → See our key messages pack [here](#)
 - → See our template presentation [here](#) (*available post launch*)
 - → See our infographics [here](#)

Lost?

There is one single link to access all key documents for outreach and engagement:

https://drive.google.com/drive/folders/1CiXH0ywV_iVJ9INPWaFJMF1UAsx9IXVS?usp=sharing

You can reach us at pmo@energy-transitions.org should you have any questions.