

Communications pack

ETC *Making Mission Possible* report launch

The *Making Mission Possible* report constitutes a major milestone for the Energy Transitions Commission. At the beginning of a crucial decade for climate action, it brings together the best of the ETC's analyses to date in a single, comprehensive and compelling narrative on how to reach net-zero emissions globally by mid-century and what milestones need to be achieved in the 2020s to put 2050 objectives within reach.

Help us spread the word! We are grateful for your support in disseminating the messages of the *Making Mission Possible* report 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 report?

These documents will be downloadable from the following link on our website from 0700 BST 16 September <http://www.energy-transitions.org/publications/making-mission-possible>:

- Full report
- Executive Summary in English
- Executive Summary in Chinese
- Executive Summary in German
- Executive Summary in French

What are the key messages?

To communicate about the report, you can refer to:

- Our global media pack – including global press release & Commissioners quote sheet:
<https://drive.google.com/file/d/17wCJ7gjWn2bRluz3dA2C6adimJwplXFp/view?usp=sharing>
- Our press releases in Chinese, German, French, Spanish, Dutch and Polish:
https://drive.google.com/drive/folders/17b_cKEezpHi3JTVGubvWiGUIMzI41QW7?usp=sharing
- Our key messages pack – including the one-sentence, one-paragraph & one-page versions, and an FAQ on the ETC and on the report:
<https://drive.google.com/file/d/1hAREPQ5DA7tELfLzgg3VCNMV8rL8ENKs/view?usp=sharing>

How can I help?

- Share on social media → See our social media pack:
<https://drive.google.com/drive/folders/1eFM2aaIIItU4Sy3UKs2YWJQkd2CYG-QSA?usp=sharing>
- Share in your internal and external newsletters → See our suggested newsletter post:
<https://drive.google.com/drive/folders/137gDmhao6AwZDoWJXf2JOSQEAb2k5iiO?usp=sharing>
- Send the report to your government interlocutors and business partners → See our template letters:

<https://drive.google.com/drive/folders/137gDmhao6AwZDoWJXf2JOSQEAb2k5iiO?usp=sharing>

- Integrate key messages in your talking points for upcoming meetings and events
 - → See our key messages pack:
<https://drive.google.com/drive/folders/1c4k9UDq44MuKnd3lm9zjbHKnhUyKqN6o?usp=sharing>
 - → See our template presentation:
<https://drive.google.com/drive/folders/1c4k9UDq44MuKnd3lm9zjbHKnhUyKqN6o?usp=sharing>
 - → See our infographics & exhibits:
https://drive.google.com/drive/folders/16U0wWiqQpx9o_8yi84WjsJCeyccBtmEW?usp=sharing

Lost?

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

<https://drive.google.com/drive/u/0/folders/137gDmhao6AwZDoWJXf2JOSQEAb2k5iiO>

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