



WEBINAR || U.S. PLAYBOOK

DEC 6 || 10:00–11:00am PT (1:00–2:00pm ET)

PHASE OUT FOSSIL FUELS AND FAST TRACK CLEAN ENERGY





Please keep your audio **muted**



Post your **questions in the Q&A**
Introduce yourself in the chat

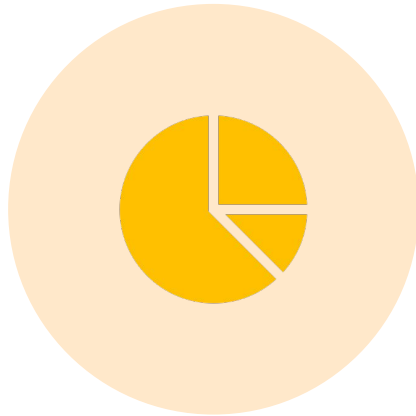


The **recording** will be available
following the webinar



For technical questions email:
info@climateaccess.org

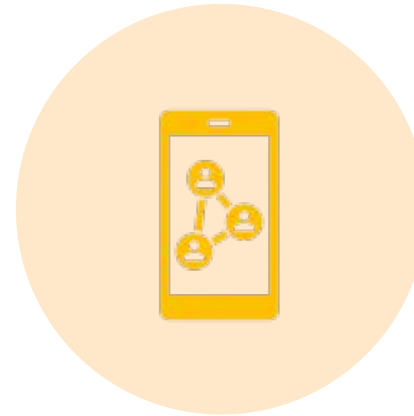
METHODOLOGY



**PUBLIC OPINION
ANALYSIS**



**MEDIA
ANALYSIS**



**SOCIAL MEDIA
ANALYSIS**



**MESSAGE
TESTING**

OVERALL TRENDS

Climate Change Acceptance Yet Polarization and Skepticism Persist

- Acceptance that climate change is happening is at its highest point since 2008.
- Views are more starkly polarized than ever. In 2021, fewer Republicans said climate change is due to human activity than 20 years ago.
- Globally, the U.S. has the highest level of climate skepticism.
- Extreme weather events are being covered in the media. However, Conservative outlets and influencers are pushing misinformation about the connections between extreme weather, climate change and energy.

OVERALL TRENDS

Concern is on the Rise but for Many, Climate Change is Still a Distant Threat

- While Americans may be politically divided around the cause of climate change, more Americans are experiencing extreme weather firsthand.
- Democrats, young adults, college graduates, BIPOC communities and women are significantly more likely to say that impacts of climate change have arrived.
- There is still the tendency for people to think that others, and in particular future generations, will be more impacted than themselves.

OVERALL TRENDS

Broad Yet Shallow Support for Climate Action

- Americans largely believe there's still time to tackle climate change and that governments, businesses and average people should be doing more
- Support for climate action has been stagnant over the past 20 years and does not necessarily translate to buy-in for specific policies or behavior change.
- Clean energy is popular but there are still questions regarding the availability and reliability of the solutions. These questions are amplified in the media.
- Americans are lukewarm at best when it comes to prioritizing solutions that address inequalities
- A sense of efficacy that climate change will be tackled is missing due to a lack of political and public will, resulting in fatalism.

OVERALL TRENDS

Between a Rock and a Hard Place with Fossil Fuels

- Almost three-quarters of the public want renewable energy production prioritized over increasing production from oil, gas and coal.
- There is confusion about whether natural gas is a fossil fuel or renewable energy source.
- Most people believe maintaining a mix of fossil fuels and renewable energy is important.
- Fossil fuel companies are seen as having enough political and economic power to do what they like, which generates a sense of fatalism that an energy transition is possible.
- The narrative that fossil fuel companies are part of the solution and driving innovation for the future is dominant in media coverage.

OVERALL TRENDS

Pinpointing the Problem and the Need for a Fair, Global Plan Resonates

- Calling out that planned fossil production will generate 110 percent more emissions than what is needed to keep warming to 1.5C generated alarm and a sense that action is needed in message testing.
- Highlighting the small number of actors responsible for the problem helped overcome the sense that the fossil fuel industry cannot be constrained such as the top companies and short list of countries.
- Messages around the lack of fairness (e.g.) asserting that billion-dollar corporate polluters should pay rather than everyday Americans tested well.
- The idea that big polluters need to be exposed and that government action is necessary to constrain them resonated.

CREATIVE CONCEPTS

Creative Name	Description
Air Pollution	Demonstrating public health impacts from pollution from fossil fuels.
Cannot Trust	Framing fossil fuel industry as the villain and responsible for climate disaster.
Environmental Impact	Showcasing natural habitat destruction from fossil fuels.
Equitable Transition	Focusing on impacted communities and workers need to transition to clean energy.
Global Momentum	Highlighting key opinion leaders and agencies who support the treaty.
Natural Disasters	Showing extreme weather, floods and fires driven by fossil fuel industry.
Nuclear Threat	Connecting global cooperation of nuclear threat crisis to need for similar action re fossil fuels.
Positive Industry	Highlighting the positive vision of fossil fuel industry transitioning to clean energy.

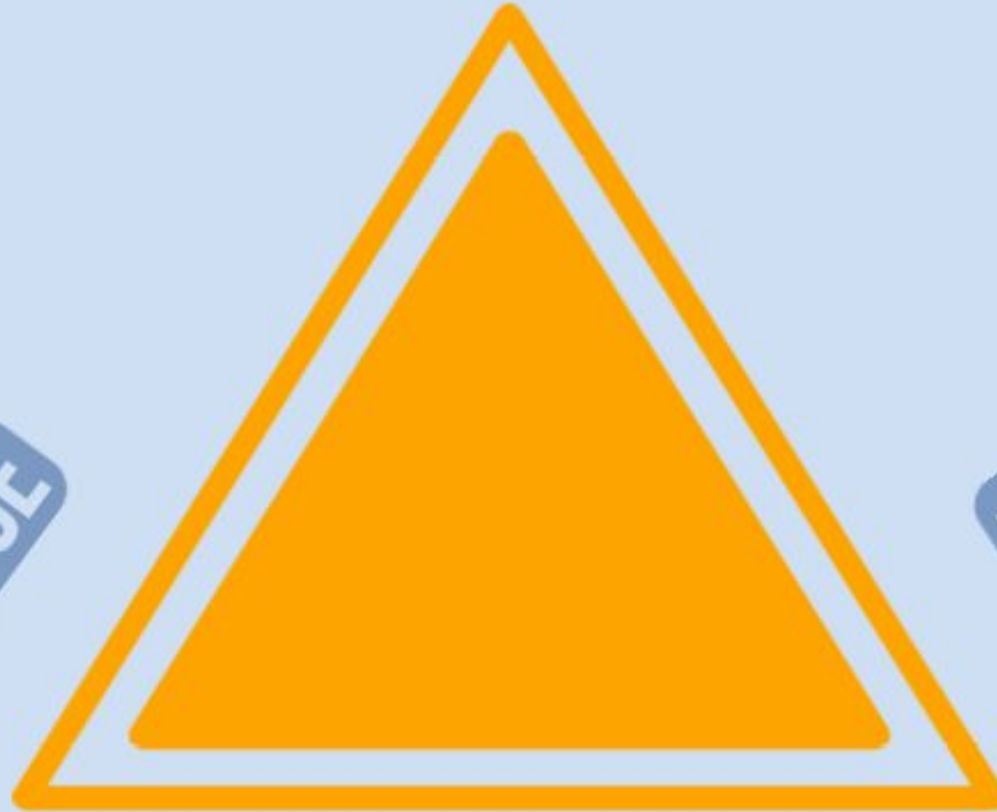
TOP LEVEL FRAMING

1. Lead with or incorporate a **positive vision of a world** without fossil fuels.
2. Emphasize the need for **equity** so workers and communities are not left behind.
3. Highlight why fossil fuel companies **cannot be trusted** and why government accountability is needed.
4. Provide tangible examples of how fossil fuels **harm public health** with health professionals as messengers.
5. Amplify that it's not an energy transition if fossil fuel producing countries keep growing the problem – oil, gas and coal production.
The first step is to end expansion.
6. Emphasize the need for a **plan to move away from fossil fuels** via a Fossil Fuel Non-Proliferation Treaty where every country does their fair share and that increases energy security and affordability.
7. Elevate the **availability, affordability and reliability** of clean energy and low-carbon technologies.

THE MESSAGE TRIANGLE

*Tangible opportunities and benefits to
lives, families and communities.*

THE BENEFITS



The cause in plain, relevant language.

THE CHALLENGE

*Choices and practical actions that
are feasible and relevant.*

THE PATHWAY

THE BENEFITS

- Everyone should have **access to affordable clean, renewable energy**
- There's **enough clean energy potential** to power our homes, businesses, communities and lives.
- Moving away from polluting, oil, gas and coal is the way to a **healthy, thriving future** for all including those most impacted by fossil fuels and climate change.
- **The solutions are here now.** America can lead and generate good jobs and lasting economic opportunities in clean energy and low-carbon technologies today and for generations to come.

Unpacking the Message Triangle:

BENEFITS

- Make the benefits clear and tangible.
- Recognize that it won't be easy to make the transition happen at the pace needed but remind people that Americans rise up to take on great challenges and can do so again.
- Make the case that the benefits of action outweigh the costs of inaction. We have more options and it will take fewer resources to make a shift now, rather than spending more each year to respond to and recover from extreme weather events.
- Provide examples of how the transition is already underway and gaining momentum in the United States and around the world. Include local examples as much as possible.

THE CHALLENGE

- Fossil fuel companies are **holding us back**. They're making **windfall profits** while Americans struggle to make ends meet.
- The oil, gas and coal lobby **blocks progress** on addressing air and water pollution and efforts to cut the carbon emissions driving extreme weather.
- **Taxpayers are footing the bill**. \$11 million of subsidies goes to the global fossil fuel industry each minute.
- An industry that doesn't need help and continues to **ignore its responsibility** for climate change and conflicts.
- Fossil fuel companies have plans to **expand production**, locking in climate, security and economic risks especially for BIPOC communities.

Unpacking the Message Triangle:

CHALLENGE

- Emphasize that oil, gas and coal are driving the climate crisis.
- Talk about the health, climate, economic and societal risks associated with fossil fuels and the impact on BIPOC Americans, youth, women and other populations most impacted.
- Make the point that scientists and energy experts agree there can be no new fossil fuel. Yet the evidence is being ignored.
- The United States is responsible for more than 80 percent of all planned oil and gas expansion in the world.
- It is not an energy transition if we keep growing the problem. The first step is to end expansion to ensure humanity has a viable future.
- Pivot to who is responsible for the problem – the fossil fuel industry.
- Elevate the gaps in government action and international cooperation.

THE PATHWAY

- It's time to make a plan to **move away from fossil fuels** and fast-track clean, low-carbon solutions.
- A plan that **takes into account the needs of workers** and communities that produce oil, gas and coal so they are supported to shift into the growing clean energy economy.
- The US has the **ingenuity, innovation and commitment** to hard work to make this happen.
- **We can't go it alone.** Other fossil fuel-producing nations need to be part of accelerating the move to clean energy so we can tackle the security, economic and environmental threats we all face.
- A **Fossil Fuel Non-Proliferation Treaty** is needed so countries work together to end the expansion of fossil fuels and start to wind down production to keep extreme weather from getting worse.

Unpacking the Message Triangle:

PATHWAY

- Identify the present as the crossroads moment to address mounting security, energy climate and health risks
- Amplify that there are enough fossil fuels already in production to support us through a transition and enough renewable energy capacity in every part of the world to deliver energy security for every American
- Focus on the fact that the solutions we need to power our businesses, homes, communities and lives from clean energy are available now and affordable
- Pinpoint that now what's needed is a plan to phase out fossil fuels and fast track clean energy and other low-carbon solutions
- Call for a Fossil Fuel Non-Proliferation Treaty as the vehicle to create a global plan
- Emphasize the United States has the ability and capacity to lead on the issue and inspire other fossil fuel producers to join
- Showcase the momentum underway in the U.S. and globally

FINAL TIPS

- Reference examples of when the world has come together to address great challenges (land mines, ozone hole, asbestos).
- Elevate stories of local resistance into a larger, global call to action. The movement is growing and gaining momentum.
- Don't say "natural" when talking about gas. Use methane or unnatural gas instead.
- Avoid using the term "big fossil fuel companies." Focus on how it is an industry facing an inevitable end that can no longer have license to produce the three products driving the climate emergency – oil, gas and coal.
- Highlight the type of jobs, economic opportunities and cost savings associated with clean, renewable energy and other low-carbon solutions and how those benefits are helping people achieve their goals including those most impacted by climate change and an energy transition.

FOSSIL FUEL TREATY META-NARRATIVE

The Opportunity (benefits of a fossil fuel free world):

- Shifting to **affordable, clean, renewable energy** is the way to generate energy, global, economic, food, climate and health **security** for all.

The Pathway (or Choice):

- It's time to make a **plan** to **end expansion**, phase out oil, gas and coal production in keeping with science and accelerate the adoption of clean energy in a fast and fair way via a **Fossil Fuel Non-Proliferation Treaty** with wealthy, fossil fuel producing countries leading and supporting countries least responsible for the problem to be part of the transition.

The Challenge (imperative for action):

- The world is facing **global security, energy, economic, climate, food and health crises** at the same time driven by oil, gas and coal. Fossil fuel production is expanding when it needs to stop and wind down to save lives. Yet governments are dumping taxpayer dollars into oil, gas and coal companies despite there being enough renewable energy potential to meet energy needs in every region of the world. **It's not a transition if we keep building out the problem.**

