

Climate & Energy Communications Cheat Sheet 4/5/19



Jared DeWese, Former Deputy Director of Communications, Climate and Energy Program

The fight against climate change is an urgent national challenge, and every part of the country will be affected by the outcome. Still, much of the conversation about climate tends to be oriented to the coasts. If we want to win this fight, we're going to need the ideas and the buy-in of communities across America to get to zero emissions ASAP.

That's why we're getting outside the Beltway to host the "Fastest Path to Zero" summit with the University of Michigan on Monday, April 8. At the summit, we'll do two things:

- 1) Tackle some difficult and complex questions on how to reach net zero emissions by 2050, which the scientists say is necessary to avoid the worst impacts of climate change

AND

2) Highlight efforts that are happening in the Midwest and other non-coastal regions that DC tends to overlook.

It won't be the usual conference. No power points. No twenty-minute remarks. No classic rock from the 70s between panels. Just some of the brightest minds in clean energy and climate getting right down to brass tacks on the technical, social, and policy solutions that can get the job done.

Representative Debbie Dingell and former Philadelphia **Mayor Michael Nutter** will be providing keynote remarks. Other participants include a diverse mix of experts and community leaders who are on the frontlines of this fight every day. From a comms standpoint, we're particularly excited to have **Julia Pyper** of *GreenTech Media*, **Robinson Meyer** of *The Atlantic*, **Nathanael Johnson** of *Grist*, **Emily Holden** of *The Guardian*, and **Kyla Mandel** of *Think Progress* adding their journalistic insight to these discussions.

Can't make it to Ann Arbor on Monday? You can still follow the summit via live stream [here](#) beginning at **9:00 am ET** and join the conversation on Twitter using **#FastestPathtoZero**.

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Suzy Hobbs Baker @SuzyHobbsBaker · Mar 11, 2019



In the climate fight measuring the right things matters a lot. We've got to find the fastest path to zero emissions. That means grappling with and working through the political, technical, economic, and social dynamics that underpin this huge undertaking.

[#fastestpathzero](#)



Prof. Katharine Hayhoe  @KHayhoe · Mar 10, 2019

When it comes to what climate goals we should be aiming for, there are a lot of "magic numbers" floating around - 2 degrees, 12 years, 350ppm, net zero emissions, and more. Here's a short thread explaining the scientific basis--or lack thereof--for each.

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