

It's Time for a New Energy Narrative

The energy transition is already happening, we have new choices

From the old script...



...To a new one

This is hopeless

*We are dependent
Problem is too big
Future is grim*

Clean energy
myths

Climate
Denial

Climate doom
and gloom

Demonstrations
and unrest

We are making progress

*There are solutions
Broad public support
Trends are favorable*

Clean energy is
cost-competitive

Corporations,
utilities, industry,
government and
military are shifting
to clean energy

Calls to action by
religious leaders

Global agreement
to limit carbon
emissions

Clean energy is
gaining, fossil fuel
is losing market
share

Fossil fuels losing
public support

My choices matter

*I can be part of the solution
Better, more affordable
Sign me up*

Technology is giving
individuals new
choices about how
to produce and
consume energy

This is a new
democratization of
energy

I'm a believer

*Hopeful
More confident future
Let's all do our part*

*People adopting new
technologies will
change how they think
and talk about energy*

*They will be sharing
their energy ethic*

*Politics and policy will
shape and evolve in
parallel*