

#OUR NET ZERO

Exploring an **inclusive & equitable**
transition to *our net zero* future

campaign document

Dear colleagues and friends of the EFL,

The following toolkit is being shared with you to provide information and insight into the goals and reasoning behind the Energy Futures Lab's upcoming OUR NET ZERO communications campaign.

If you have any questions or would like more information, please connect with the EFL's Communications Lead, Emma Gammans at egammans@naturalstep.ca.

**Sincerely,
The EFL Team**

CAMPAIGN OVERVIEW

WHY

Canada is committed to enabling a "just transition" while also achieving net zero by 2050. Yet there is a tension embedded in the overlap between these goals. Exploring this tension needs to be a part of the conversation and the #OurNetZero campaign is creating space for this discussion. Together, we can explore the challenges and opportunities associated with an inclusive and equitable transition to our net zero future.

WHEN

The Our Net Zero campaign will launch in late October. We are inviting this conversation as energy leaders across Canada prepare for this year's COP event.

How can we secure net zero by midcentury while also ensuring the energy transition is inclusive, accessible, and equitable to current and future generations?

WHO

The Energy Futures Lab team and Fellowship have shared reflections on our campaign framing question. Now, we invite your insights as well! Share your thoughts using the #OurNetZero hashtag.

WHERE

This social media campaign can be tracked using the #OurNetZero hashtag. Posts will be shared via the EFL's social media channels:
LinkedIn: Energy Futures Lab
Twitter: @LabEnergy
FB: @LabEnergyFutures

BACKGROUND

October 31st marks the launch of this year's Conference of the Parties (COP) event. During this conference, governments and business leaders from around the world will discuss a strategy for securing global net zero by midcentury, while keeping a 1.5c future within reach.

"Countries are being asked to come forward with ambitious 2030 emissions reductions targets (NDCs) that align with reaching net zero by the middle of the century. To deliver on these stretching targets, countries will need to accelerate the phaseout of coal, encourage investment in renewables, curtail deforestation and speed up the switch to electric vehicles."

In addition to these goals, many governments, including Canada, are declaring alignment with a variety of "just transition" principles. Yet, a significant tension is emerging as these two ambitions converge: achieving net zero within three decades, while also "leaving no person behind" presents both significant opportunities and challenges worth exploring.

With this in mind, it's time we begin exploring the complexities associated with a just transition to net zero. The EFL is specifically committed to a transition that is both inclusive and equitable.

Every perspective matters and can help bring us one step closer to #OurNetZero future.



WHY THE OUR NET ZERO CAMPAIGN?

If we're going to commit to both a just transition and net zero by 2050, we need to be realistic about the implications associated with this endeavor.



There is a significant tension between the need to reach net zero by 2050 and the importance of enabling a “just transition”— an inclusive and equitable energy transition in which no person is left behind.

Meeting our net zero target within the next three decades is of critical importance, yet federal commitments to a just transition imply that we must meet this target while also creating opportunities for all people and communities.

While it's valuable to approach these ambitions with a high degree of enthusiasm and willingness, we must also pause to consider the realistic implications associated with a just transition to net zero scenario. There are many questions that need to be explored, including an acknowledgement that the notion of justice is inherently subjective.

This campaign aims to inspire deeper reflection, while creating space to engage with a diversity of shared perspectives and suggested solutions.

To enable a just transition to net zero, we'll require a diversity of perspectives, actions and inputs. That's why the Energy Futures Lab is launching the Our Net Zero Campaign, a communications campaign designed to inspire greater awareness and interest in the complex convergence of two significant challenges shaping our energy future.

We are striving to inspire a more balanced, multi-faceted conversation around the realistic opportunities and challenges for Canada as the country commits to both net zero by 2050 and a just transition.

KEY MESSAGES

There is an underlying tension between the race to net zero by 2050 and the just transition idea of leaving no worker or community behind.

To enable a just transition, we need to hear from more than just a few voices. A diversity of perspectives is required.

In Alberta, the notion of a just transition isn't landing across all demographics. For many, a "just transition" equates to investment in "future-fit hydrocarbons."

To secure net zero by 2050 while also enabling a just transition, we need to become more realistic about the potential implications embedded within these objectives.

Canadians can take part in identifying critical pathways to net zero. In doing so, we can collectively shape our net zero future together.



Additional Messaging

- Natural Resources Canada describes a just transition as “an approach to economic, environmental and social policy that aims to create an equitable and prosperous future for workers and communities as the world builds a low-carbon economy. No worker or community can be left behind, so government climate action must be focused on those workers.”
- A just transition is a global concept, included in the Paris Agreement as a broader vision and process in which workers, industries and governments collaborate. They do so in the spirit of creating a shared agenda that accounts for how various regions’ unique geographies, politics, cultures and social contexts will position these communities in the energy transition. Strategies, then, can be developed in the hopes of creating more opportunities than disadvantages for each of these players.

HOW YOU CAN SUPPORT

Framing question: **How can we secure net zero by midcentury while also ensuring the energy transition is inclusive, accessible, and equitable to current and future generations?**

Share a video or quote on social media sharing your reflections on the campaign framing question. Hashtag #EFLab and #OurNetZero to join the conversation.

(Suggested posts are included on the following page.)

Share and engage with the content we post on our social media channels during this time. Our social media handles are:

- LinkedIn: Energy Futures Lab
- Twitter: @LabEnergy
- Facebook: @LabEnergyFutures

Tag our government leaders (municipal, provincial and federal) and other relevant stakeholders to invite a broader conversation.



Posting on Social Media



As part of [@Energy Futures Lab]'s #OurNetZero campaign, I've been reflecting on how Canada can reach #NetZero by 2050, while also enabling a #JustTransition.

[Insert reflection.]

I'm curious to hear thoughts from others on this important issue. How do you think a just transition can help guide us to net zero?



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[Insert reflection.]

I'm curious to hear thoughts from others on this important issue. How do you think a just transition can help guide us to net zero?



As part of [@LabEnergy]'s #OurNetZero campaign, I've been reflecting on how Canada can reach #NetZero by 2050, while also enabling a #JustTransition. How do you think a just transition can help guide us to net zero?

[Attach reflection, video, graphic or other.]

#OurNetZero



Thank you for your support.

Contact:

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