



**CEM-14/MI-8**

**INDIA 2023**

ADVANCING CLEAN ENERGY TOGETHER

# MI-8 Comms Toolkit

19-22 July 2023, Goa, India

# Summary

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2. Amplifying MI-8 on Social Media
3. Suggested Posts & Visuals
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# Key Messages

- **We must not lose sight of the need to continue the R&D cycle and focus on the next set of solutions.** The world is in the critical decade of implementation and seeks to avoid locking-in carbon intensive infrastructure. Therefore, rapid progression of clean energy technologies to the demonstration and deployment phase is essential. While scaling up and reducing the cost of technologies is vital, we must continue to invest in and support the R&D needed to improve the efficiency of existing technologies and develop the next innovations (G20 Energy Transitions Priority Area 1). Mission Innovation is uniquely positioned to reinforce this message and its members are critical to driving an established cycle of R&D through public funding<sup>[1]</sup>. The MI Missions are a mechanism to maintain this focus on R&D in the hardest to abate sectors and the Innovation Platform provides a framework for members to collaborate on emerging innovation priorities.
- **Through the seven Missions, MI is catalysing effort and investment in clean energy innovation in the hardest to abate sectors.** Missions bring together dynamic and delivery-focused high ambition alliances between countries, corporations, investors and research institutes. Whilst investment in research and innovation in the highest priority areas for clean energy innovation has increased, more is needed to accelerate clean energy transitions globally. The MI Missions are driving international collaboration and coordination, allowing governments to work together and with the private sector to target investment and action. At MI-8, the Missions are showcasing their progress and announcing new programmes and projects, contributing to the achievement of their ambitious goals.
- MI's goal is to make clean energy affordable, attractive and accessible for all this decade. **Collaboration is the key to achieving this goal. Not only between governments, but also between the public and private sectors.** MI brings together 24 governments in an agile and flexible way, focusing on a small number of high impact initiatives. These initiatives are harnessing the power of the international organisations, major companies, investors, incubators and innovators to deliver on their objectives.
- Find more information on MI-8 and MI's announcements as well as the press release on our website a few days prior the ministerial: <http://mission-innovation.net/events/eighth-mission-innovation-ministerial/>

[1] MI members are collectively responsible for over 90% of global public investment in clean energy innovation.

# Amplifying MI-8 on Social Media

- By promoting MI-8 and highlighting Mission Innovation’s key messages you are directly supporting the impact of MI-8. We warmly invite you to post from your Social Media accounts and get the word out – feel free to use the suggested posts and visuals for this. By engaging (liking, commenting, reposting) with MI’s posts you are also hugely supporting MI.
- Before the Ministerial: To improve your networking activities on sight, we recommend to post before the event and let other stakeholders know that you will be there ( “Meet me at MI-8”).
- During and after the ministerial: Let your followers and other stakeholders take part at your MI-8 experience by sharing your key take aways from e.g. side events you attended.



# Suggested Posts before MI-8

## LinkedIn

#CEM14MI8 is a key event in the clean energy landscape. Governments, international organizations, private sector and academia will come together at the 8th Mission Innovation ministerial & 14th Clean Energy Ministerial. Will you be there, too? I am looking forward to meeting you in Goa and discuss clean energy innovation. Learn more about MI-8: <http://mission-innovation.net/events/eighth-mission-innovation-ministerial/>



Find this visual [here](#)

# Suggested Posts before MI-8



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Find this visual [here](#)

# Suggested Posts during MI-8

## LinkedIn

@MissionInnovation is showcasing progress and impact during #CEM14MI8. Rapid progression of clean energy technologies to the demonstration and deployment phase is essential. We must continue the R&D cycle and focus on the next set of solutions. By bringing together 24 governments, MI aims to make clean energy affordable, attractive and accessible for all this decade. With its seven Missions, MI is driving international collaboration between private and public sector in some of the hardest-to-abate sectors. #collaboration #cleanenergy #innovation #R&D

We kindly suggest you accompany this post with either a photo you took on-site, or one of the visuals from this toolkit, e.g. the neutral visual with the CEM14/MI-8-Logo or one of the MI-Mission's goals.

# Suggested Posts during MI-8



We must continue the R&D cycle and focus on the next set of solutions. @MICleanEnergyRD is showcasing progress and impact through collaboration at #CEM14MI8. By bringing together 24 governments, MI aims to make clean energy accessible & affordable for all this decade.

We kindly suggest you accompany this post with either a photo you took on-site, or one of the visuals from this toolkit, e.g. the neutral visual with the CEM14/MI-8-Logo or one of the MI-Mission's goals



# More Visuals



Find this visual [here](#)



Find this visual [here](#)



Find this visual [here](#)



Find this visual [here](#)



Find this visual [here](#)



Find this visual [here](#)

# More Visuals – Mission Goals

**MISSION CARBON DIOXIDE REMOVAL**

Goal: To enable Carbon Dioxide Removal technologies to achieve a net reduction of 100 million metric tons of CO2 per year globally by 2030.

Co-leads

Canada Saudi Arabia United States

[Find this visual here](#)

**MISSION CLEAN HYDROGEN**

Goal: To increase the cost-competitiveness of clean hydrogen by reducing end-to-end costs to USD 2 per kilogram by 2030.

Co-leads

Australia Chile European Union United Kingdom United States

[Find this visual here](#)

**MISSION NET-ZERO INDUSTRIES**

Goal: To catalyse the development and demonstration of cost competitive solutions for the efficient decarbonization of hard to abate energy intensive industries worldwide by 2030.

Co-leads

Australia Austria

[Find this visual here](#)

**MISSION URBAN TRANSITIONS**

Goal: By 2030, deliver at least 50 large-scale, integrated demonstration projects in urban environments around the world, providing a pathway for all cities to adopt net-zero carbon solutions as the default option.

Co-leads

Global Covenant of Mayors for Climate and Energy European Commission JPI Urban Europe

[Find this visual here](#)

**MISSION ZERO-EMISSION SHIPPING**

Goal: demonstrate commercially-viable zero-emission ships by 2030, making vessels that operate on zero-emission fuels the natural choice for ship owners when they renew their fleet."

Co-leads

Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping Denmark Norway United States Global Maritime Forum

[Find this visual here](#)

**MISSION INTEGRATED BIOREFINERIES**

Goal: Develop and demonstrate innovative solutions to accelerate the commercialization of integrated biorefineries, with a target of replacing 10% of fossil-based fuels, chemicals and materials with bio-based alternatives by 2030

Co-leads

India Netherlands

[Find this visual here](#)

**MISSION GREEN POWERED FUTURE**

Goal: To demonstrate that by 2030 power systems in different geographies and climates are able to effectively integrate up to 100% variable renewable energies in their generation mix and maintain a cost-efficient, secure and resilient system.

Co-leads

China Italy United Kingdom

[Find this visual here](#)

# Hashtags & Tags

When using Hashtags and tagging other account your posts are more visible and will be reposted by MI and other accounts more likely. Please find a list of recommended Hashtags and accounts to tag & follow below.

## Hashtags

[#CEM14MI8](#)

[#MI8](#)

[#Innovation](#)

[#CleanEnergy](#)

## Twitter accounts

[@MICleanEnergyRD](#)

[@CEM14\\_MI8](#)

[@UTM\\_MI](#)

[@CEMSecretariat](#)

## LinkedIn accounts

[Mission Innovation](#)

[Net Zero Industries Mission](#)

[Zero Emission Shipping Mission](#)

[Clean Hydrogen Mission](#)

[Urban Transition Mission Center](#)

[Green Powered Future Mission](#)

[CEM14MI8](#)

[CEM Secretariat](#)

# Logos

The Mission Innovation logo are to be used by members and partners only, they are only for non-commercial use. Please don't hesitate to reach out to MI Sec/MI Comms when in doubt.

Download

[MI Logo Horizontal](#)

[MI Logo White](#)

[MI Logo Stacked](#)

[Branding Guidelines](#)



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**W:** [www.mission-innovation.net](http://www.mission-innovation.net)