

## Clean Energy Justice Convergence Social Media Toolkit



**Who:** Clean Energy Ministers and Corporate and Civic leaders promoting a hydrogen hub in the Ohio River Valley

**What:** The Clean Energy Ministerial & Clean Energy Justice Convergence

**When:** September 20th-23rd

**Where:** Pittsburgh, PA

**Why:** We are urging the ministers and attendees of the conference to prioritize clean energy solutions that do not perpetuate the extraction of fossil fuels. This campaign seeks to call out potential greenwashing at the conference and highlight non-fossil fuel-based, renewable energy solutions

**Website:** [cleanenergyjustice.com](http://cleanenergyjustice.com)

### Graphics:

- [Global Clean Energy Action Forum Graphics](#)
- [Photos of light projections \(credit: Jason Hallmark\)](#)
- Dinosaur Photos & Graphics (will be shared after 9/17 event)

### Suggested people to tweet at:

- Pittsburgh Local:
  - [@ACE\\_Fitzgerald](#) - Rich Fitzgerald, Allegheny County Executive (on conference host committee)
  - [@AlleghenyConf](#) - The Allegheny Conference on Community Development, Pittsburgh based economic development group (on conference host committee)
- U.S. National:
  - [@SecGranholm](#) - Jennifer Granholm, US Secretary of Energy (conference speaker)
  - [@ClimateEnvoy](#) - John Kerry, US Climate Envoy (conference speaker)
  - [@ENERGY](#) – US Department of Energy
- International:
  - [@GCEAF\\_USA](#) – Global Clean Energy Action Forum
  - [@CEMSecretariat](#) – Clean Energy Ministerial
  - List of ministers attending (TBD)

### Suggested Hashtags:

- #CleanEnergyJustice
- #GCEAF, #CEM13
- #FossilFuelTyranny

- #ActOnClimate

### Sample Tweets by geography (local to global):

- Pittsburgh Local:
  - @CEMSecretariat don't let @ACE\_Fitzgerald & @AlleghenyConf fool you, as long as we continue to frack, we're still stuck in the stone age. #CleanEnergyJustice #GCEAF
  - An Ohio River Valley hydrogen hub powered by fracked gas, is NOT #CleanEnergy. We urge the @CEM\_Secretariat to end #FossilFuelTyranny by promoting renewable energy like wind and solar. #GCEAF
  - Pittsburgh is known for our innovation on things like the polio vaccine. @ACE\_Fitzgerald & @AlleghenyConf, help us lead the way on future innovations in wind and solar. Don't continue to entrench this region in dirty fuels of the past. #GCEAF #CleanEnergyJustice
- Non-Pittsburgh U.S.:
  - @SecGranholm & @ClimateEnvoy, the world is watching at the #GCEAF. Show them how the US can lead on #CleanEnergy by rejecting blue hydrogen and carbon capture projects that rely on fossil fuels. #CleanEnergyJustice #FossilFuelTyranny
  - @ClimateEnvoy, we urge you to #LeadOnClimate at the #GCEAF by promoting renewable energy innovation instead of dirty fossil fuels. #CleanEnergyJustice
  - @SecGranholm & @ENERGY, anything that perpetuates fossil fuel extraction is NOT #CleanEnergy. Show the world how the US can #ActOnClimate by investing in renewables like wind and solar - not fossil fuels. #CleanEnergyJustice #GCEAF
- International:
  - Fossil fuel projects like blue hydrogen and carbon capture once again prop up the oil and gas industry at the expense of our planet. Don't send us the way of the dinosaurs. #CleanEnergyJustice #FossilFuelTyranny #GCEAF
  - @CEM\_Secretariat, fossil fuels are NOT clean energy. Keep the dinosaurs in the oil. #CleanEnergyJustice #GCEAF
  - Any hope we have of keeping the planet below catastrophic levels of warming relies on halting fossil fuel expansion – not finding new ways to market extraction. #FossilFuelTyranny and reject false climate solutions. #GCEAF #CleanEnergyJustice

## Social Media Additions from CEJ Convergence



**Website:** [cleanenergyjustice.com](http://cleanenergyjustice.com)

### Partners to Tweet TO:

- @ClimateCorpsPgh
- @PSRPennsylvania
- @BreatheProject
- @OVEC\_WV
- @FracTracker
- @CoalfldJustice
- @ProtectPT
- @A2ZPlastics
- @bfpinitiative
- @BCMAC\_
- @ClimateReality
- @PennFuture
- @NoPetroPA
- @EHPinfo
- @CleanAirCouncil
- @EnviroIntegrity
- @foodandwaterPA
- @ciel\_tweets
- @cleanaircatf
- @SEJorg

**Please Share and Post the Events!**

### Facebook and Twitter

The Lummi Totem Pole Journey to the Clean Energy Justice Convergence in Pittsburgh builds upon, strengthens and reaffirms the growing Indigenous-led climate justice movements that began with a successful campaign to oppose proposed fossil fuel projects in the Pacific Northwest. Join us on Sept. 22 at 10 a.m. at Schenley Plaza to welcome the Lummi. (Photo below)

Join an inspiring panel of local and national leaders for a conversation on environmental, racial and climate justice issues as they share their perspectives on the rapid expansion of “clean energy” solutions. Register <https://bit.ly/3xu9Ssl>

Join paddlers on the Allegheny River and send a message for #climatejustice in front of the David L. Lawrence Convention Center for a clean energy future. Register <https://www.ventureoutdoors.org/activity/climate-paddle/>

Join a student-led Climate Strike coalition of high school and college Climate Justice organizations. Rally at “The Cut” on campus at Carnegie Mellon University at 2 p.m. on Wednesday, Sept. 21! [cleanenergyjustice.com/events](https://cleanenergyjustice.com/events) (include graphic below)

View artist Aaron Henderson's thoughtful Gobo evening projections in Oakland Sept. 21-23 that highlight the connection between energy and our fragile climate. [cleanenergyjustice.com/events](https://cleanenergyjustice.com/events) (photo below)

### **Voices of Justice Messaging**

Thank you to leaders from the Lummi Nation, frontline activists and SWPA public health experts who are making themselves available to media for interviews. If media reaches out, please refer our voices of justice [found here](#).

### **Top Messaging for Media**

The Clean Energy Justice platform elevates the voices calling for **real clean energy solutions** needed to meet the needs of impacted communities and meet essential climate goals. The CEJ platform has come together because the energy ministerial agenda has sidelined community voices from impacted communities with fossil fuel infrastructures for the meeting. These communities continue to bear the brunt of health, economic, climate, and environmental degradation from fossil fuel systems.

This includes people in the Ohio River Valley, the region where the ministerial itself is being held. The current agenda for this meeting threatens to normalize the extension of fossil fuel technologies by falsely portraying them as part of a meaningful solution alongside green energy solutions and alternative to plastic solutions.”

The Dept. of Energy and the oil and gas industry has spent the last 15 years talking about a transition plan for renewable energy. What the planet needs now are protocols for the reduction of greenhouse gas emissions. It's time to get over the bridge and phase out fossil fuels completely, the economics of renewable energy would support this.

The partnership of steel, oil and gas companies would deploy costly, unproven carbon capture, use and sequestration (CCUS) technology to address greenhouse gas emissions from the region’s carbon-emitting infrastructure. The envisioned hub would connect carbon-producing facilities, like steel mills and factories, to a network of pipelines and underground caverns where

hydrogen and captured carbon dioxide would be stored. Most disturbing, the initiative would develop infrastructure for hydrogen production and utilization, prolong our reliance on fossil fuels and harm people and the environment.





A 4-DAY ACTION DURING THE 13<sup>TH</sup> CLEAN ENERGY MINISTERIAL



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# Clean Energy Justice

## CONVERGENCE

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Pittsburgh, PA | September 20-23, 2022  
find events at [cleanenergyjustice.com](https://cleanenergyjustice.com)

# ***Strike for Climate Justice Pittsburgh!***

**WHEN** - Wednesday Sept 21. at 2pm

**WHERE** - The Cut at Carnegie Mellon on Forbes

**WHO** - A student led coalition of Highschool and College Climate Justice Organizations!

**WHY** - The Clean Energy Ministerial, an international convention of scientists, business leaders and the government is taking place in PGH THIS SEPTEMBER! They must make good on the COP 26 Environmental Action goals, and the students of Pittsburgh will make sure of it!

**Share on Social Media with**

**#cempghstrike**



**@pgh\_ycc**



