

CONSUMERS INTERNATIONAL

WORLD CONSUMER RIGHTS DAY 2023

EMPOWERING CONSUMERS THROUGH CLEAN ENERGY TRANSITIONS

SOCIAL MEDIA TOOLKIT



MESSAGES

- Most economies are facing a deepening energy crisis globally which is having an untold impact on consumers. Together with food and finance price increases, consumers are changing their lifestyles to access essential needs.
- Increasing access to affordable, reliable, sustainable and modern energy will play a major part in averting the climate crisis, with consumption shifts now recognised and estimated to reduce future greenhouse gas emissions by 40-70%.
- As government, business and influential actors in the energy world respond to global crises, consumers need to be at the heart of dialogue and action.
- As a global movement our approach and activities to supporting consumers take different shape and scale, but collectively we are breaking down key barriers to see greater protection and empowerment of consumers.

GRAPHICS

We have developed a collection of graphics that can be used for social media promotion. For a copy of these graphics please email wcrd@consint.org.

CONTRIBUTE CONTENT

If you would like to contribute an opinion piece centred on the theme of World Consumer Rights Day 2023 please email Charlotte cbroyd@consint.org.

SOCIAL MEDIA PROMOTION

TOPICS AND GUIDELINES

With World Consumer Rights Day 2023 themed [Empowering Consumers through Clean Energy Transitions](#) we welcome those with aligned objectives to join us in emphasising the importance of the consumer voice and action around energy. Please tag Consumers International in your posts, so that we can share your work:

- Twitter: [@Consumers_Int](#)
- Facebook: [@consumersinternational](#)
- LinkedIn: [@Consumers International](#)
- Instagram: [@consumers_int](#)

HASHTAGS

#WorldConsumerRightsDay23 #WCRD23 #CleanEnergyTransitions #CostofLivingCrisis
#consumerprotection #energy

SOCIAL MEDIA COPIES: WORLD CONSUMER RIGHTS DAY 2023 PROMOTION

Series of posts for platforms such as Twitter and Mastodon:

1. 👤 For 40 years the consumer movement has united for #WorldConsumerRightsDay23 to spotlight #consumerprotection & empowerment.

This year we focus on empowering consumers through #CleanEnergyTransitions 🌱
@Consumers_Int

2. 💡 The world is experiencing the worst #CostofLivingCrisis in a generation & energy prices are reaching historic levels.
3. 👤 People should not be seen as passive bystanders in clean energy transitions. If supported in the right way, consumers can take action that accelerates a clean & #justtransition.
4. As global leaders & the energy world shifts to meet the crisis, consumer dialogue, action & empowerment must be at the heart of the response
👉 www.consumersinternational.org/wcrd-2023-clean-energy-conference-empowering-consumers-through-the-transition/programme/

Short posts for platforms such as Twitter, Mastodon and LinkedIn:

💡 The world is experiencing the worst #CostofLivingCrisis in a generation & energy prices are reaching historic levels.

For #WorldConsumerRightsDay23 we unite with @Consumers_Int & others to empower #consumers through #CleanEnergyTransitions

👉 www.consumersinternational.org/wcrd-2023-clean-energy-conference-empowering-consumers-through-the-transition/programme/

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💡 Most economies are facing an #EnergyCrisis placing severe strain on #consumers. Global #EnergyPrices were estimated to rise by 50% in 2022 & will stay high in 2023.

For #WCRD23 we join with @Consumers_Int & others to empower #consumers through #CleanEnergyTransitions 👉

www.consumersinternational.org/wcrd-2023-clean-energy-conference-empowering-consumers-through-the-transition/programme/

CLEAN ENERGY CONFERENCE PROMOTION

The copies below can be posted as series of tweets or as a single post on LinkedIn and Facebook in support of Consumers International's [Clean Energy Conference](#).

DAY 1: The Consumer Journey on the Road to Clean Energy

Monday 13 March, 1pm – 2.30pm UTC | 2pm – 3.30pm CET | 9am – 10.30am EDT | 9pm – 10.30pm HKT | 12am – 1.30am AEDT

1. 💡 Did you know that the supply & use of #energy represents around 3/4 of global #GreenhouseGas #emissions today?

Moving towards clean energy holds the key to averting the worst effects of #ClimateChange.

2. 🗣️ As @Consumers_Int kicks off its #CleanEnergy conference, its session on "The Consumer Journey on the Road to Clean Energy" on 13.03, 1pm UTC brings together business, government & #ConsumerAdvocacy leaders to discuss the support consumers need to shift behaviours & adopt clean energy.
3. 🕒 To join this conversation, register now 🙋 www.consumersinternational.org/wcrd-2023-clean-energy-conference-empowering-consumers-through-the-transition/programme/#the-consumer-journey-on-the-road-to-clean-energy---1303

#WCRD23 #CleanEnergyTransitions

DAY 2: Shaping the next generation of consumer-centred business models in energy

Tuesday 14 March, 3pm – 4.30pm UTC | 4pm – 5.30pm CET | 11am – 12.30pm EDT | 11pm – 12.30am HKT | 2am – 3.30am AEDT

1. 📖 Given the complexity of the #energy landscape, new & innovative #business models are key to advancing #CleanEnergy transitions.
2. 🗣️ @Consumers_Int's #CleanEnergy Conference session, "Shaping the next generation of consumer-centred business models in energy" will convene industry, operator & consumer voices in a dialogue on how to design innovations that build in #consumer protection from the outset.
3. 🕒 To join this conversation on 14.03, 3pm UTC, register now 🙋 www.consumersinternational.org/wcrd-2023-clean-energy-conference-empowering-consumers-through-the-transition/programme/#shaping-the-next-generation-of-consumer-centred-business-models-in-energy---1403

#WCRD23 #CleanEnergyTransitions

DAY 3: Our consumer vision for clean and affordable energy

Wednesday 15 March 1pm – 2.30pm UTC | 2pm – 3.30pm CET | 9am – 10.30am EDT | 9pm – 10.30pm HKT | 12am – 1.30am AEDT

1. 💡 In 2022 @Consumers_Int Members shared the extent of #RisingPrices for #consumers with 1/5 reporting #PriceIncreases of more than 100%.
2. 🗣️ For #WorldConsumerRightsDay2023 as part of @Consumers_Int's #CleanEnergy Conference the session, "Our consumer vision for clean & affordable energy" on 15.03, 1pm

UTC will bring together business, government & multilateral agencies to look at securing #sustainability & #affordability long term.

3. 🕒 Join the conversation 🖱️ www.consumersinternational.org/wcrd-2023-clean-energy-conference-empowering-consumers-through-the-transition/programme/#our-consumer-vision-for-clean-and-affordable-energy---1503

#WCRD23 #CleanEnergyTransitions

DAY 4: Grassroots solutions for energy access: how can we leverage the power of consumers?
Thursday 16 March, 11am – 12.30pm UTC | 12pm – 1.30pm CET | 7am – 8.30am EDT | 7pm – 8.30pm HKT | 10pm – 11.30pm AEDT

1. ⚡ Globally, 759 million people – 1 out of 10 – do not have access to #electricity to light their homes, refrigerate their food, or keep cool in rising temperatures.

@Consumers_Int tackles the issue during its #CleanEnergy Conference.

2. 🗨️ In a session on "Grassroots solutions for energy access: how can we leverage the power of consumers?" leaders will share case studies that have worked in the most unlikely of contexts & we will look at their applicability worldwide.
3. 🕒 Register now 🖱️ www.consumersinternational.org/wcrd-2023-clean-energy-conference-empowering-consumers-through-the-transition/programme/#grassroots-solutions-for-energy-access-how-can-we-leverage-the-power-of-consumers---1603

#WCRD23 #CleanEnergyTransitions

DAY 5: Is consumer policy fit for a clean energy future?
Friday 17 March, 12pm – 1.30pm UTC | 1pm – 2.30pm CET | 8am – 9.30am EDT | 8pm – 9.30pm HKT | 11pm – 12.30am AEDT

1. ⚡ To date, global #energy policy has not been designed with the energy user in mind nor has it given adequate consideration to #consumers' needs, vulnerabilities or energy system transformation.
2. 🗨️ On the closing day of @Consumers_Int's #CleanEnergy Conference, the session "Is consumer policy fit for a clean energy future?" explores how collaboration between #energy system designers, regulators, policymakers & #consumer protection counterparts can improve the system.
3. 🕒 To join us on 17.03, 12pm UTC register now 🖱️ www.consumersinternational.org/wcrd-2023-clean-energy-conference-empowering-consumers-through-the-transition/programme/#is-consumer-policy-fit-for-a-clean-energy-future---1703
#WCRD23 #CleanEnergyTransitions.