



WORLD CONSUMER RIGHTS DAY 2023

EMPOWERING CONSUMERS THROUGH
CLEAN ENERGY TRANSITIONS

Resource Pack

ABOUT THIS PACK

This year Members of Consumers International will unite around the theme, [Empowering consumers through clean energy transitions](#). Together we will both support consumers whose lifestyles are shifting to meet energy needs and play a key role in meeting net zero goals by promoting investment in and use of sustainable energy.

Members campaigning with us will hold events, engage with local media, produce reports, advocate to government, influence business, and connect with consumers on and around March 15. As a global movement uniting for change for World Consumer Rights Day, Members have seen their national campaigns strengthened and they have learnt and exchanged with others facing similar challenges. Importantly, our call to global decision-makers has been amplified.

In leading World Consumer Rights Day, we give our Members the tools to run their campaign. We previously shared our [campaign pack](#) outlining information on the 2023 theme, current work Members are doing on energy and suggested activities. With your campaign ideas underway this Resource Pack provides further support on the imagery, messages, goals, graphics and templates for you to use. These ensure our brand and messaging is consistent and on point so we are seen as a trusted voice to global, regional and national market actors.

OUR GOALS

- Every year more and more Members are joining our global call on March 15. Building on our past success we want to unite **100 Members** from across all geographies to support consumers through clean energy transitions. This includes Members running their campaigns and activities – whether grassroots or policy focussed, sharing their views in our video address, joining our energy conference and more.
- Changing policy and business practice is no easy feat, but our strong track record of doing so even [in the last year](#) has encouraged us to set the bar high. Our longer-term vision for the campaign is to work closely with Members to see policy change at the international level and across **five national contexts**. Through our advocacy to international and national business we are aiming for **ten energy companies** to commit to change which supports consumers.
- The insights and expertise shared throughout the week by Members, energy experts, government, business, academia and international organisations will play a key role in building out our **robust energy strategy**, addressing systemic issues in the energy world and ensuring resilience against future crisis.
- More investment is being channeled into the energy world and new experts and groups are emerging. We recognise the need to share our message and engage those gaining increased influence on regional and global scales. This year we will build and strengthen solid relationships with **ten strategic international partners**, so they actively contribute to our and Member work and events in 2023 such as the International Energy Agency and the African Energy Commission.

TARGET AUDIENCE GROUPS

As a global movement we are uniquely positioned to influence national, regional and global actors in the energy world. To support goals centered on impact and our long-term vision our primary key direct audiences include:

1. National, regional and local policymakers
2. International and national business

Our secondary audiences to reach them include:

3. Regional and international institutions and organisations, such as the United Nations, International Standards Organization and the International Energy Agency.
4. Academia, civil society and the media.

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%.
- People should not be seen as passive bystanders to be “included” in clean energy transitions. We are all consumers of energy services, and as consumers we have the potential to take action that accelerates clean energy transitions.
- As government, business and influential actors in the energy world respond to our global crises, consumers need to be at the heart of dialogue and action.
- As a global movement our campaigns and activities take different shape, scale and approach but collectively we are breaking down key barriers to see greater protection and empowerment of consumers.
- We are championing greater uptake of the 11 legitimate consumer needs established by the United Nations.

IMAGERY

For guidance on the type of imagery to use we focus on three core types of images.

TOPIC IMAGERY

As the examples here show these help to reinforce how we 'come together'. Images here contain multiples of a single (or related) items to create an image which is relevant and textural, and allows for visual communications in campaigns which are eye catching and colourful.



BRAND IMAGERY

Brand imagery works in a similar way to topic imagery but with images which are more human in subject matter – with either crowds, hands or other indications of the presence of people. This option can be used where there is no particular subject matter suggested by the communications.



IMAGERY – PORTRAITS

To help us share the 'lived experienced' of consumers we encourage a balance of brand, topic and portrait shots. Portrait shots are extremely powerful to tell the consumer story. These should be colourful and clearly show the entire story in a single frame.



If you are using an image you have taken yourself, we encourage obtaining written consent of the subject. If using stock photography, take note of the copyright requirements. The photographs we have provided above are those Consumers International has a licence for, please do not use these in your campaigns.

GRAPHICS

This section contains a collection of graphics that you may use and guidelines on how to use them. Please note that all the graphics mentioned below are also available in the Graphics Pack, which you can download [here](#).

Please note that all graphics are in English. We will be sharing graphics in English, French and Arabic in a separate language specific resource pack. Please contact us if you would like to receive this and we will ensure you are on our French, Spanish and Arabic speaking newsletter lists, please email wcrd@constint.org. In addition if you would like us to prepare graphics in another language, please also email us at the same address. Please include the translation in your email.

LOGO

You can find below three types of logos. Please use the transparent logo on coloured backgrounds and the colourful ones on white backgrounds.

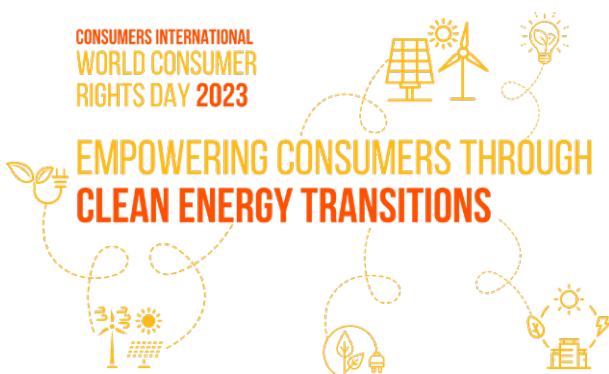
Round logo:



Rectangle logo:



Rectangle logo (transparent):



EMAIL SIGNATURE

You are free to use the template below for your email signature.

Feel free to copy-paste it into your email and add in your details. The picture contains a hyperlink to Consumers International's website which should be included and where viewers can find out more about the day, how to get involved and to register for our energy conference, taking place between 13 March – 17 March.



BANNER

This banner can be used for your website pages and documents.



POSTER



TOPICS, GUIDELINES & HASHTAGS

TOPICS AND GUIDELINES

With World Consumer Rights Day 2023 themed [Empowering Consumers through Clean Energy Transitions](#) please focus on this topic to emphasise the importance of the consumer voice and action around energy.

Please tag Consumers International in your posts, so that we could share your work. You can tag us across the following social media platforms:

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

HASHTAGS

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



TEMPLATES

SOCIAL MEDIA COPIES

- **Series of posts for platforms such as Twitter and Mastodon:**

1. 👤 For 40 years the consumer movement has united for #WCRD 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 #CleanEnergyTransition.
4. As the #energy world and global leaders respond to the crisis, we call for consumer dialogue, action & empowerment to be at the centre of the response 🗣️ <https://www.consumersinternational.org/what-we-do/world-consumer-rights-day/>

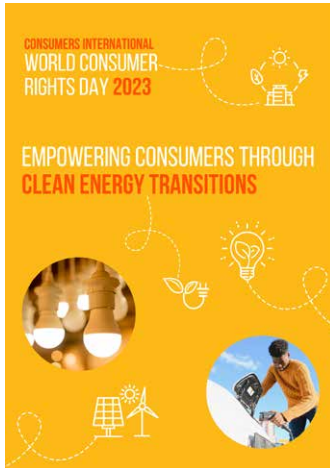
- **Short posts for platforms such as Twitter and Mastodon:**

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

For #WCRD23 we focus on empowering #consumers through #CleanEnergyTransitions

👉 **link to your website OR <https://www.consumersinternational.org/what-we-do/world-consumer-rights-day/>**

@Consumers_Int



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

For #WCRD23 we focus on empowering #consumers through #CleanEnergyTransitions

👉 *link to your website OR <https://www.consumersinternational.org/what-we-do/world-consumer-rights-day/>*

@Consumers_Int



💡 Every year on March 15 the #ConsumerMovement celebrates #WorldConsumerRightsDay, raising global awareness of #ConsumerRights, #ConsumerProtection & empowerment.

For #WCRD23 we focus on empowering #consumers through #CleanEnergyTransitions
👉 *link to your website OR <https://www.consumersinternational.org/what-we-do/world-consumer-rights-day/>*

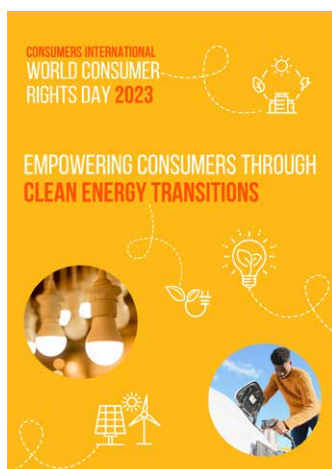
@Consumers_Int



• **Copy for other platforms such as LinkedIn and Facebook:**

💡 The world is experiencing the worst #CostofLivingCrisis in a generation. Most economies are facing an #EnergyCrisis placing severe strain on #consumers. Global #EnergyPrices rose by 50% in 2022 & will stay high in 2023.

In this context, for #WCRD23 we focus on empowering #consumers through #CleanEnergyTransitions 👉 **link to your website OR <https://www.consumersinternational.org/what-we-do/world-consumer-rights-day/>**



PRESS RELEASE TEMPLATE

CONSUMER ADVOCATES UNITE TO SUPPORT PEOPLE THROUGH CLEAN ENERGY TRANSITIONS

On Wednesday 15 March 2023, **[INSERT MEMBER NAME]** will mark World Consumer Rights Day by joining with global consumer advocates, international organisations and others in a united call to empower consumers through clean energy transitions. With energy prices spiralling and temperatures reaching record highs, global leaders are shifting to deliver affordable and sustainable energy. As they do, this global call places the rights and needs of consumers at the centre of crises' response.

For 40 years the consumer advocacy movement has celebrated World Consumer Rights Day and raised global awareness of consumer rights by carrying out diverse and strategic national campaigns and activities.

World Consumer Rights Day 2023 will demonstrate how the choices we make each day as consumers, in how we travel, cook, or heat or cool our homes, have the potential to accelerate transformative changes for the planet, and to call on governments and business to provide greater support for people making these changes.

[MEMBER] will **[INSERT SPECIFIC MEMBER ACTIVITY]**.

INSERT MEMBER CEO/EXECUTIVE QUOTE

The theme this year 'Empowering consumers through clean energy transitions' will build on growing global awareness that consumption shifts will be key to meeting climate goals. Last year the Intergovernmental Panel on Climate Change estimated that demand-side strategies (people making changes in their behaviour) could reduce future greenhouse gas emissions by up to 70% by 2050. With energy prices in crisis and the window to prevent catastrophic climate change fast closing, the global consumer movement will use World Consumer Rights Day 2023 as an opportunity to build clean energy systems that protect and empower consumers.

Notes for editors

[MEMBER NAME] *insert description of your organisation here.*

Consumers International is the membership organisation for consumer groups around the world, bringing together over 200 member organisations in more than 100 countries to empower and champion the rights of consumers everywhere. Consumers International presents the voice of consumers in international policy-making forums and the global marketplace to ensure they are treated safely, fairly and honestly. [Read more.](#)

World Consumer Rights Day is the United Nations accredited campaign, globally co-ordinated by Consumers International and celebrated annually on 15 March since 1983. Each 15 March the consumer movement unites to highlight a pressing issue facing consumers globally. [Read more.](#)

MEMBER OPPORTUNITIES

SHARE YOUR ACTIVITY WITH US

In the lead up to and on World Consumer Rights Day 2023, March 15 we will promote Member activities and campaigns across our digital communication channels, on our website via a visual display, social media and our newsletter. You do not need to wait until March 15 to share, help us amplify your work and submit your activity via this [form here](#).

SHARE A VIDEO ADDRESS

On March 15 we will share video content from our Members, sharing their work on energy, impact on consumers and key message to stakeholders. If you would like to create a video address, please contact wcrd@consint.org for more details and we will support you to do so.

JOIN OUR CLEAN ENERGY CONFERENCE

We will hold a Clean Energy Conference: Supporting Consumers through the Transition from Monday March 13 – Friday March 17. This will build on the success of our major World Consumer Rights Day Forum held last year, uniting 600 influencers from business, government, international organisations and other sectors. The conference will feature senior figures and influential speakers and cover topics including securing long-term affordable energy for consumers, equitable access in low- and middle-income countries, our roadmap for global policy to catalyse the transition and uphold consumer rights and innovative business solutions.

Register for the events below:

1. [Monday 13 March, 1pm – 2.30pm UTC: The Consumer Journey on the Road to Clean Energy](#)
2. [Tuesday 14 March, 3pm – 4.30pm UTC: Shaping the next generation of consumer-centred business models in energy](#)
3. [Wednesday 15 March, 1pm – 2.30pm UTC: Our consumer vision for clean and affordable energy](#)
4. [Thursday 16 March, 11am – 12.30pm UTC: Grassroots solutions for energy access: how can we leverage the power of consumers?](#)
5. [Friday 17 March, 12pm – 1.30pm UTC: Is consumer policy fit for a clean energy future?](#)

SPECIAL CONNECT ON WEDNESDAY MARCH 15

Join with us for an informal brief connect exclusive for Members and Consumers International. Here, we will hear from Members on how they are marking or have marked the day. You can drop in or join for the full 40 minutes. We will share two sessions at:

- [Member join and share session](#): Wednesday 15 March, 09.30am – 10.10am UTC
- [Member join and share session](#): Wednesday 15 March, 16.00pm – 16.40pm UTC.

KEEP IN TOUCH

- Join our [Signal group](#) for World Consumer Rights Day – a place to share and connect with others.
- Contact wcrd@consint.org for any questions you have. We aim to respond in 24 hours.

