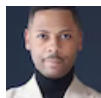


Winning the Narrative on Clean Energy Investments



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Voters understand the consequences of climate change firsthand and wholeheartedly agree – it’s time we transition to clean energy. But when it comes to juggling climate action with other priorities, voters have built some well justified reluctance to the clean energy transition, with economic concerns casting the biggest shadow on a realistic path forward.

To help combat this hesitancy, we created a helpful guide highlighting choice messaging themes that resonate best with voters so that policymakers can positively shape the climate conversation. This guidance is supported by our recent polling with Avalanche Insights. For more information, read our [full memo](#), outlining concerns of key voter groups.

Winning the Narrative on Federal Clean Energy Investments

Our recent polling confirms that while key voter groups support climate and energy investments (77%), economic concerns cast a shadow of doubt on voter perception of a realistic transition to clean energy. However, Third Way's recent research with Avalanche Insights from July 7-15, 2021, with 2,970 registered voters found that messaging that uses storytelling elements resonates better than policy-centered messaging. Find our full memo [here](#).

Tell a story, and don't get lost in the weeds

"No matter what we look like or where we come from, we all care about our communities: we want our families to have clean air to breathe and clean water to drink. We want safe, good-paying jobs. And we want all Americans to have the freedom and opportunity to thrive and live safe, healthy lives."

Offer a positive vision of the future, not a recitation of our current climate sins

"A transition to clean energy can help us ensure the future we all want by creating millions of new good-paying jobs, lowering energy costs, and improving health outcomes, so that every American can support their family and keep their children safe and healthy."

Show them how their lives improve if we invest in clean energy

"By investing in clean energy innovation, our country can prioritize both the health and economic wellbeing of its people and improve the quality of life for American families and generations to come."



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