

# HOW TO TALK ABOUT

# THE CLEAN ENERGY TRANSITION

with Black Americans & Latino Communities

**The data is clear: policymakers, advocates, and communicators need to step up their engagement with Black and Latino communities when it comes to climate change and the clean energy transition.** Our recent polling, in partnership with GBAO, WEACTION, and Green Latinos, from September 30 – October 13, 2021, with 1,809 Black and Latino voters across Nevada, Arizona, Texas, Georgia, Florida, and Pennsylvania, revealed that while Black and Latino communities feel the impact of climate change firsthand, only a small percentage considered it a top priority among other more immediate and personal issues, like job growth and public health. Below are recommendations that can help engage these communities around the benefits of the clean energy transition. Find our full memo [here](#).

## LOCALIZE THE CLEAN ENERGY TRANSITION

As the nation shifts towards clean energy, the impact will vary widely state-by-state. In lieu of broad statements about clean energy, focus on what matters to communities at the local level.

*“If we address climate change the right way, with the right policies, we can create millions of good-paying jobs in infrastructure, manufacturing, and transportation that will help underserved communities.”*

## CONNECT CLIMATE CHANGE TO OTHER MORE SALIENT ISSUES

Whether we like it or not, climate change impacts all facets of our lives, from the economy to our health. Elaborating on this connection – how air pollution from fossil fuels impacts community health, for example – can help drive home how the clean energy transition will personally benefit communities.

*“We don't need to choose between improving the economy and tackling climate change. Right now, there are over three million Americans working in clean energy more than three times the number working in fossil fuels. Investing more in new technology can reduce energy bills and create new, good-paying manufacturing jobs.”*

## FOCUS ON THE COLLECTIVE

Across Black and Latino communities, there is a strong urgency to address the devastating effects of climate change and the threats they pose to whole communities and future generations. Leaning on this can help resonate the message for action.

*“We don't own the planet, we borrow it. We need to take better care of our environment and address climate change, so we can leave it clean and healthy for our children, grandchildren, and generations to come.”*



THIRD WAY