



**CLIMATE GROUP**

**24/7**

**CARBON-FREE**

**COALITION**

**Communications Toolkit 2024**

# Our — future is — 24/7

**We want our future to be powered by carbon-free electricity all the time.**

But electricity grids are still too reliant on fossil fuels. Change is needed. Now.

Innovative leaders are taking an ambitious step towards ensuring their businesses will be powered by 24/7 carbon-free electricity – every hour, every day, sourced locally. It's time to remove barriers, deploy renewables faster, develop groundbreaking tech, support communities with local investment, and help businesses to drive climate action.

Together, the 24/7 Coalition can transform the energy system and build a more sustainable future. Our future is 24/7.

**Please use the 24/7 Carbon-Free Coalition Toolkit to support our new campaign.**

**Help us take action on climate change.**

**Fast.**

# Why is 24/7 carbon-free electricity important?

**Action is needed now to avoid the devastating impact of rising global temperatures.**

24/7 carbon-free electricity means operating on 100% carbon-free electricity, 24 hours per day, 7 days a week. It works by matching electricity demand with carbon-free generation, where and when consumption occurs.

Location-based matching gives a clear demand signal to show where more carbon-free electricity is needed. By purchasing it where consumption occurs, companies can drive greater impact in the communities where they operate.

It means that in the future businesses will be less reliant on fossil fuels.



## Our Founding Partners:

- Google
- AirTrunk
- AstraZeneca
- Iron Mountain Data Centers
- Shree Cement
- Vodafone UK

... have joined the 24/7 Carbon-Free Coalition Pilot to help shape the campaign before its full launch in 2025.

# Help drive climate action

We need your support to start a conversation on the benefits of 24/7 carbon-free electricity (24/7 CFE).

Follow our social media channels:



LinkedIn  
[Climate Group](#)



X  
[@climategroup](#)



Instagram  
[@theclimategroup](#)



YouTube  
[TheClimateGroup](#)

Like or share our  
24/7 Carbon-Free  
Coalition content:



**Download our assets**

Share your own post on 24/7 carbon-free electricity. Use the #247Coalition hashtag.

**Sign up to our newsletter**

Keep up to date on 24/7 carbon-free electricity – sign up.



# Social media copy

## Suggested social copy



24/7 carbon-free electricity can change the world by helping to decarbonise the grid, for good.

Climate Group's 24/7 Carbon-Free Coalition will work with corporates to make it happen.

Learn more: [climategroup.org/247](https://climategroup.org/247)

#247coalition #247carbonfree



24/7 carbon-free electricity can change the world by helping to decarbonise the grid, for good. @ClimateGroup's 24/7 Carbon-Free Coalition will work with corporates to make it happen. Start your 24/7 journey? [climategroup.org/247](https://climategroup.org/247)

#247coalition #247carbonfree



# Thank you for your support

## Visit

[www.climategroup.org/247](http://www.climategroup.org/247)

## Contact us

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**#247Coalition**

