Energy Transition Communication

Credible energy and climate messages

THE PROBLEM

Energy and climate messages are under scrutiny from customers, regulators and staff. Vague claims damage trust; precise ones need the data behind them.

YOU LEAVE WITH

1. The key energy-transition facts your messages must get right.
2. A message on your organisation's energy action, checked for credibility.
3. A short guide for avoiding greenwashing in your communication.

LEARNING OUTCOMES

- Explain the essentials of the energy transition accurately.
- Write energy and climate messages backed by data.
- Recognise and avoid greenwashing.

DURATION
Half-day, 08:30 to 12:30

HANDS-ON
3h15 practice, 0h30 theory (13%)

FORMATS
Public or in-house

GROUP SIZE
10 to 20 participants

LANGUAGE
English; French on request

TOOLS
Laptop

ATTESTATION
Certificate of attendance

WHO SHOULD ATTEND

Communication, marketing and CSR professionals. Delivered by Aetheis Energy engineers.

HOW EVERY AETHEIS COURSE WORKS

Labs first On your own material	**Theory capped** Under 20% of the time	**Atlas follow-up** Day 3, 7 and 30

PROGRAMME

Time	Block	Theory	Practice
08:30–10:15	**The facts that matter.** Energy transition essentials for communicators	15 min	90 min
10:30–12:30	**Credible messages.** Writing and checking claims; greenwashing traps	15 min	105 min
Total	Breaks not counted	**0h30**	**3h15**

LABS, ON YOUR OWN MATERIAL

Fact check
Your published message, checked claim by claim.

Rewrite
The same message, credible and specific.

WHAT TO BRING

One recent message your organisation published on energy, climate or sustainability.

AFTER THE COURSE

Atlas, the AI coach on Learn N' Succeed, follows up on your commitment at day 3, 7 and 30. Templates stay in your space.

LEARNING PATH

BEFORE
No prerequisite

THIS COURSE
NRG3 Energy Transition Communication

AFTER
ESG1 AI for ESG Reporting

FORMATS AND PRICE

Rs 18,000 · €350 · USD 400

per participant

Half-day, excluding VAT; refreshments and materials included
Public sessions through the year
In-house on request, 10 to 20 participants

Training a whole team?
We run this course in-house, with labs built on your own material →
aetheis.com