

**DOUBLE DOWN,
TRIPLE UP.
TIME 4 ACTION**

EMBARGO until 19 MARCH 2024

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1. Core Messaging

Building upon the success of the 'Double Down, Triple Up.' campaign, the inclusion of the 'Time 4 Action' as part of the core messaging extends to reinforce 3xRenewables directives.

The campaign is action driven and to be embraced with positivity by its respective 'Champions.'

TIME 4 ACTION divides into four actionable pillars.

1. Finance
2. Permits
3. Grids
4. Supply Chains

2. LinkedIn Post

Suggested post:

It's #Time4Action.

🌐 At #COP28 world leaders set an ambitious target: Triple global renewable energy capacity & double energy efficiency by 2030. It was a milestone moment in the fight against climate change and the potential for a clean, secure and just energy future for all.

✅ Now is the time to deliver the transformative action that will unlock the rapid deployment of renewable energy around the world. Action that mobilises financing, unlocks permitting, strengthens supply chains, and builds the energy grid for the future.

🟢 With the @Global Renewables Alliance we say:

It's #Time4Action that delivers #3xRenewables

Join us:

<https://ow.ly/qrOK50QU1ov>

Hashtags:

#Time4Action #3xRenewables

Can be accompanied by:

#Action4Finance

#Action4Grids

#Action4SupplyChains

#Action4Permits

Tag:

@Global Renewables Alliance

3. Twitter Post

Suggested post:

🟢 It's Time 4 Action 🟠

At #COP28 world leaders set the target: Triple global renewable energy capacity & double energy efficiency by 2030

📈 It's time to realise that ambition, so with @GRA_Renewables we say:

It's #Time4Action that delivers #3xRenewables
<https://ow.ly/qrOK50QU1ov>

Hashtags:

#Time4Action #3xRenewables

Can be accompanied by:

#Action4Finance

#Action4Grids

#Action4SupplyChains

#Action4Permits

Tag:

@GRA_Renewables

4. Threads Post

Suggested post:

It's #Time4Action

🌍 At COP28 world leaders set an ambitious target: Triple global renewable energy capacity & double energy efficiency by 2030.

📈 Now it is time to deliver before the end of the decade, so we join with the @globalrenewablesalliance to say:

It's Time 4 Action to reach 3xRenewables.

Join us:
<https://ow.ly/qrOK50QU1ov>

Hastag:
#Time4Action

Tag:
@Globalrenewablesalliance

5. Instagram / TikTok Post

Suggested post:

It's #Time4Action.

🌍 At COP28 world leaders set an ambitious target: Triple global renewable energy capacity & double energy efficiency by 2030. It was a milestone moment in the fight against climate change and the potential for a clean, secure and just energy future for all.

📈 Now is the time to deliver the transformative action that will unlock the rapid deployment of renewable energy around the world. Action that mobilises financing, unlocks permitting, strengthens supply chains, and builds the energy grid for the future.

🟢 With the @globalrenewablesalliance we say:

It's #Time4Action that delivers #3xRenewables

Hastags:

#Time4Action

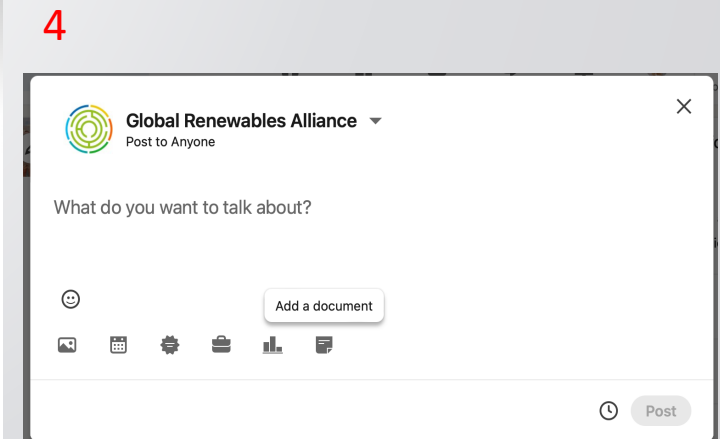
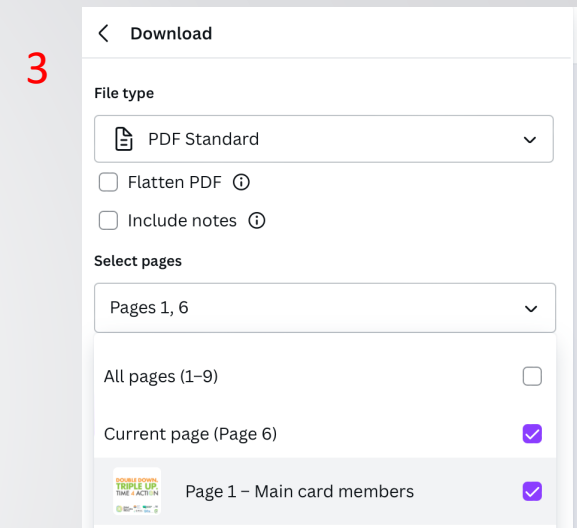
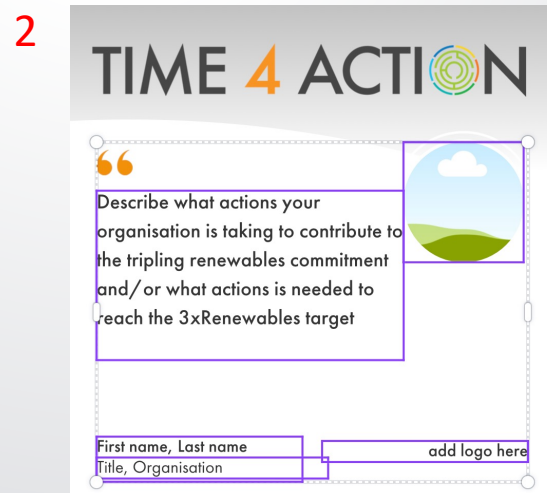
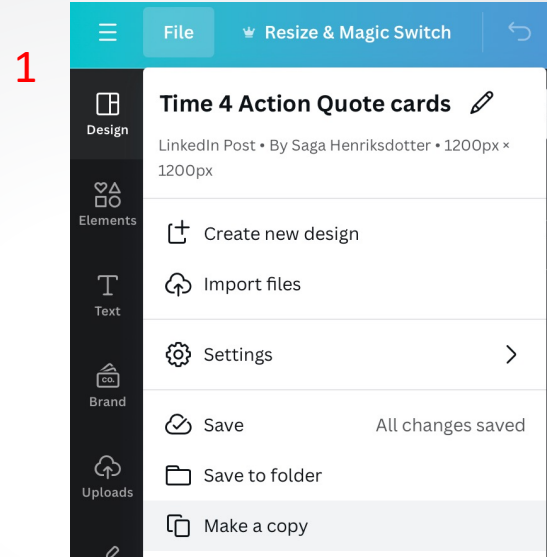
#3xRenewables

Tag:

@globalrenewablesalliance

6. Guide to SoMe Products Quote card

1. Make a copy of this [canva file](#)
2. Edit the card that suits your organisation
3. Download the first page and the quote card you have edited in PDF format.
4. Upload as file to destination.



6. Guide to SoMe Products

Video and Card

- Video: Upload video called “Time4Action Video” and add text content
- Card: Upload “Time4Action Card” and add text content



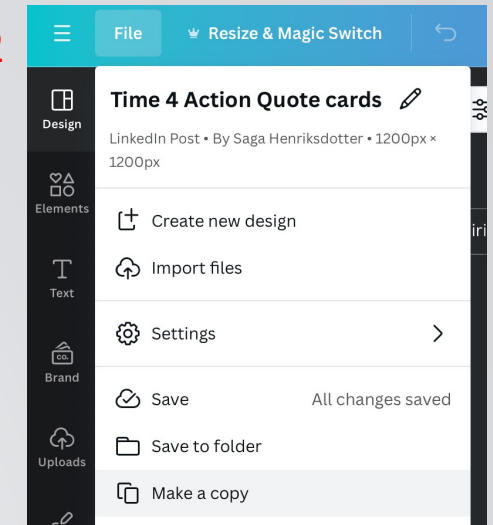
6. Guide to SoMe Products Instagram and TikTok

1. Video: Upload
"Time4Action Story/Reel"
from the folder
2. Quote card: Make a copy
of [this story](#) or of [this post](#)
on Canva
3. Edit the card that suits
your organisation
4. Download in PNG or JPG
format and post to story
or as a post

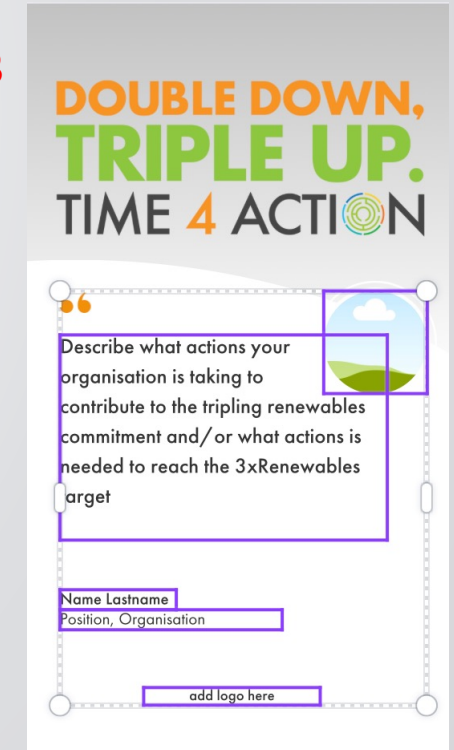
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2



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DOUBLE DOWN, TRIPLE UP. TIME 4 ACTION

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