PARTNER TOOLKIT

Purpose of this toolkit

This toolkit is a resource for valued partners of the Initiative for Energy Justice. It's designed to simplify sharing our new white paper, *"Community Benefits Policy & Energy Justice"*, with your audiences and networks. The following pages of this toolkit contain pre-made content with essential highlights and summarized sentiments in various formats. They can be customized and used for social media, email, blogs, or other preferred communication channels.

We greatly appreciate all collaboration in amplifying the impact of this whitepaper.

What's included

- White paper links
- Brand & campaign assets
- Hashtags

- Sample messaging copy formatted for various usage
- Graphics formatted for various social media platforms

How to use it

Browse the pages of this toolkit to find content that can be used for a variety of communications. Pre-made social media graphics on page 03 are easy to download from the Google Drive folder linked throughout the toolkit. Sample messaging copy on pages 04-06 is ready to copy and paste as-is, but partners are welcome and encouraged to customize wording with a personal touch to fit with your communication channels.

Resources & References

This page contains key materials such as links, hashtags, report highlights, and basic downloadable assets for convenience.

- **White paper link:** iejusa.org/community-benefits-policy-and-energy-justice
- **White paper PDF download:** iejusa.org/wp-content/uploads/2024/06/CB-White-Paper.pdf
- **Summary PDF download:** iejusa.org/wp-content/uploads/2024/06/IEJ-CB-White-Paper-V3.pdf
- **IEJ LinkedIn:** linkedin.com/company/initiative-for-energy-justice
- **IEJ contact information:** hello@iejusa.org

Brand & Campaign Assets

Standalone visuals available to download for use in custom graphics of your own

Branded Hashtag for White Paper

Please use the Branded Hashtag as the primary tag. All other hashtags are secondary.

#IEJWhitePaperCBA

Additional Hashtags to Include

#EnergyJustice   #CommunityEngagement   #ClimatePolicy   #EnergyEquity

#CleanEnergyFuture   #ClimateResearch   #CommunityBenefits   #ClimateEquity

Graphics

Square graphics formatted for Instagram carousels, or LinkedIn and Facebook posts. Vertical graphic formatted for Stories on Instagram and Facebook. Horizontal graphic formatted for Twitter, also suited for email or web.
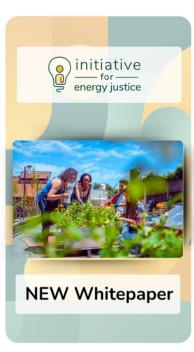

Download

Messaging: longer formats

Sample copy well-suited for posts on Facebook and LinkedIn, Instagram captions, and multi-Tweet threads on X (Twitter), but may be used anywhere. On LinkedIn, please tag us: @Initiative for Energy Justice so we can signal boost! Optional accompanying graphics available to download.

The Initiative for Energy Justice (IEJ) has released its latest white paper: Community Benefits Policy & Energy Justice. This report highlights the importance of strong accountability and transparency mechanisms in Community Benefits Agreements and Plans, ensuring that underserved communities truly benefit from federal clean energy investments. Discover IEJ's insights and recommendations for fostering a more equitable energy landscape. Read the full report in the link below!

Check out the newest white paper on Community Benefits Policy & Energy Justice, from the Initiative for Energy Justice (IEJ). This comprehensive report explores how Community Benefits Agreements and Plans can ensure frontline communities receive tangible benefits from federal clean energy investments. Learn how CBAs and CBPs have the potential to shift the balance of power. Click the link to dive into the full report!

Exciting news! The Initiative for Energy Justice (IEJ) has released a new white paper on Community Benefits Policy & Energy Justice. This crucial research highlights that Community Benefits Frameworks must be accompanied by community decision-making power to ensure underserved communities benefit from clean energy projects. Discover the findings and recommendations for equitable energy policies. Check out the full report in the link!

New report out now! The Initiative for Energy Justice's new white paper on Community Benefits Policy & Energy Justice examines the role of Community Benefits Agreements in delivering tangible advantages to communities hosting energy projects. Learn how to empower underserved groups and ensure transparency and accountability in energy policy. Read more by following the link!

Messaging: shorter formats

Sample copy well-suited for X (Twitter) and IG/FB Stories, but may be used anywhere. On LinkedIn, please tag us: @Initiative for Energy Justice so we can signal boost! Optional accompanying graphics available to download.

The Initiative for Energy Justice (IEJ) just released its latest research on Community Benefits Frameworks in energy projects. Learn how to advance energy justice and empower frontline communities. [insert link]

The Initiative for Energy Justice (IEJ) released its latest research on Community Benefits Frameworks in energy projects. Learn how to advance energy justice & empower frontline communities. [insert link]

New IEJ white paper just dropped, and it's a must read: [insert link]

Branded Hashtag for White Paper

#IEJWhitePaperCBA

Additional Hashtags to Include

#EnergyJustice   #EnvironmentalEquity   #SustainableDevelopment   #EnvironmentalEquity

#RenewableEnergyJustice   #EnergyPolicy   #CommunityPower   #SustainableFuture

Sample copy

*For use in longform content like emails, blogs, and website. **[Link to visual assets]***

To support frontline communities addressing the climate crisis, the Initiative for Energy Justice (IEJ) is providing a comprehensive toolkit to accompany the release of its Community Benefits white paper. This toolkit can be used to share the white paper's findings, showcasing how community-driven initiatives are reshaping energy policy, fostering equitable development, and amplifying the voices of those traditionally sidelined in the climate movement.

In solidarity,
[NAME]

Thank you!

initiative
— for —
energy justice