WG4.2: Energy Education
Mechanisms to Improve Public Awareness of the Strategic Value of Coal and Clean Coal Technologies

November 17, 2019

Mike Nasi
Partner, Jackson Walker LLP
Director, Life:Powered
Life:Powered

A national initiative to raise America’s energy IQ. We educate policymakers and the public about the importance of affordable, reliable energy to human flourishing.
Raising America’s Energy IQ

**Energy powers life.** The availability of abundant energy has led to the most significant advancement of humanity.

**Reliable** energy is central to our daily life.

Environmental policy should serve **humanity**, not the other way around.

**Domestic fossil fuels** are increasingly **clean** and exporting that to the rest of the world will improve lives and help the environment.
Education
- Social media
- Print media and op-eds
- Educational videos
- Energy curriculum in Texas high schools
- Corporate education: Lunch and Learns

Outreach
- Talking points and high-level messaging
- Policy primers for Congressional staff
- Personal meetings with legislators
- Proactive litigation

Collaboration
- Coordinated media campaigns
- Exhibiting at conferences
REMIND EVERYONE YOU KNOW HOW MUCH THEY DEPEND UPON AMERICAN FOSSIL FUELS IN THEIR DAILY LIVES!

”Fossil Fuels - Essential to Every Day Life” Video

https://youtu.be/mclv06jR_e0
New Educational Series on Electricity Fundamentals: How We Use Electricity
New Educational Series on Electricity Fundamentals: The Electric Grid
New Educational Series on Electricity Fundamentals

- Electric Grid Fuels:
New Educational Series on Electricity Fundamentals – **Energy Density:**
Leading the World in Cleaning the Air While Growing our Economy

“Energy Poverty” Video
https://www.youtube.com/watch?v=nEovKjVkUpc
“Converting Carbon to a Commodity” Video

https://www.youtube.com/watch?v=TIXVvAoQBjc
“Billionaires Telling the Navajo What to Do” Video
CENTERPIECE OF OUR EDUCATION CAMPAIGN!

www.LifePowered.org

SUBSCRIBE!
FOLLOW!
DISTRIBUTE!
&
REACH OUT TO SUPPORT THE EFFORT!

Mike Nasi
Director, Life:Powered
Partner, Jackson Walker L.L.P.
mnasi@jw.com
512-236-2000