

Energy Transition Services

Strategic Communications

A changing energy economy brings challenges and opportunities for organisations across the entire spectrum of the energy industry. Knowing when and how to communicate can effectively make or break measures of success for new and existing organisations. FTI Consulting's global Energy Transition practice supports organisations navigate this important and changing landscape.

KEY DRIVERS



Investors and society are no longer driven just by quarterly profits but by company narratives around long-term contribution to society. **We help organisations articulate their stories.**



The conversation around energy and climate is intensely crowded with growing competition for share of voice. **We help organisations amplify their message.**



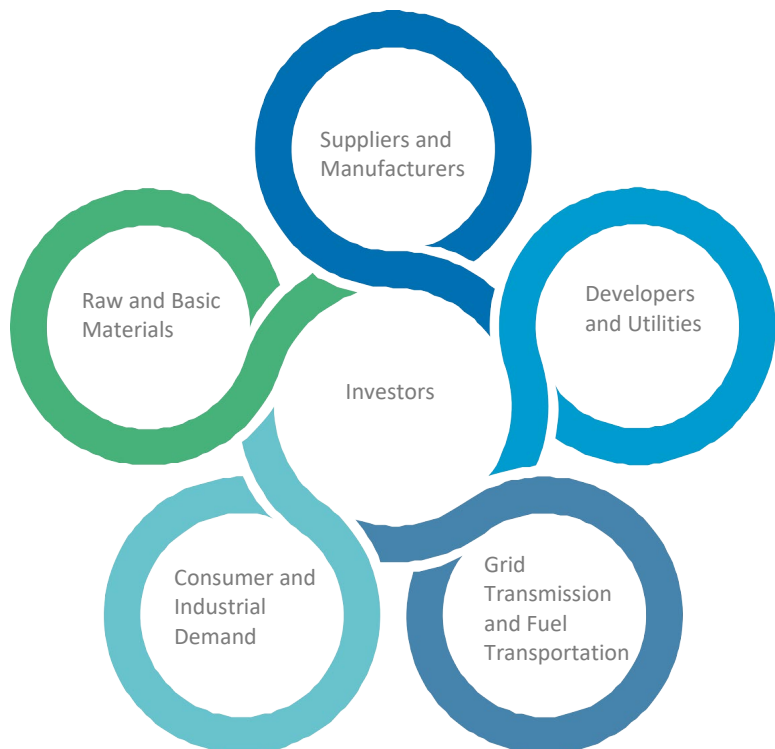
The energy world is continuously in flux – with new challenges and opportunities around every corner. **We help organisations adapt to change.**

OUR APPROACH

Energy powers life as we know it but as the need for systemic change grows, our clients must navigate several opportunities and challenges.

Governments are trying to balance energy security, net-zero targets and affordability. Investors are redirecting funds into ESG and sustainable investments. Activists are calling for immediate climate action and environmental justice. The public is struggling with rising cost of living and extreme weather.

As energy sector specialists with a deep understanding of the possibilities of the energy transition, FTI Consulting's global Energy Transition team supports organisations across the entire energy value chain.



OUR UNIQUE OFFERING

The Energy Transition conversation has many vocal stakeholders. We help organisations get their messages across to those that matter.

- **MEDIA:** How can you speak accessibly to generalist media and credibly to trade media?
- **GOVERNMENT & REGULATORS:** How can you influence the debates driving new energy and climate legislation?
- **INVESTORS:** How can you convince the financial community of the economic logic of your energy transition strategy?
- **PUBLIC:** How will you answer the public's call from companies to do good?
- **CIVIL SOCIETY:** How will you engage with motivated and powerful influencers?

Raw and basic materials are critical but facing challenges. We help to:

- Highlight your role in the energy transition.
- Credibly reassure investors and the public about your sustainability pathway.
- Communicate need to balance investment and profitability in the current cycle.

Suppliers drive the transition but are being squeezed. We help to:

- Amplify your messaging to ensure it is at the forefront of the energy conversation.
- Explain the current short-term squeeze and maintain investment appetite.
- Be proactive around supply chain issues and vocal around net benefits to society.

Developers in the race to scale up new energy. We help to:

- Evangelise new energy development and engage with local communities to build consensus.
- Support entry into new markets and new technologies, promoting your value.

Transmission systems need rapid adjustment to new energy sources. We help to:

- Demystify complex engineering challenges to communicate key messages and asks.
- Liaise with investors and regulators to secure upfront capital investment.
- Explain challenges and opportunities of future systems.

Consumers and industries are feeling the pressures of cost and climate. We help to:

- Contextualise your energy consumption and explain your path to net zero.
- Communicate to energy-specialist media and investors.
- Monitor and address shifts in public sentiment.

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