



Life:Powered



WG4.2: Energy Education

Mechanisms to Improve Public Awareness of the Strategic Value
of Coal and Clean Coal Technologies

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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.

Life:Powered

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



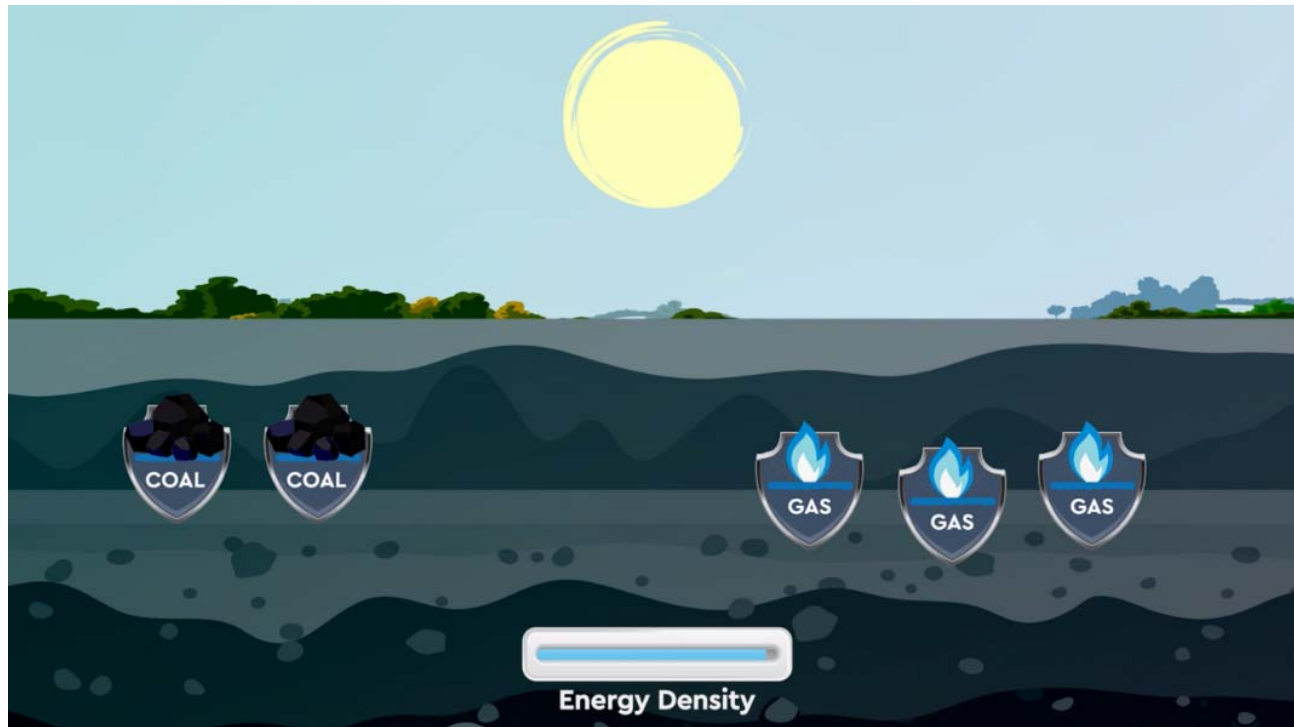


New Educational Series on Electricity Fundamentals: The Electric Grid





New Educational Series on Electricity Fundamentals - Electric Grid Fuels:

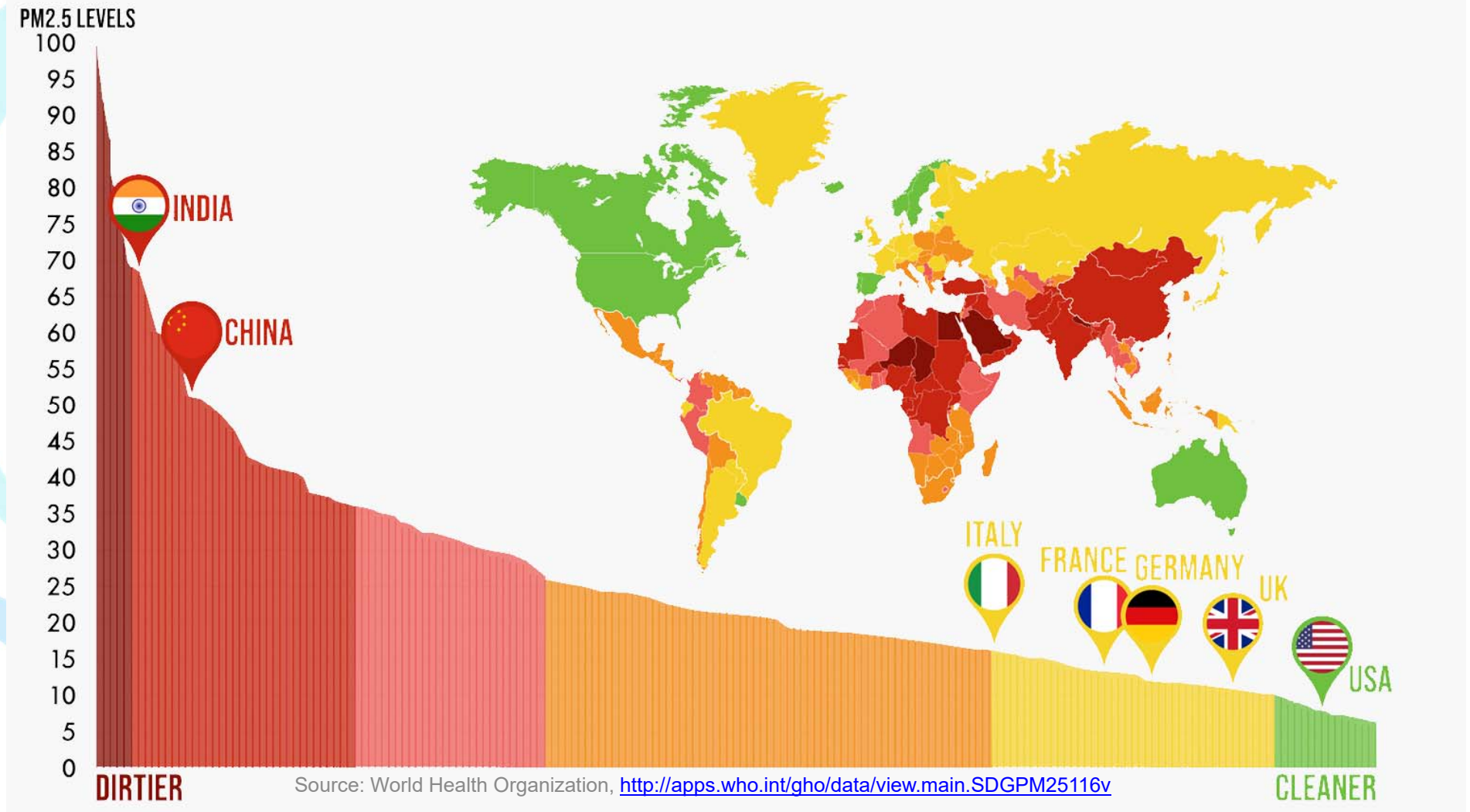




New Educational Series on Electricity Fundamentals – Energy Density:



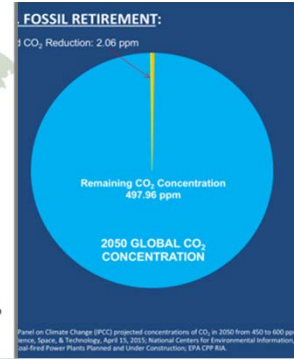
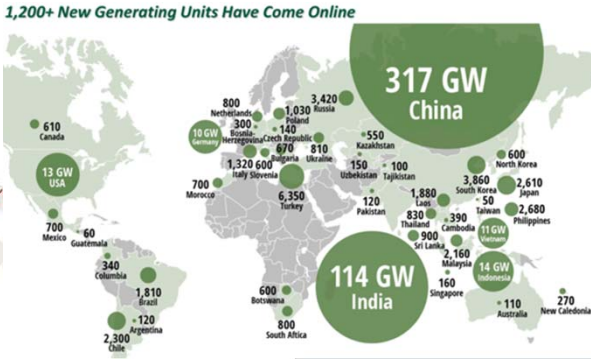
Leading the World in Cleaning the Air While Growing our Economy



“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

Life: Powered
A Project of the Texas Public Policy Foundation

About News Facts: Powered

Energy Powers Life

From living longer, reducing poverty and improving our quality of life, the advancement of the human condition has coincided with our willingness to harness the benefits of abundant, reliable and affordable energy resources.

1 THE SHALE REVOLUTION IS A UNIQUELY AMERICAN STORY
By Kathleen Hartnett White

2 EPA'S ACE RULE: A STEP TOWARDS RETURNING THE EPA TO THE AMERICAN MODEL FOR PROPER ENVIRONMENTAL REGULATION
by Mike Nasi, Director of Life: Powered

3 CARBON TAX: A FREE MARKET SOLUTION TO CLIMATE CHANGE?
By Vance Ginn

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SUPPORT THE
EFFORT!**

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