



# Communications Task Force Work Plan

30 October 2014  
Warsaw





# ... what we said in June in London...

- Strategic need: TO COMMUNICATE MORE EFFECTIVELY
- A task force to provide a focal point for coordination and to suggest next steps
- A communications action plan to be developed

## Questions:

What are the key messages?

What are the target audiences?

What are the key processes/events to take our messaging to?

How and by whom (“What’s the internal CSLF process”) ?



# Key Messages

Key messages to come from CSLF work!

- 2013 Ministerial communiqué and 2013 TR

Overall messages on CCS

- CCS is part of a cost-effective portfolio of technologies
- Significant progress has been made
- “Common goal”: ensure conditions for all projects under planning to be realised
- Delays in CCS deployment must be avoided: R&D and demos must be accelerated

Key actions → “We will...”

1. Develop financial frameworks
2. Develop demo/depl. strategies
3. Foster global coordinated efforts
4. Develop permitting frameworks
5. Foster work on storage
6. Improve public understanding
7. Further knowledge-sharing & capacity
8. Establish networks and test centres
9. Improve 1G, move towards 2G tech
10. Design infrastructure



# Key processes to take messages to

- UNFCCC (United Nations Framework Convention on Climate Change)
- IPCC (Intergovernmental Panel on Climate Change)
- CEM (Clean Energy Ministerial)
- UN September Climate Summit
- WEC (World Energy Congress)
- WEEC (World Energy Engineering Congress)
- EU Energy Council
- Regional Gathering and Conferences



**United Nations**  
Framework Convention on  
Climate Change





# How and by whom?

## How?

Broad range of methods: from speeches to papers etc.

By whom? → (at least) three levels of “messengers”:

1. CSLF ministers themselves
2. “Deputies”: a person representing CSLF (CSLF official, member / delegate)
3. “Surrogates”: external to CSLF, but with the same / converging message → useful communication does not always need to have a CSLF brand / logo on it!



# What should we do next?

Systematic communication is unlikely to happen all by itself!

→ Ensure a strategy for communication and its implementation!

**1. Internal process to create / approve key messages → PG, TG, Ministerial**

**2. A process to translate / tailor messages to given audiences and events**

- Key messages available in tailored format
- Use of email to highlight key events and alert CSLF members
- Each annual CSLF meeting to define key target events for following year

**3. Person/organisation to undertake the strategy**

→ Communications professional

→ Requires resources



# Questions & Comments?



# Origin of the Task Force

**“Communication”** is one of the five key action areas resulted from CSLF Policy Group’s Exploratory Committee, which was established at the CSLF ministerial meeting in Washington Novmeber,2013



# Task Force Mandate

- Provide a focal point for coordinating consistent messaging on CCS internationally
- Messages to be more frequent than the bi-annual Ministerial meetings
- Coordinate closely with IEA and GCCSI on CCS messaging
- Evaluate the potential to communicate directly with other key audiences
- Develop Key messages



# Task Force Leads

- **Saudi Arabia:** Hamoud Al-Otaibi
- **Global CCS Institute:** Andrew Purvis, Gareth Lloyd
- **IEA:** Juho Lipponen, Tristan Stanley
- **United States:** Jarad Daniels



# Task Force Scope

## Three Different Engagement Targets:

- The intergovernmental
- Conferences
- Sub-regional workshops



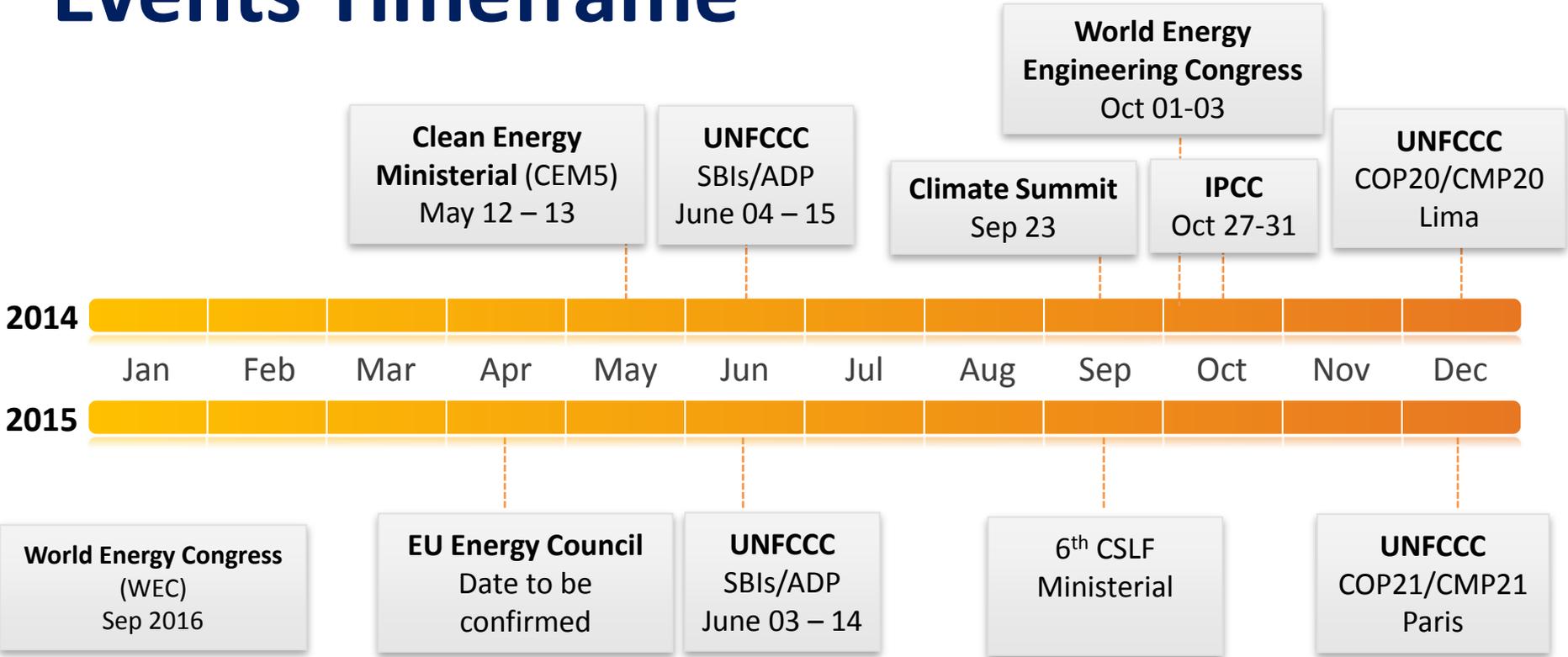
# Messages

## Three Messages Categories:

- **Two key messages mandated by the CSLF Policy Group’s Exploratory Committee**
  - **“level playing field” or “policy parity” for CCS**
  - **non-power sector applications**
- **Messages**
  - **CCS as a proven technology**
  - **Large emission reduction**
  - **Cost comparing with others low carbon technologies**
  - **Real CCS projects for marketing CSLF messages**
  - **Address the concerns that people have on CCS (too expensive, safety, leakages)**
- **Two page summary of defensive points**
- **Ready available messages for each event**



# Events Timeframe





# Next Steps

- How can the CSLF participate in these events?
- Who should represent CSLF in these events?
- Who should attend and participate in these events?
- Who should develop key messages for each event?