

CSLF 2018 Annual Meeting

CSLF Communications Task Force

18 October 2018
Melbourne, Australia



TASK FORCE STRATEGY

Expand Strategic Engagement

Expand CSLF's influential convening power to harness ministerial engagement and better leverage communiques with key stakeholders and maximize impact of annual CSLF events

Simplify CSLF Messaging

Collate compelling political, economic, social and environmental rationale for CCS technology to support development of the CSLF Communique, media kit, website and other communication efforts.

Message Delivery Mechanism

Identify & deploy messengers and third-party ambassadors to lead an expanded global effort and champion CSLF messages

Refresh CSLF's Digital Profile

Strategic audiences are increasingly online. Enhance CSLF website as central communication platform to inform, excite and engage existing and new advocates via new country member content, update on CSLF meeting, CCS calendar, bi-annual e-newsletter, and social media activity

COMPLETED ACTIVITY (2017/2018)

- Media Kit (role of CSLF)
- Global Media List and forward CCS calendar
- Website development: country pages
- Coordinated regional workshops
- Worked with host country (UAE) on Ministerial Meeting communication strategy
- Ensure key messages aligned within new CSLF Technical Roadmap and 2017 Communique
- Support CCUS initiative under CEM9/MI3
- Support 2017 CSLF Communique

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CSLF BACKGROUND BRIEFING

About the Carbon Sequestration Leadership Forum (csforum.org | [@CSLFNews](https://twitter.com/CSLFNews))

The Carbon Sequestration Leadership Forum (CSLF) is the only Ministerial-level international initiative focused on developing and deploying carbon capture and storage (CCS) technologies globally. CCS is the process of capturing and storing or re-using carbon dioxide from fossil fuel energy and industrial sources. There are currently 22 large CCS projects in operation or under construction around the world.

The CSLF currently has 25 country members (including the European Commission) collectively representing approximately 60 per cent of the world's population (3.5bn people); around 76 per cent of global man-made CO₂ emissions; 75 per cent world energy consumption; 70 per cent of world energy production and 76 per cent of world GDP. The [CSLF Charter](#), established in 2003, establishes a broad outline for international cooperation to accelerate development of CCS technologies and scale their deployment around the world.

CSLF members from developed and developing nations currently include: **Australia, Brazil, Canada, China, European Union, France, Germany, Greece, India, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Poland, Romania, Russia, Republic of Korea, Saudi Arabia, Serbia, South Africa, the United Arab Emirates, the United Kingdom, and the United States.** The 17 CSLF members listed in bold are also signatories to **Mission Innovation** which launched in 2015 to double investment for global R&D in clean energy technologies by 2020, including CCS. The **IEA, IEAGHG, and Global CCS Institute** are also members of the CSLF.

The CSLF meets twice a year to drive collaborative efforts to address key technical, economic, and environmental obstacles to CCS development and advance the legal, regulatory, financial, and institutional environments necessary to scale these technologies.

A [ministerial communique](#) signed by CSLF members is published every two years.

Why the world needs CCS:

The amount of CO₂ in the atmosphere is increasing and the temperature of the Earth is rising. In 2016, Governments committed to capping the global average temperature rise at 'well below 2°C' relative to pre-industrial times.

To achieve this, we need to reduce the amount of man-made CO₂ entering the atmosphere significantly.

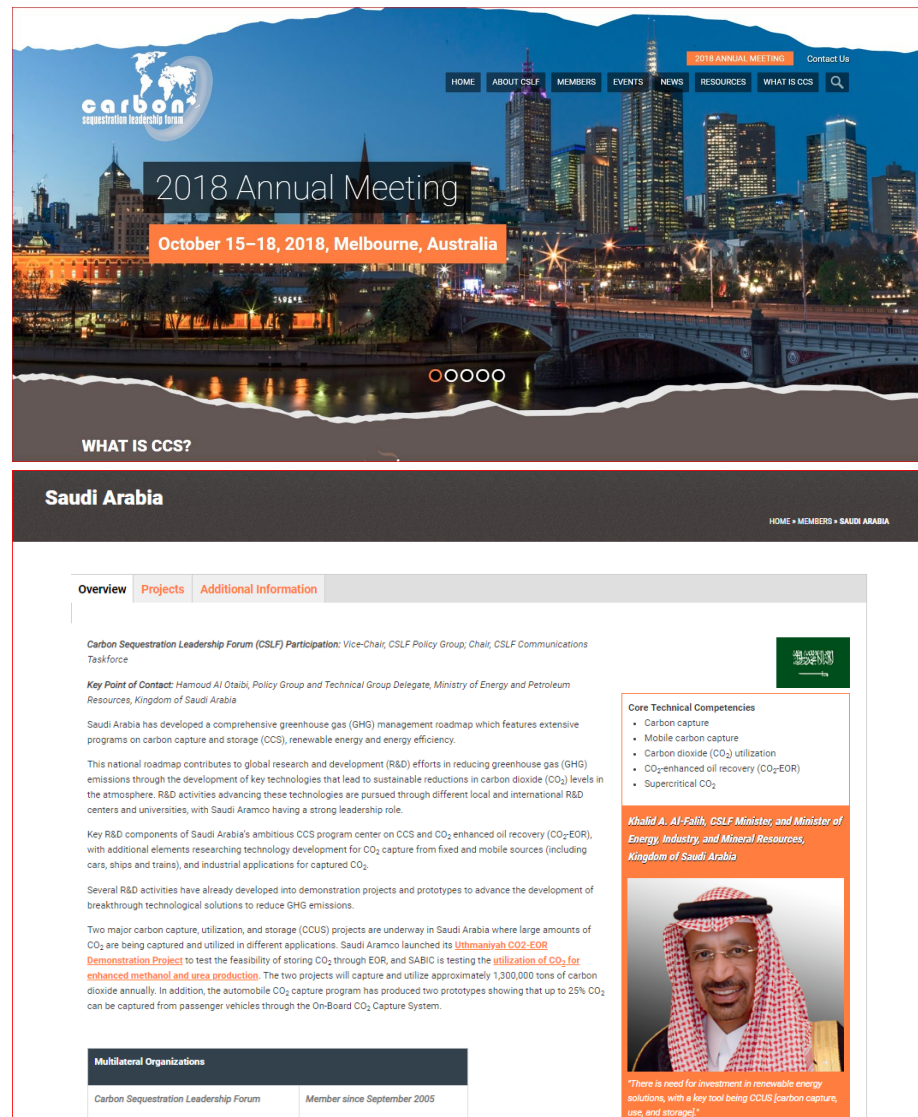
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The screenshot displays the CSLF website's 2018 Annual Meeting page for Saudi Arabia. The top navigation bar includes links for HOME, ABOUT CSLF, MEMBERS, EVENTS, NEWS, RESOURCES, and WHAT IS CCS. The main header features a night cityscape of Melbourne, Australia, with the text "2018 Annual Meeting" and "October 15–18, 2018, Melbourne, Australia". Below this, a section titled "WHAT IS CCS?" is visible. The page is categorized under "Saudi Arabia" and includes a sub-navigation bar with "Overview", "Projects", and "Additional Information". The main content area provides an overview of Saudi Arabia's participation in the CSLF, highlighting its role as Vice-Chair and the country's comprehensive GHG management roadmap. It also lists key R&D components and projects, such as the demonstration project for CO₂ capture and storage. A sidebar on the right lists "Core Technical Competencies" and features a portrait of Khalid A. Al-Falih, CSLF Minister and Minister of Energy, Industry, and Mineral Resources, Kingdom of Saudi Arabia, with a quote: "There is need for investment in renewable energy solutions, with a key tool being CCUS [carbon capture, use, and storage]".

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- Ministerial pack (incl messaging)
- Refine CSLF Communique messaging
- Profile new “CSLF approved” CCS projects in 2017
- Media Visit to Al Reyadah CCS plant
- Press conference and press kits
- Draft press releases



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Pending/Ongoing Activities:

- **CSLF Ministerial & Stakeholder liaison** – quotes, spokespeople, project photography, blogs
- **E-newsletter** : quarterly newsletter
- **CSLF name and brand** : Simplicity, easily recognized
- **Maintain & Develop Core Materials, High profile events**: update background briefing, CCUS calendar
- **Develop PPT template for members** : consistent messages, CSLF brand becomes easily recognized
- **Promote 2017 CSLF Communique** : All stakeholders

Opportunities to promote CCUS and CSLF:

Major Events (2018)

- **CEM9**, 24 May , Copenhagen
- **MI-3**, 22-23 May, Malmö
- **GHGT14**, 22-26 October, Melbourne
- **CCUS Summit**, 28-29 November, Edinburg
- **COP24**, 2-14 December, Katowice
 - Side Events UNFCCC Official / Non-Official (GCCSI, CO2GeoNet, CCS Knowledge, Members Country)

Major Events (2019)

- **CEM10/MI-4**, 26-29 May , Vancouver
- **WEC**, 9-12 September, Abu Dhabi
- **CSLF Ministerial Meeting**
- **COP25**

Expand Engagement and Messages :

- **Explore new communications alignment** : with CSLF stakeholders representatives and other.
- **Facilitate more CSLF regional stakeholders meetings** : targeting other audience (e.g. financial institutions)
- **CCUS under CEM** : to carry core CSLF messages