

**Carbon Sequestration Leadership Forum**

[www.cslforum.org](http://www.cslforum.org)



# **CSLF POLICY GROUP MEETING**

**29-30 June 2009**

**San Francisco, U.S.A.**

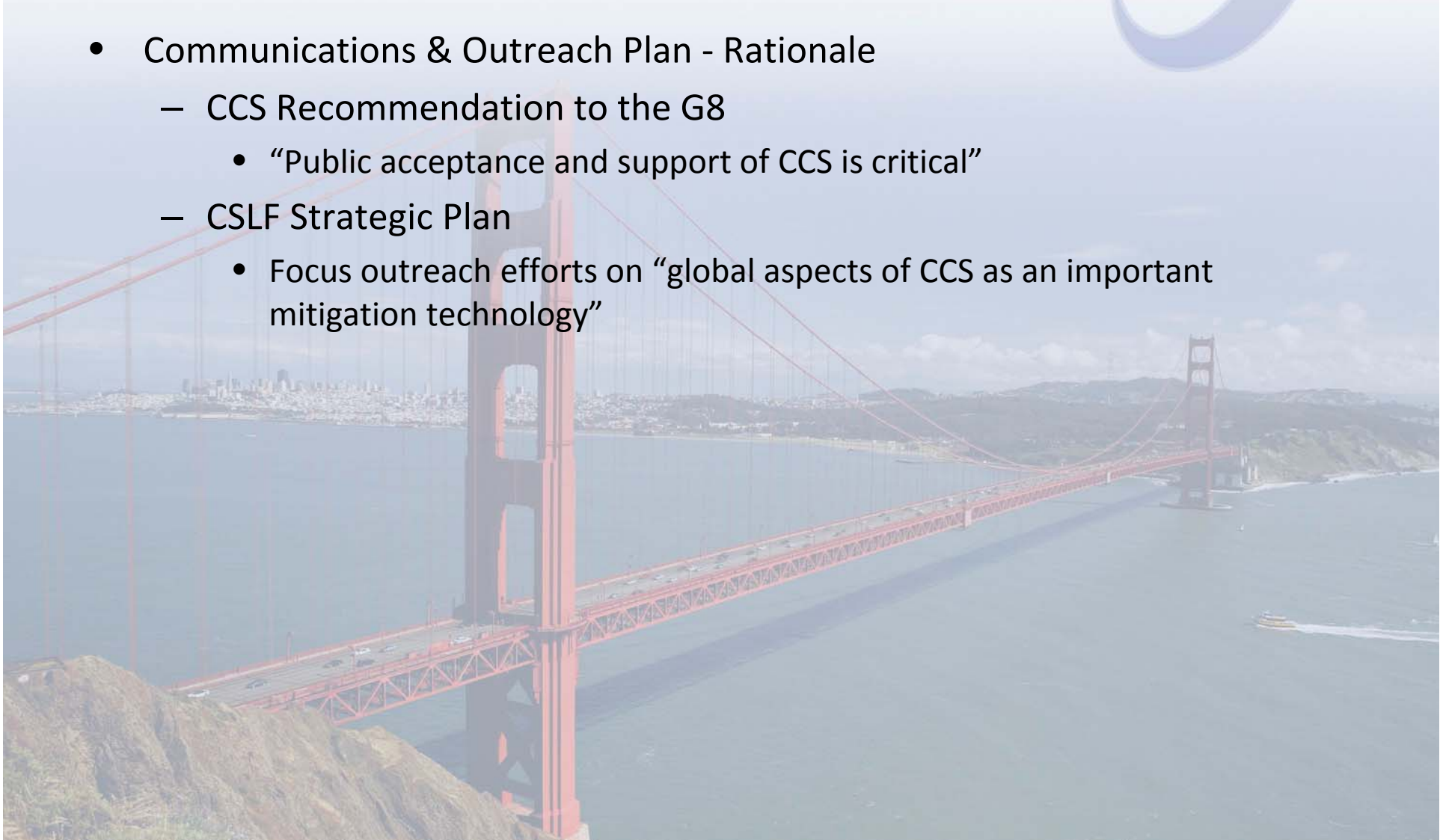


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- Communications & Outreach Plan - Rationale
  - CCS Recommendation to the G8
    - “Public acceptance and support of CCS is critical”
  - CSLF Strategic Plan
    - Focus outreach efforts on “global aspects of CCS as an important mitigation technology”





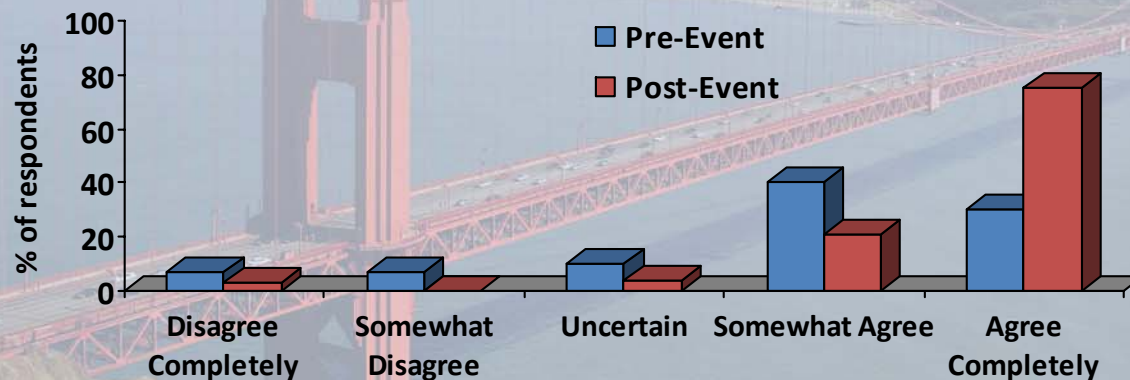
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- Communications & Outreach Plan – Rationale
  - Worldwide understanding of CCS is low to non-existent
  - Harvard University Study
    - Exposure to information from experts increases CCS support
    - Those who understand CCS tend to support its advancement

**I understand the basic idea of CCS**  
(Survey of nearly 100 respondents)



Source: Jennie C. Stephens, Jeffery Bielicki, Gabriel M. Rand, "Learning about carbon capture and storage: Changing stakeholder perceptions with expert information," Energy Procedia, 2008.



- Communications & Outreach Plan - Objectives
  - Raise CSLF and CCS visibility
  - Engage key stakeholders and audiences with timely information
  - Achieve communications requirements as set out in CSLF Strategic Plan (address barriers to public awareness and acceptance)
  - Achieve objectives at low-cost or no cost

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- Communications & Outreach Plan – Key Components
  - Web site
  - CSLF daily news summary
  - CSLF e-updates
  - CSLF exhibit
  - CSLF spokespersons
  - Communications materials
  - Outreach venues
  - Proactive media initiatives
  - Strategic partners
  - Regular reviews

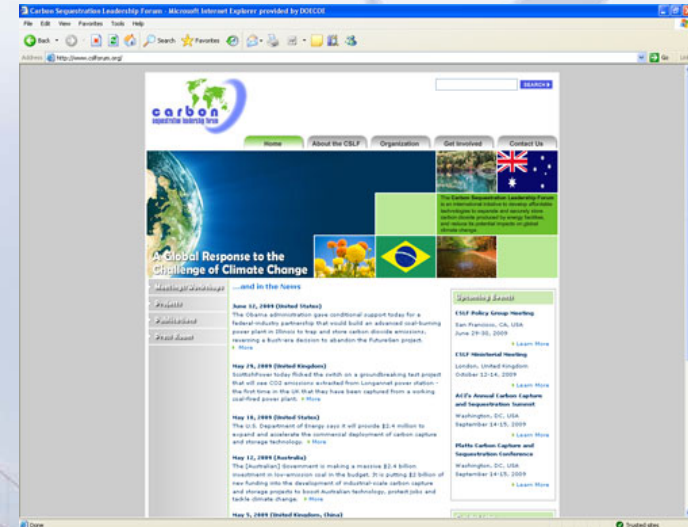


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- Emphasize the Web site
  - CSLF Web site redesign
    - Home page
      - Clearly identifies CSLF as global effort to address climate change
      - Defines carbon capture and storage
      - Navigational links consolidated and divided into administrative (top) and technical (left navigation) information
      - News in center section is updated frequently
      - Right side navigation brings CSLF to the individual
    - Added Photo Album, Press Room, and individual Member and Project pages

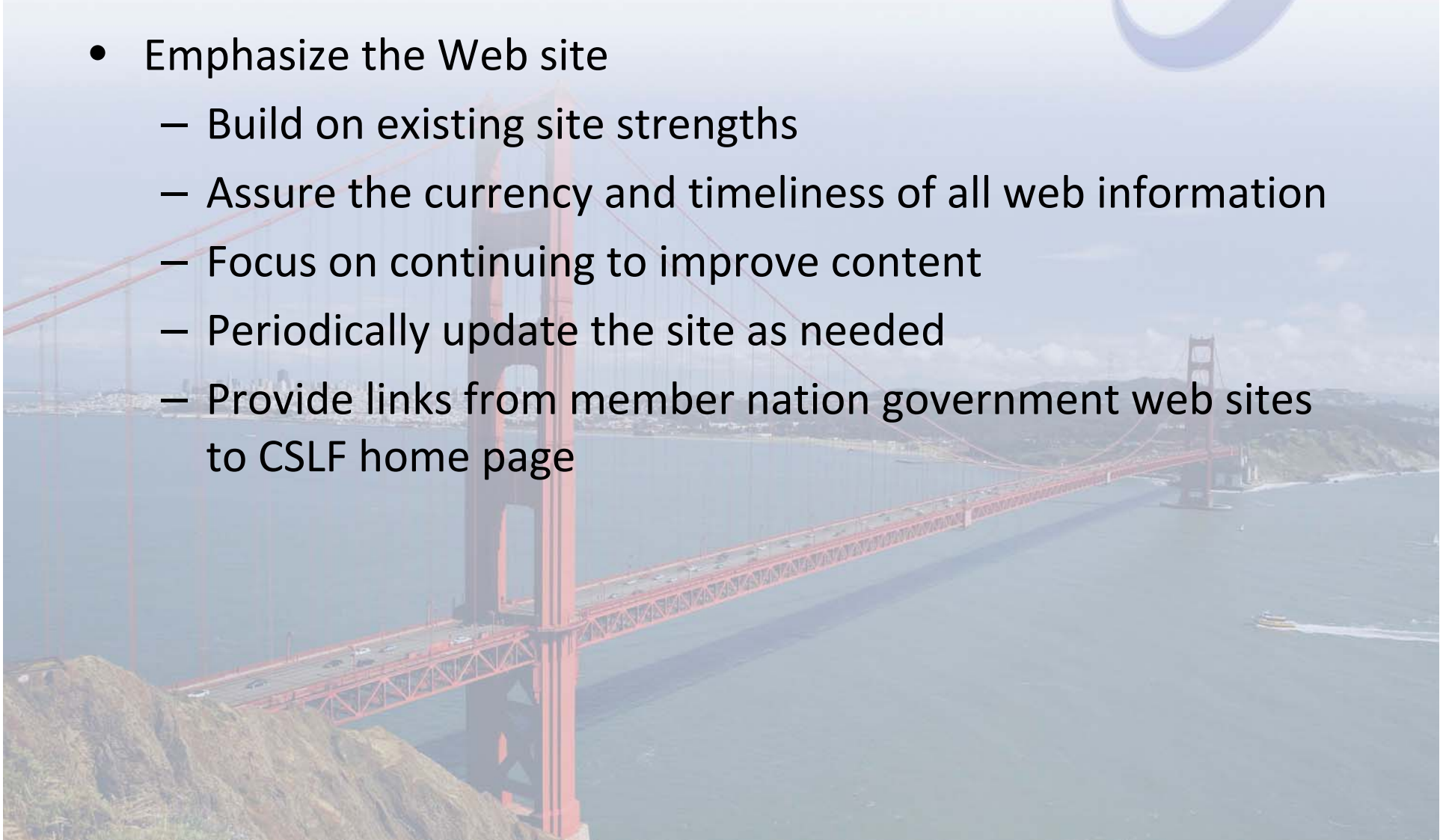


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- Emphasize the Web site
  - Build on existing site strengths
  - Assure the currency and timeliness of all web information
  - Focus on continuing to improve content
  - Periodically update the site as needed
  - Provide links from member nation government web sites to CSLF home page



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- CSLF Daily News Summary
  - Free, daily news service providing links to published articles on CCS from around the globe
  - Nearly 300 subscribers to-date
  - Drives traffic to CSLF Web site
  - Several requests to provide link to CSLF News
    - IEA Greenhouse Gas R&D Programme
    - Cooperative Research Centre for GHG Technologies

**“CSLF News is really good stuff! Keep it coming. This kind of thing, simple as it is, is just what we need to forge an ongoing, everyday, relationship that members and stakeholders will value.”**

*- Message from a Stakeholder*



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- CSLF E-Updates
  - E-mail alerts sent to subscribers alerting them to “news” posted on CSLF Web site
  - Voluntary subscription service
- CSLF Exhibit
- Identify CSLF Spokespersons
  - Each member to provide one or more experts to serve as spokesperson
  - List of spokesperson will be published on CSLF Press Room page and information kit

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- Create Communications Materials
  - Basic information kit
  - Talking points with key CSLF messages
  - Standard, general speech about the Forum and CCS
  - Standard PowerPoint presentation about the CSLF and CCS
- Identify Outreach Venues
  - Each CSLF member should identify the best venues, meetings, and conferences
  - Opportunities should be periodically identified for best use and exposure of the CSLF exhibit

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- Proactive Media Initiatives

- Each CSLF member should engage trade and major media both nationally and regionally, including:

- Creating a list of key media contacts
    - Monitoring CSLF and carbon sequestration-related coverage
    - Disseminating CSLF news to the media list
    - Directing media to both member nation and the CSLF Web sites for more information





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- Proactive Media Initiatives
  - Create general op-eds on the CSLF or related topics for local/regional media distribution
  - Conduct annual (or Ministerial meeting) media briefings featuring key CSLF staff (e.g., Secretariat, Policy and Technical Group heads)
  - Engage local and regional editorial boards



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- Identify Strategic Partners
  - Create a list of potential “allies” both nationally and regionally

## Recent Examples

2nd Annual

**platts**  
100 YEARS

**Carbon Capture & Sequestration**

*Policy, Economics, Regulation, and Risk*

September 14–15, 2009 • Westin Grand Hotel • Washington, D.C.



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- Conduct Regular Reviews
  - Measure progress
  - Make adjustments





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## Suggested Timeline

- Web Site – Completed
- CSLF Daily News Summary Development – Completed
- CSLF Information Kit Redesign – Completed
- CSLF Exhibit Redesign – Ongoing
- Members Identify CSLF Spokespersons – ASAP
- Communications Materials/Talking Points – 3<sup>rd</sup> Quarter, 2009
- Communications Materials/Standard Speech – 3<sup>rd</sup> Quarter, 2009
- Communications Materials/Power Point Presentation – 3<sup>rd</sup> Quarter, 2009
- Members Identify Speaking Venues – ASAP
- Media Initiatives/Members Develop Media Contact List – ASAP
- Media Initiatives/Members Monitor CSLF Coverage – ASAP
- Media Initiatives/Disseminating CSLF E-Updates – As Needed
- Media Initiatives/Directing Media to Web Sites – ASAP
- Media Initiatives/Creating Op-Eds – As Needed
- Media Initiatives/Media Briefings – As Needed
- Identify Engage Strategic Partners – ASAP
- Conduct Regular Reviews of C&O Effort – Ongoing