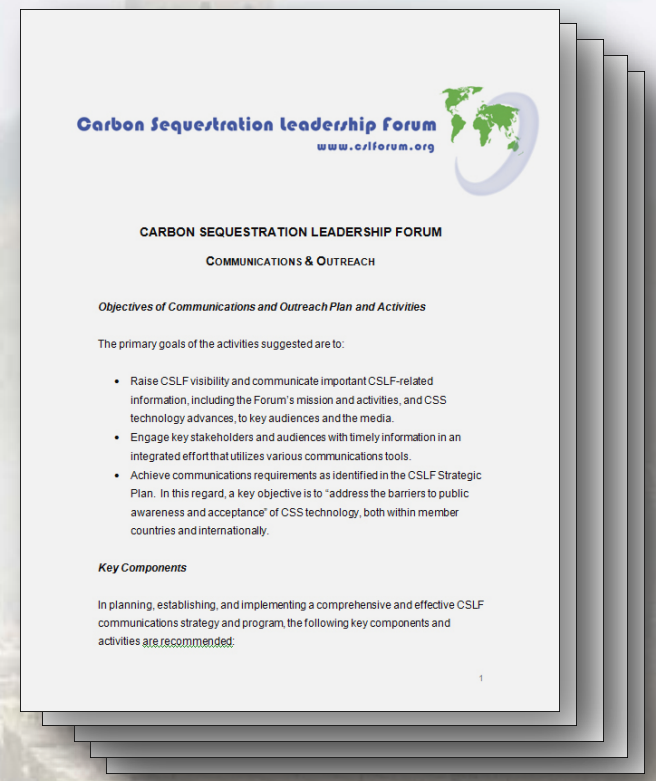
CSLF Communications & Outreach

John Grasser
CSLF Communications and Outreach Task Force

Strategic Plan

GOAL:
To address the barriers to public awareness and acceptance of CCS technology



Carbon Sequestration Leadership Forum
www.cslforum.org

CARBON SEQUESTRATION LEADERSHIP FORUM

COMMUNICATIONS & OUTREACH

Objectives of Communications and Outreach Plan and Activities

The primary goals of the activities suggested are to:

- Raise CSLF visibility and communicate important CSLF-related information, including the Forum's mission and activities, and CSS technology advances, to key audiences and the media.
- Engage key stakeholders and audiences with timely information in an integrated effort that utilizes various communications tools.
- Achieve communications requirements as identified in the CSLF Strategic Plan. In this regard, a key objective is to "address the barriers to public awareness and acceptance" of CSS technology, both within member countries and internationally.

Key Components

In planning, establishing, and implementing a comprehensive and effective CSLF communications strategy and program, the following key components and activities are recommended:

1

Principal Objectives

carbon sequestration leadership forum

Raise visibility of CSLF

Engage key audiences in a timely manner

Meet strategic plan requirements for C&O

Achieve objectives at low or no cost

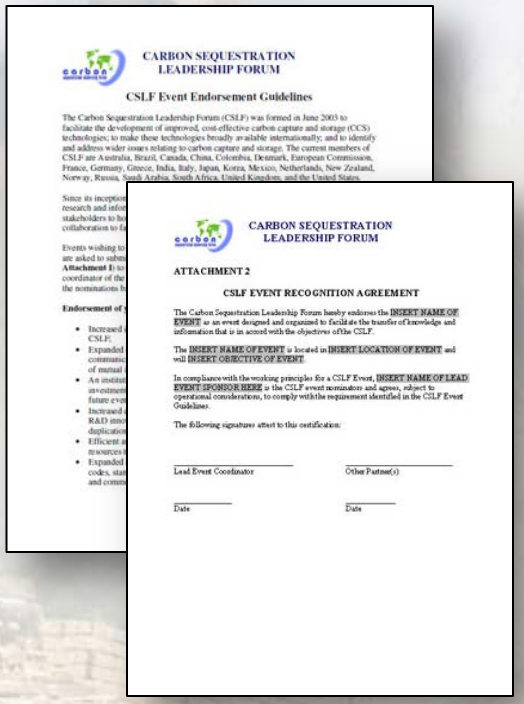
Key Tactics

- Public & Media
  - Proactive effort to engage the public and media on the local, regional, and international levels

- Engaging Stakeholders

Conference & Meeting Co-Sponsorship

- CSLF relies on members to help identify meetings and conferences
- CSLF Event Endorsement Guidelines
- Event Recognition Agreement



CARBON SEQUESTRATION LEADERSHIP FORUM

CSLF Event Endorsement Guidelines

The Carbon Sequestration Leadership Forum (CSLF) was formed in June 2003 to facilitate the development of improved, cost-effective carbon capture and storage (CCS) technologies; to make these technologies broadly available internationally; and to identify and address wider issues relating to carbon capture and storage. The current members of CSLF are Australia, Brazil, Canada, China, Colombia, Denmark, European Commission, France, Germany, Greece, India, Italy, Japan, Korea, Mexico, Netherlands, New Zealand, Norway, Russia, Saudi Arabia, South Africa, United Kingdom, and the United States.

CARBON SEQUESTRATION LEADERSHIP FORUM

ATTACHMENT 2

CSLF EVENT RECOGNITION AGREEMENT

The Carbon Sequestration Leadership Forum hereby endorses the INSERT NAME OF EVENT as an event designed and organized to facilitate the transfer of knowledge and information that is in accord with the objectives of the CSLF.

The INSERT NAME OF EVENT is located in INSERT LOCATION OF EVENT and will INSERT OBJECTIVE OF EVENT.

In compliance with the working principles for a CSLF Event, INSERT NAME OF LEAD EVENT SPONSOR HERE is the CSLF event nominators and agrees, subject to operational considerations, to comply with the requirement identified in the CSLF Event Guidelines.

The following signatures attest to this certification:

Lead Event Coordinator

Other Partner(s)

Date

Date

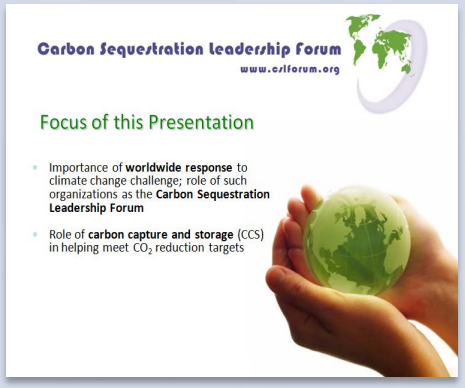
Forms available on the website

CSLF Website

- Official source for CSLF information on the web
- Continue to improve functionality and content

www.cslforum.org

Tools for Members



Talking Points

CSLF Speech

CSLF Presentation

CSLF News Clips

- Daily e-mail and web-based news service
- All things CCUS from around the world
- Began with 250 subscribers; now nearly 600, and growing

www.cslforum.org/pressroom/newsclips.html

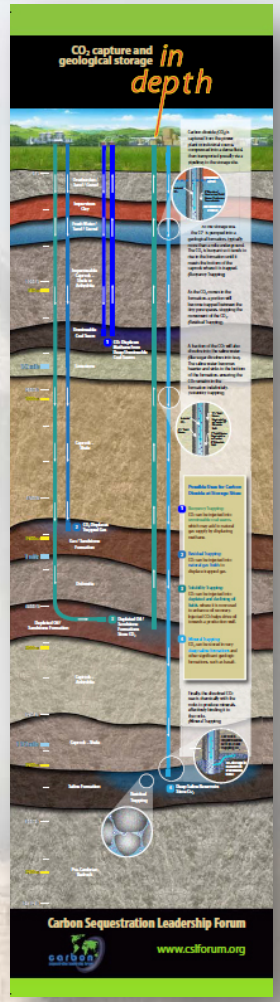
Video Series

- Third-party experts
- Q&A format
- Available on website
- Shown with exhibit

CSLF Exhibit

- Newly redesigned
- Featured at:
  - *Radio-TV News Directors* Conference
  - Society of Professional Journalists Meeting
  - U.S. Department of Energy Headquarters
  - Various Conferences and Meetings

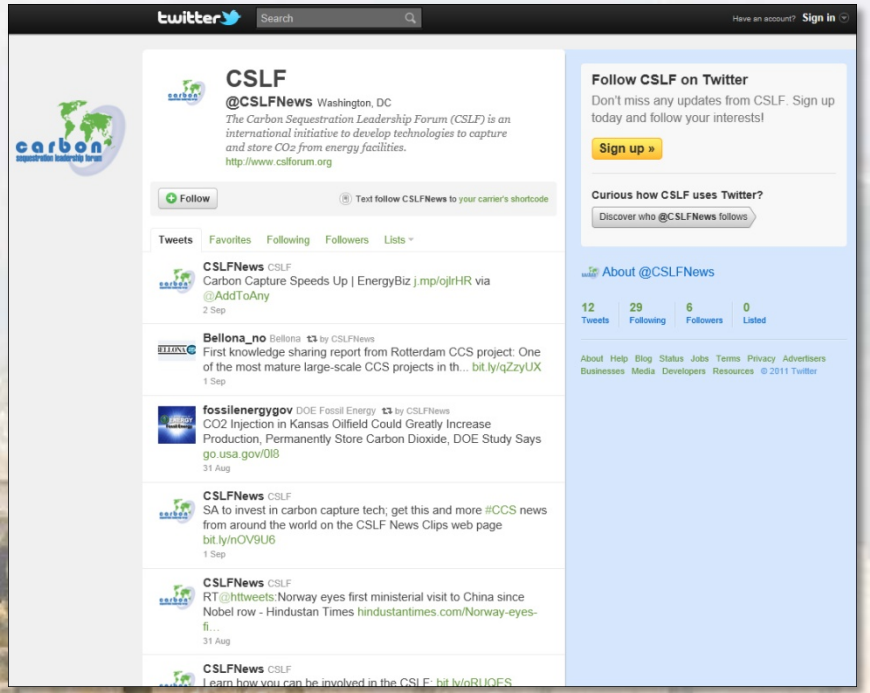
10' Pop-Up Exhibit



Foldout poster of CCS processes

Social Media

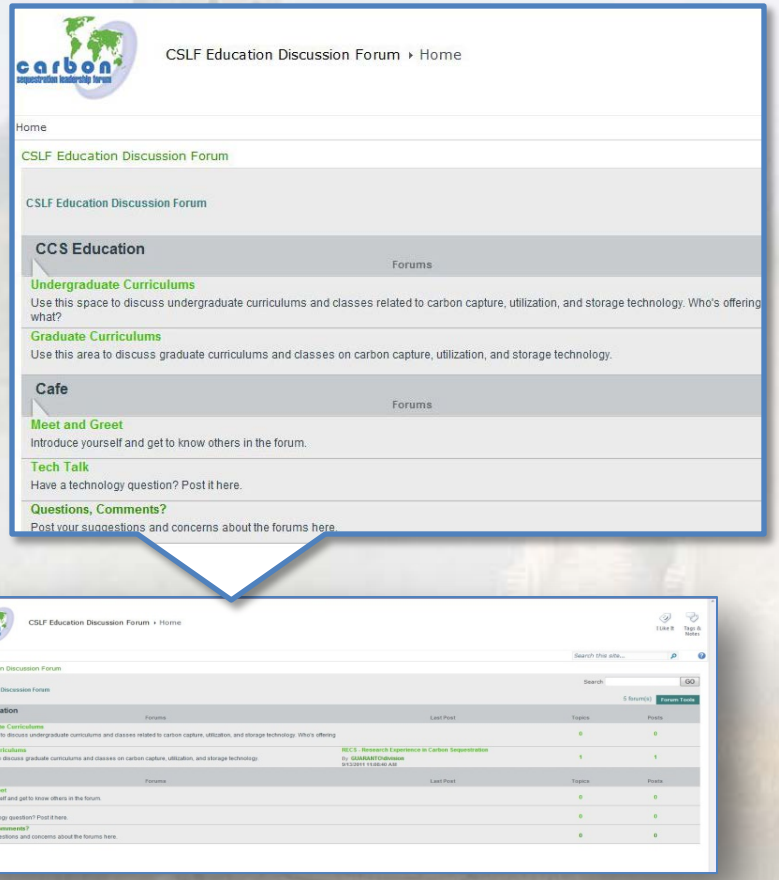
www.twitter.com/cslfnews



www.facebook.com/cslfnews

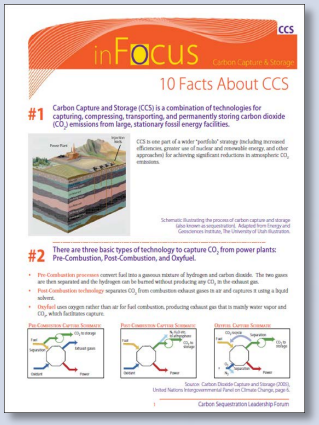
Education Discussion Forum

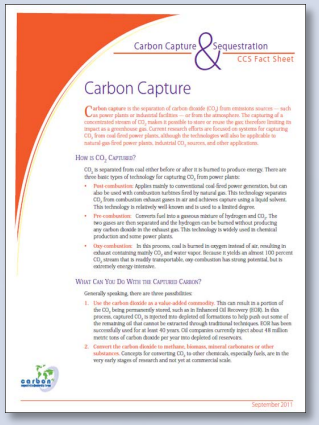
- Goal: Form an online community to discuss CCS education
- At Present:
  - Testing Social Squared™ software within Secretariat
  - Building initial post content
  - Establishing rules for participants and moderators
  - Developing plan to publicize the site and encourage participation

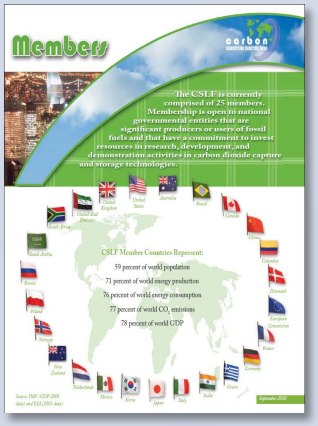


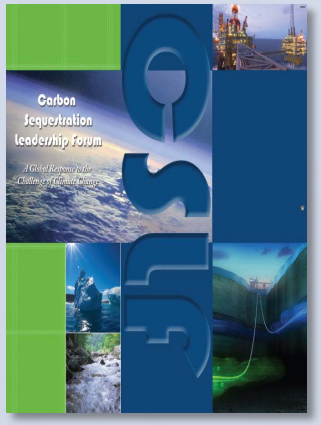
Print & Digital Materials

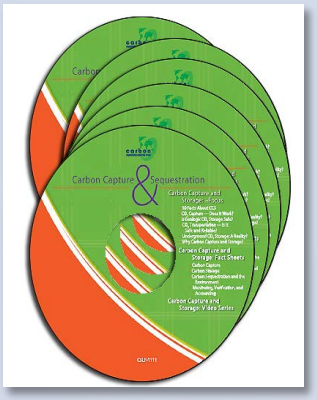
carbon sequestration leadership forum











inFocus Papers

CCS Fact Sheets

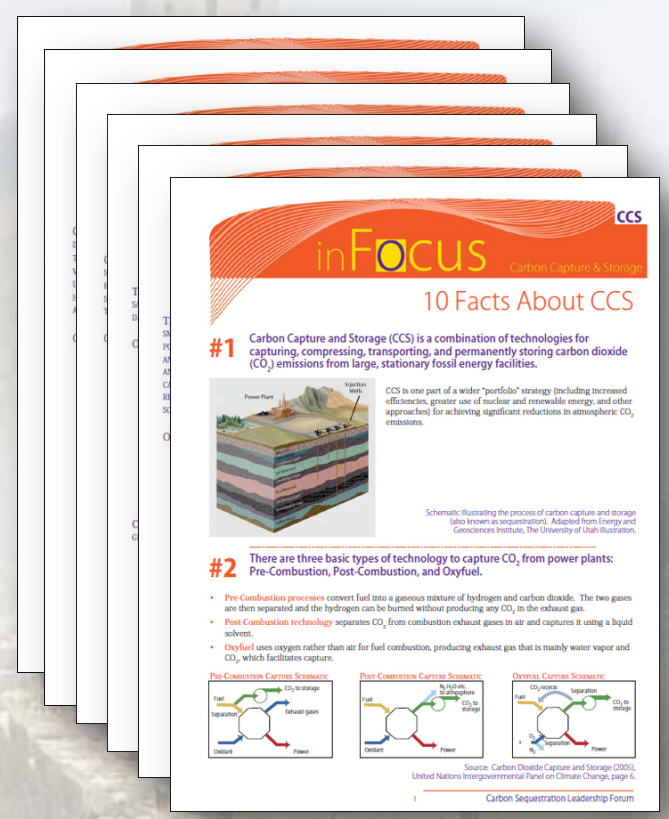
CSLF Fact Sheets

Information Kit

CDs

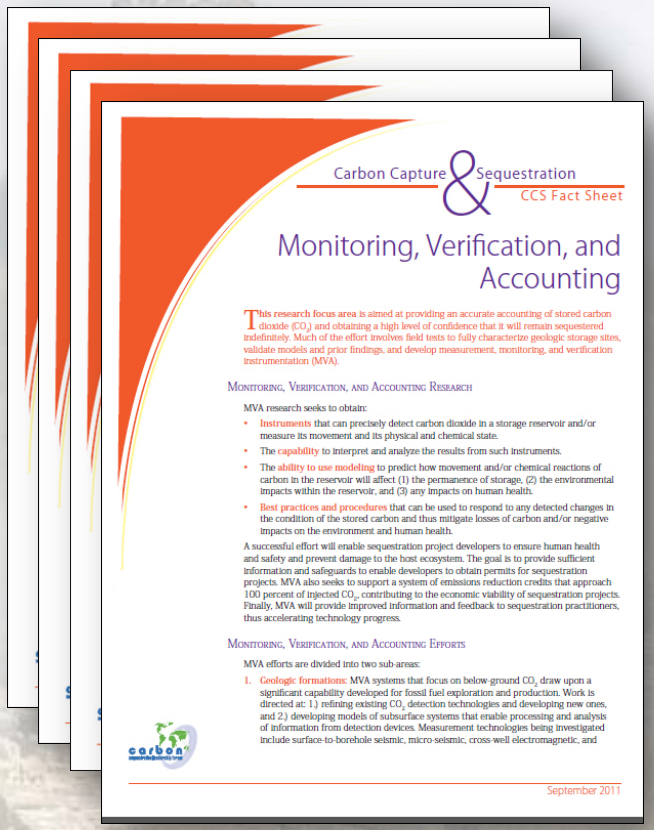
"inFocus" Message Papers

- Why Carbon Capture & Storage?
- CO_2 Capture – Does it Work?
- Is Geologic CO_2 Storage Safe?
- Underground CO_2 Storage - Myth or Reality?
- CO_2 Transportation – Is It Safe and Reliable?
- 10 Facts About CCS



CCS Fact Sheets

- Monitoring, Verification, and Accounting
- Carbon Capture
- Carbon Sequestration and the Environment
- Carbon Storage



Carbon Capture & Sequestration
CCS Fact Sheet

Monitoring, Verification, and Accounting

This research focus area is aimed at providing an accurate accounting of stored carbon dioxide (CO_2) and obtaining a high level of confidence that it will remain sequestered indefinitely. Much of the effort involves field tests to fully characterize geologic storage sites, validate models and prior findings, and develop measurement, monitoring, and verification instrumentation (MVA).

Monitoring, Verification, and Accounting Research

MVA research seeks to obtain:

- Instruments that can precisely detect carbon dioxide in a storage reservoir and/or measure its movement and its physical and chemical state.
- The capability to interpret and analyze the results from such instruments.
- The ability to use modeling to predict how movement and/or chemical reactions of carbon in the reservoir will affect (1) the permanence of storage, (2) the environmental impacts within the reservoir, and (3) any impacts on human health.
- Best practices and procedures that can be used to respond to any detected changes in the condition of the stored carbon and thus mitigate losses of carbon and/or negative impacts on the environment and human health.

A successful effort will enable sequestration project developers to ensure human health and safety and prevent damage to the host ecosystem. The goal is to provide sufficient information and safeguards to enable developers to obtain permits for sequestration projects. MVA also seeks to support a system of emissions reduction credits that approach 100 percent of injected CO_2, contributing to the economic viability of sequestration projects. Finally, MVA will provide improved information and feedback to sequestration practitioners, thus accelerating technology progress.

Monitoring, Verification, and Accounting Efforts

MVA efforts are divided into two sub-areas:

1. Geologic formations: MVA systems that focus on below-ground CO_2 draw upon a significant capability developed for fossil fuel exploration and production. Work is directed at: 1.) refining existing CO_2 detection technologies and developing new ones, and 2.) developing models of subsurface systems that enable processing and analysis of information from detection devices. Measurement technologies being investigated include surface-to-borehole seismic, micro-seismic, cross-well electromagnetic, and

September 2011

Conclusion

- Outreach tools continue to grow
- Outreach budget remains flat
- Communication and outreach responsibilities extend beyond the CSLF Secretariat

Collectively, we can have a much louder voice

carbon sequestration leadership forum

www.CSLForum.org