



Communications Task Force Work Plan

June 05,2014
London





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



Target Events

- 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





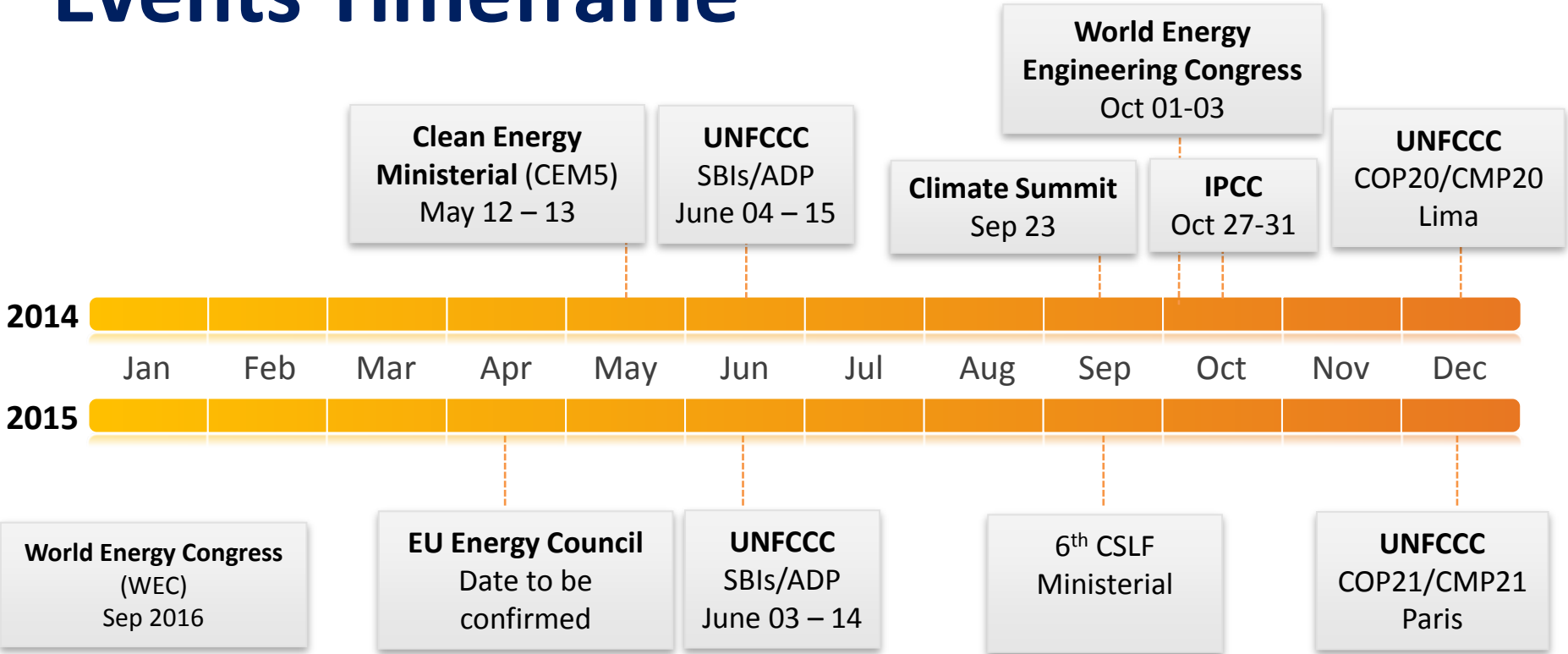
Messages

Two 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?



Questions & Comments?