





## PROFILE

**Communications Consultant  
Energy & Environment**

### Tom Howard-Vyse



Media and corporate affairs consultant with over 17 years experience working internationally across the private and voluntary sectors.

Between 2007 and 2011, Tom was global head of media at The Climate Group where he worked on a broad range of international reports, events and environmental initiatives with high profile business and political leaders from its global network of corporations, cities, states and regions.

He has supported ground-breaking low-carbon projects within the power, finance, retail, aviation, carbon capture, infrastructure sectors, including a global knowledge-sharing initiative in partnership with the Global CCS Institute

Prior to this, Tom has been Director of Communications at HarperCollins Publishers, Head of PR at the British Airways London Eye, and a consultant at several global PR companies.



**THE °CLIMATE GROUP**  
#10YEARS OF INNOVATION & LEADERSHIP

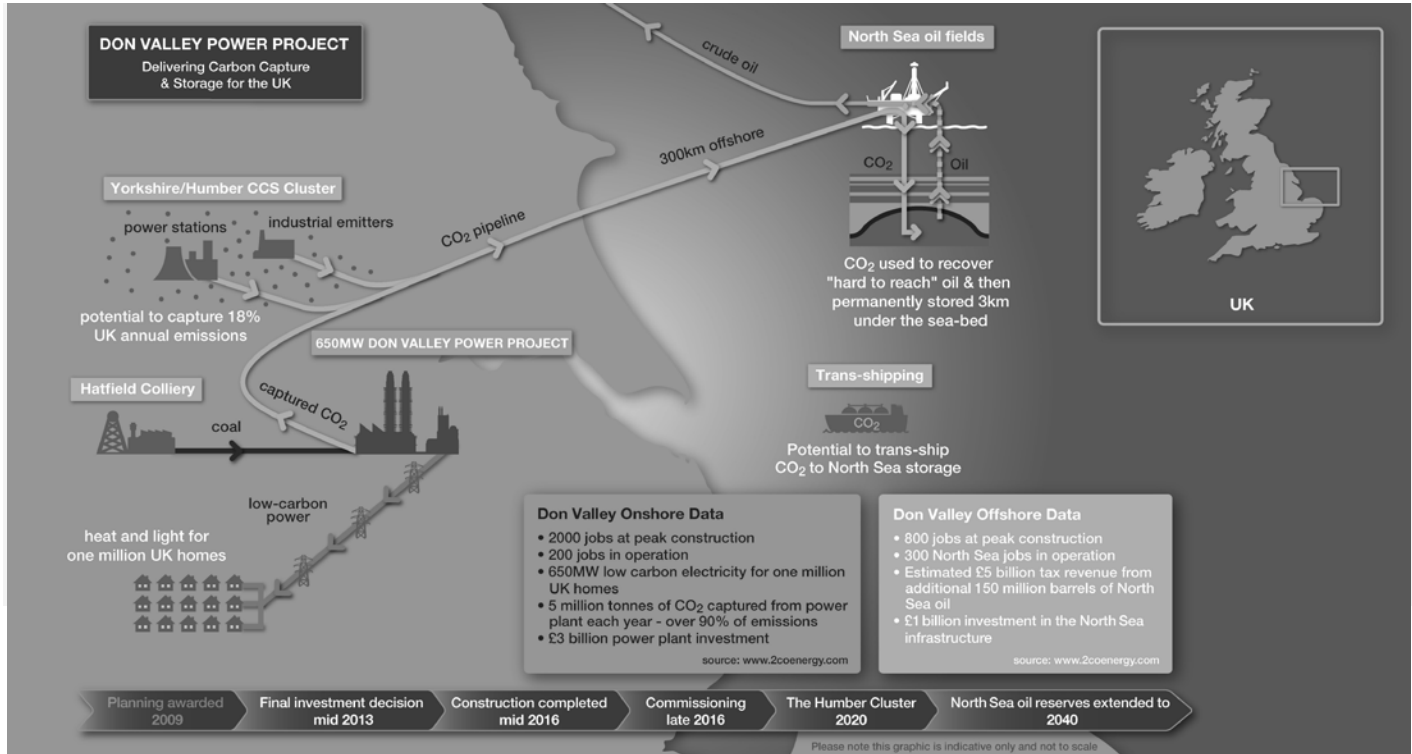
## CCS EXPERTISE

## CCS Project Experience

### 2011-2012

Tom advised 2Co Energy on media strategy around the development of the £5bn Don Valley CCS Project in Yorkshire - then Europe's leading CCS project.

Backed by Samsung and BOC, the project had won €180m of EU grant funding and planned to use captured CO<sub>2</sub> for Enhanced Oil Recovery.





# CCS Policy Climate - 2016

01

01

**Policy Conflict**

"We haven't closed the door to  
CCS in the UK, but ... had to  
take difficult decisions to  
control government spending"

DECC  
February 2016



**BALANCE SHEET**



**...versus ENERGY & CLIMATE GOALS**



01

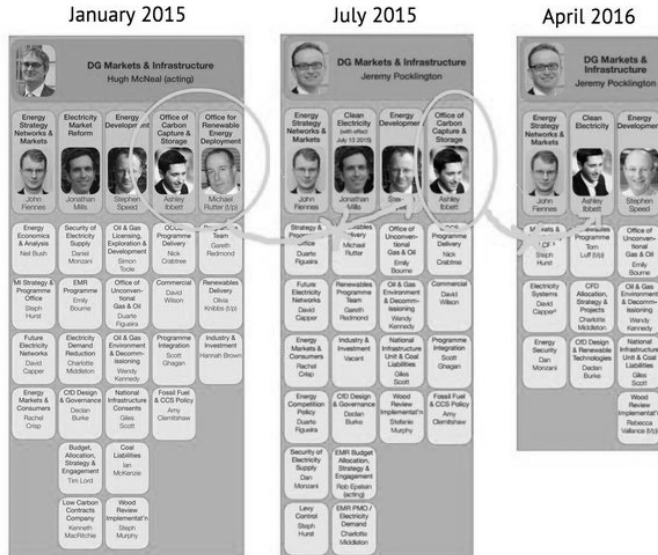
Despite progress, CCS remains a “political orphan”

“One of America’s most promising and potentially transformative energy technologies remains a policy and political orphan, even as it demonstrates unique energy, economic and emissions benefits.”

David Garman (Rep)  
 Dan Reicher (Dem)  
 November 2015



DECC's changing corporate organogram



Source: Carbon Brief





# Initial Observations

02

## 02

Initial observations guiding the CSLF communications strategy

### Initial Observations on CCS

- 1) There is global progress: many CCS technologies are proven; 22 global projects in operation.
- 2) Need to stake out CCS as proven and affordable innovation in the basket of critical global technologies essential to tackling climate change and averting >2 degrees of global warming.
- 3) Low political and industrial leadership (linked to low public awareness of need for technology) is acting as a barrier to full chain deployment of CCS at scale.
- 4) Effective policy frameworks and new business models are required to scale CCS technology and bring costs down.

### Initial Observations on CSLF

- 1) CSLF enjoys influential members and strong convening powers but could be stronger voice.
- 2) CSLF has clear mission and international messages but there is scope to be more proactive.
- 3) The CSLF brand is not widely known and its website would benefit from redesign.
- 4) Coordinated activity enlisting CSLF members and regions, supported by approvals and protocols, could unlock additional communications objectives.
- 5) CSLF seeing limitations of a global message without a strategic engagement strategy.





# SWOT Analysis for CCS

03

## 03

## SWOT ANALYSIS FOR CCS

SWOT analysis was compiled based on discussions with CSLF representatives, stakeholder groups.

Despite decades of progress, a feeling persists that CCS remains 'the orphan' of the clean energy transition at a time when there is increased competition for limited government incentives and few political champions compared to other low carbon technologies.





# CSLF Communications Goals

## 04

### KEY OBJECTIVES

## COMMUNICATIONS GOALS

- To drive and enhance CSLF membership, leadership and recognition.
- To drive / renew public awareness of diverse CCS technologies as proven and essential to affordable and timely decarbonisation of the global economy.
- To strengthen political leadership on CCS and broaden stakeholder engagement through targeted global interventions and global advocacy programme.
- To establish a broad 'coalition of the willing' (comprising a new cast from business, politics and civil society) to champion meaningful progress and accelerate global CCS tech innovation and commercial-scale development.

### The Carbon Sequestration Leadership Forum (CSLF)

*The only Ministerial-level international climate change initiative focused on the development of cost-effective technologies for the separation and capture of carbon dioxide (CO<sub>2</sub>) for its transport, use and long-term safe storage.*





# Strategy

05

## 05

### STRATEGIC CONSIDERATIONS

## WHO WHEN WHERE WHY HOW WHAT?

**WHAT** – what CSLF messages and activities will cut through...?

**WHO** – ...to which audiences? who do you need to talk to?

**HOW** – do you reach them direct or via trusted third-party advocates? via the media? Do you need CSLF messengers?

**WHEN** – timing is important; when will CSLF messages be heard and valued by key stakeholders?

**WHERE** – where should CSLF be engaging? What stakeholder groups? Which geographies? Are they increasingly online?

**WHY** – because CCS is a vital technology to our environmental, economic + energy security goals

### Successful Communications =

*Saying the right thing  
To the right people  
In the right way  
At the right time  
To get the right outcome*

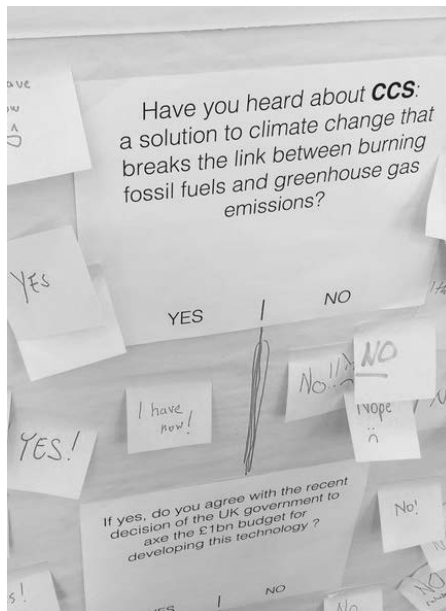


## 05

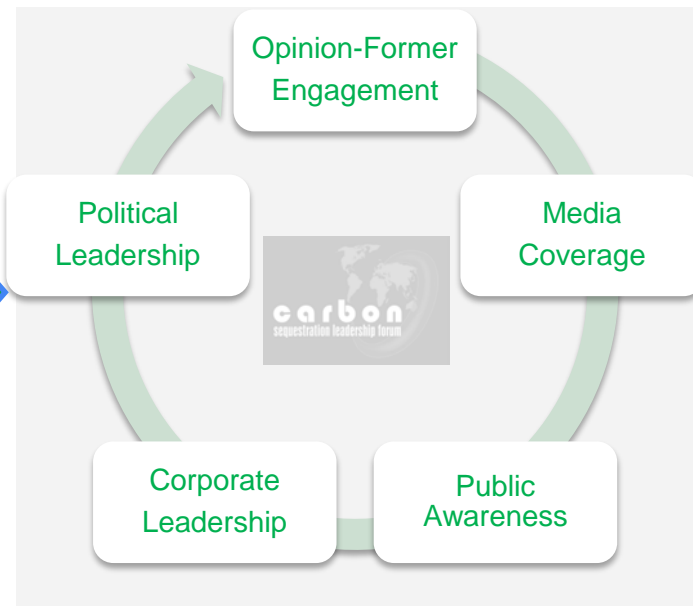
# COMMUNICATIONS STRATEGY: Strategic Engagement & Advocacy

### A VIRTUOUS CIRCLE

There is an urgent need to reverse political apathy via a 'virtuous circle' of communication activities.



**LOW PUBLIC AWARENESS**  
=  
**LOW POLITICAL CAPITAL**  
=  
**LOW INVESTMENT**



### STRATEGIC GLOBAL ENGAGEMENT PROGRAMME

- i. To establish CCS as essential to an affordable clean industrial revolution and
- ii. To highlight the CSLF's leadership role in this effort

## 05

### MESSAGING STRATEGY: Public interest must frame CCS Messaging



#### 2015 Paris Agreement

Will political agreement in Paris, add impetus to global development of CCS?

Government strategies to replace coal with gas means the imperative for CCS deployment has grown (or gas demand must fall from mid-2020s)



United Nations  
Framework Convention on  
Climate Change



It's complex...keep it simple!



## 05

# MESSAGING STRATEGY: The economic imperative for CCS development

### Lord Browne of Madingley

“Carbon Capture and Storage (CCS) is critical for delivery of a cost effective transition to the low carbon economy required by the COP21 agreement.

CCS is one of the few technologies that can support the decarbonisation of heat, heavy industry and power generation.”

April 2016



### Professor Sir David Mackay

“The sensible thing to do for a country like the UK, I think, is to focus on CCS, which the world needs anyway, and nuclear”

May 2016



### Lord Hesletine

“This is a rare instance when existing industries can harness a new technology and ensure that Britain becomes a European and world leader.

Without this work continuing this opportunity could be lost to other industrial areas overseas. The opportunity that industrial CCS and CCU could offer the region cannot be underestimated – in terms of both existing and future investment and employment.”

May 2016



**TEESSIDE<sub>3</sub>COLLECTIVE**  
A NEW INDUSTRIAL FUTURE FOR THE UK

## 05

### MESSAGING STRATEGY: Identify new advocates and ambassadors

MESSENGERS ARE JUST  
AS IMPORTANT AS  
THE MESSAGE ...



Irene Rummelhoff, Executive Vice President in Statoil's New Energy Solutions business

Joan MacNaughton, Executive Chair of the World Energy Trilemma for World Energy Council

Christiana Figueres, outgoing Exec Secretary, UNFCCC

Patricia Espinosa, incoming Exec Sec, UNFCCC

Isabell Kocher, CEO, Engie

Laurence Tubiana, IDDRI, French ambassador for international climate negotiations

Dorothy Thompson CBE (Drax)

Connie Hedegaard, former EU Commissioner for Climate Action

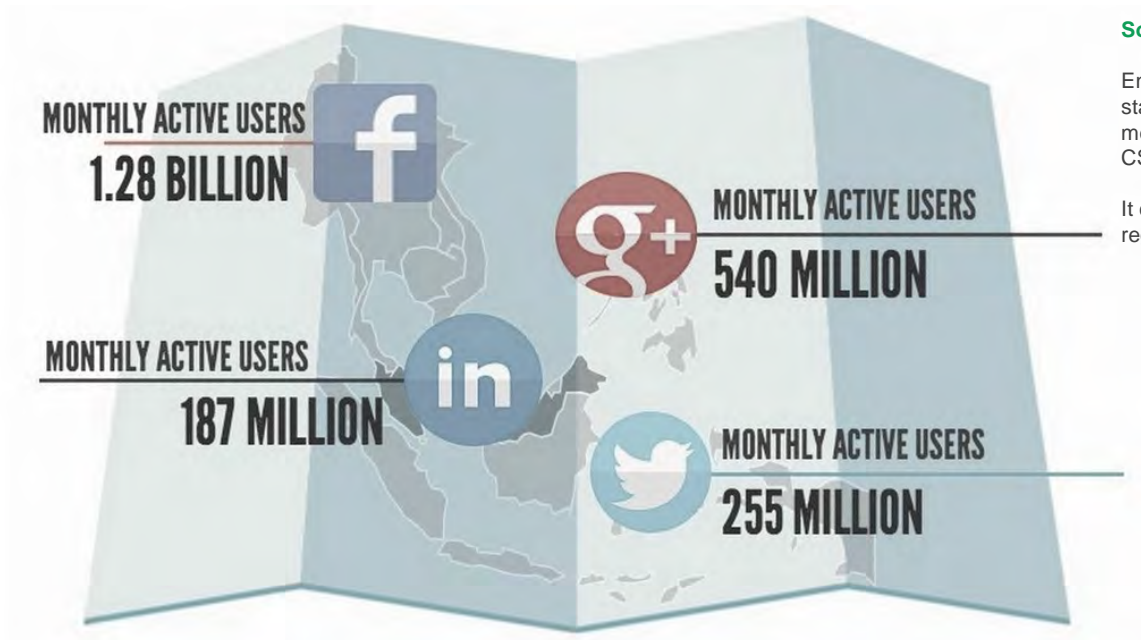
## 05

## MESSAGING STRATEGY: WHERE ARE YOUR AUDIENCES?

### STATE OF SOCIAL MEDIA

Facebook 1.59bn  
Twitter 320m  
LinkedIn 433m

June 2016



### Social Media

Engaging with issues and stakeholder groups on social media could reintroduce CSLF's voice.

It can amplify impact of regional events

STATE OF SOCIAL MEDIA  
June 2014

## 05

### Strategy: Global Advocacy + Regional Expertise

#### GLOBAL ADVOCACY REGIONAL EXPERTISE

*Communications Strategy will involve empowerment of CSLF communications task force to lead internal coordination around protocols and rules of engagement, approval and editorial mechanisms.*

- **Expand Strategic Engagement:** Expand CSLF's influential convening power to harness ministerial engagement and better leverage communiques with key stakeholders. Develop a media strategy and social media strategy to amplify and maximize impact of annual CSLF events.
- **Simplify CSLF Messaging:** Synthesis of compelling political, economic, social and environmental rationale for CCS technology into accessible digital toolkit for CSLF ambassadors, ministerial aides, third parties. Unpack Communique.
- **Message Delivery Mechanism:** Identify & deploy messengers and third-party ambassadors as a 'delivery mechanism' to lead an expanded global advocacy effort and champion CSLF messages.
- **Refresh CSLF's Digital Profile:** Strategic audiences are increasingly online. Enhance CSLF's website as central communication platform to inform, excite and engage existing and new advocates (already underway); quarterly e-newsletter, social media activity and archive hub.

- **Strategic Web Content / Synthesis Reports:** CSLF should conduct gap-analysis to identify compelling and objective political, economic, social and environmental rationale for CCS deployment. Well-designed synthesis reports can play a useful role in simplifying complex industry reports for global stakeholders and 'myth busting'.

Highlight cost cutting pathways & economic value – hubs, clusters driving low carbon jobs, growth – by region (see below).

Highlight progress of ministerial commitments, technology and CCS projects by region and MS.

- **Coordinate Regional Expertise:** Identify willing MS leads to facilitate coordinated regional CSLF activity for Communications Taskforce in:  
EMEA, Americas, Asia-Pacific  
Agree coordinated advocacy programme with regional communications leads (RCLs) coordinated with annual CSLF meetings.



# Action Plan 2016-17

06

## 06

### Overview of Key Actions in 2016-17 (and beyond!)

#### Political Context

Scope for CCS to play key role in idecarbonisation pathways:

- NDCs to 2030 (2018 review)
- IPCC Special Report (2018)

- 1) Website and brand re-development (incl public framing); social media strategy
- 2) Devise strategic engagement plan for CSLF around core 2016-17 events, debate, research and reports including consideration for a high-profile 'global reset' on unique role of CCS
- 3) Establish regional comms network and protocols: Agree global 'message delivery' mechanisms including Secretariat spokesperson & newsletter



#### 4 Month Review

These goals have a 4 month period and should be reviewed at CSLF meeting in October.



## 06

### 1) Website Redevelopment & Brand Review

A consistent brand messaging across CSLF website and social platforms fit for competitive modern communications



#### Symbol?

Many large organisations use just a symbol and not the whole logo across their media profiles – it helps enforce branding.

#### Tagline?

What are the benefits of a tagline?

#### Web Redevelopment (already underway)

Develop the website as central communication platform to inform, excite and engage new advocates. It should be clean, modern, user-friendly and accessible to 'lay audiences'.

**Content Strategy:** refresh CSLF content using owned and third-party content profiling a diversity of CCS technologies.

**Digital Press Kit:** draft / review / de-jargon digital press kit using aligned third-party information (IEA, GCCSI, ETI etc), project case studies, infographics, quotes and statistics to size social, economic, environmental contribution of CCS

**Digital Resource Library:** coordinate a valuable library of digital resources including photography, video content, infographics, and influential quotes from climate experts and VIPs.

**Mobile App:** consider development of a CSLF app to enable key for a time-pressured influencer audiences to access key data, statistics, info.

#### Rebrand?

Are there possible improvements to CSLF name and brand design in an already acronym-rich niche sector?

#### What's in a name?

**IMPACT** - Intl Ministerial Partnership Accelerating CO2 Technologies

**COMMIT** - CO2 Ministerial Mission for Innovation & Technology

**COMET** - CO2 Ministerial for Energy Technologies

**FOCUS** - Forum for Carbon Capture Use & Storage

**CCS100** - 100 countries & orgs leading development of CCS technologies

**CCS2030** – CCS needed by 2030

## 06

### Social Media Strategy

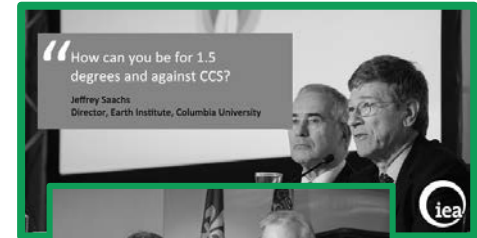


- Agree resource available for social media engagement linked from the website.
- Dialogue will drive active online community engagement and information exchange with broader stakeholder audiences.
- Need to agree optimal platforms (twitter, linkedin, flickr, youtube, facebook, instagram etc)
- Agree tone and strategic content of social media dialogue: A political news emphasis will help to shore up broader political support and momentum.
- Synergies as active channel for CSLF video, content, archive and resource library.
- Brings CSLF closer to its diverse communities
- Resources tbc

#### Suggested Content...

- 1 Photography
- 2 Infographics
- 3 Key global statistics
- 4 VIP quotes / photocards
- 5 CCS Project Information
- 6 CSLF guest blogs
- 7 Links to CCS articles
- 8 Links to global CCS events
- 9 Links to e-newsletter
- 10 Links to CCS research
- 11 Tech briefs
- 12 Cost cutting strategies
- 13 CSLF communique
- 14 CCS event reportage
- 15 Collaboration announcements
- 16 Speeches

**A forum for thought leadership**  
"This is not an information age. Its an age of networked intelligence"





## 05

### WHERE SHOULD CSLF ENGAGE?

#### Annual CSLF Meetings

*CSLF meetings offer a major opportunity for regional stakeholder and media engagement in the geographical regions that host them.*



## 2) Strategic Engagement Plan

### 2016-17 Planning Calendar

Compile annual events calendar (see below)

#### CCS "Reset" Proposal (2016)

**AIM:** To use momentum from Paris to 'reset' the political imperative behind global CCS development and the CSLF's mission.

**'RESET REPORT':** Publish a high-level synthesis report of economic, social, political and environmental rationale for CCS, in October ahead of UN Climate Conference in November 2016.

**COP22 EVENT:** Linking to above report, host VIP event at COP22: Speakers to include select CSLF Ministers and influential third party advocates from UN, WEF, IPCC, World Bank, IEA, media etc.

**OPEN LETTER:** publish open letter to UNFCCC: 'CCS tech development is essential to delivering on Paris Agreement 'without CCS 2°C may not be possible'

#### Key Calendar Events:

- 1. CSLF mid-year meeting (June)**  
Coordinate timed media coverage relating to global / host progress on CCS
- 2. CSLF October Meeting (October)**  
Communique produced every other year; next published in 2017. Report.
- 3. UN Climate Summit (November):**  
COP22 is being held in Marrakech.
- 4. 8<sup>th</sup> Clean Energy Ministerial (China, May/June)**  
Showcase global state of CCS: new frontiers in CO2 innovation.
- 5. CSLF mid-year meeting (June)**  
tbc Discussion over text to be ratified at next CSLF Ministerial
- 6. CSLF Ministerial (October)**  
Next CSLF communique ratified by Ministerial group.

## 06

## 'CCS Jigsaw' Debate Series – Economic Potential of UK's North Sea CO2 Storage

### DRAFT EVENT OUTLINE TO EXPAND INTEREST IN CSLF



Lord Browne of Madingley



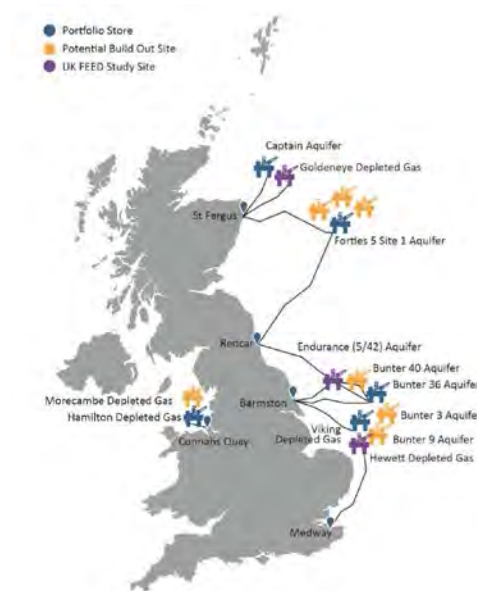
Irene Rummelhoff, Executive Vice  
President in Statoil's New Energy  
Solutions business

### CSLF Media Event (July):

Timed synthesis of recent report by  
ETI to coincide with FT Special Report  
on Modern Energy / CCS (24 July).  
Include US perspective on EOR.

### Draft Messages (illustrative only)

- CCS critical to transition UK North Sea jobs in oil and gas
- The UK North Sea has capacity to store 30 years of CO2 and help UK economy decarbonise by 2050
- Create first EU low carbon industrial zone
- CSS can extend assets and production in North Sea by 15yrs (£5bn tax dividend)
- CCS can push out horizons for decommissioning costs
- UK export opportunities from EOR expertise & shared infrastructure collaboration with Norway



## 06

### Research + Reports = Debate

CSLF REPORTS  
COULD ALTERNATE WITH  
COMMUNIQUEs



#### CCS “Sweet Spots”

Countries, regions and local communities have unique set of drivers and resources to harness for CCS development

#### Research + Reports:

Many CCS reports are written for expert audiences within the engineering or climate change communities.

Well-designed synthesis reports could play a useful role in simplifying complex industry reports for global stakeholders, including ministers, their advisors and world leaders.

Forewords offer an opportunity for VIP endorsement which generates credibility and media interest

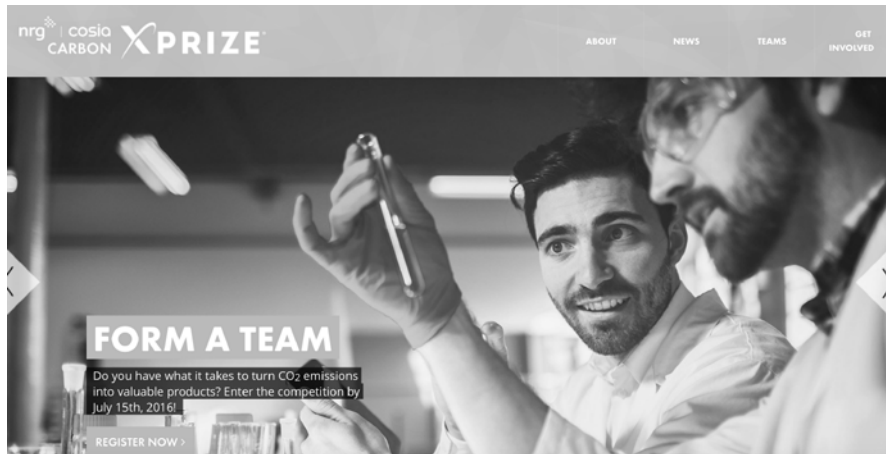
Media launches of these reports would be timed around key annual event platforms listed above and frame media debate.

#### Technology Debates / Prizes

CSLF is ideally placed to champion high profile debate around issues like decarbonisation of the ‘hard to reach’ parts of the economy, direct emissions. How to move from tech to capabilities to business models.

## 06 Innovation Prizes + Funding = Debate

CSLF REPORTS  
COULD ALTERNATE WITH  
COMMUNIQUE



### Innovation Prizes / Funding

There are a growing number of philanthropic efforts and prizes for clean energy technologies.

Direct emissions particularly from developing countries remain an environmental challenge for most existing technologies. CCS technologies have huge innovation and commercial potential, particularly in decarbonising industrial emissions.

Similarly, if gas is the global transition strategy an abatement strategy is required

CSLF should explore collaboration with the Xprize, Climate Works and others to drive further innovation efforts.

CSLF is ideally placed to lead decarbonisation of the 'hard to reach' parts of the economy, direct emissions. How to move from tech, to capabilities, to business models.



## 06

### LEVERAGING THE CSLF NETWORK

### 3) Regional Coordination & Collaboration (Central)

Regional programmes have proved successful way to engage local stakeholders.

Coordination requires monthly communication, a two-way information exchange, content and ideas exchange and some resource contributions.

Suggestion to establish three regional engagement plans to deploy from Jan 2017:

- EMEA
- Americas
- Asia Pacific

#### Central CSLF task force Activities:

- Plan and agree global interventions, media plan and resources incl budget by October.
- Agree and circulate media monitoring, editorial approval process, protocols and ground rules for member approval.
- Manage virtual press office and reporting. Draft forward CCS calendar 2016-17.
- Host monthly call with regions on stakeholder engagement and digital content.
- **Global CSLF spokesperson:** to champion CCS innovation and technology: candidates should have broad appeal and credibility within the global clean energy / climate community.
- **Digital newsletter** design and format and agree resources



## 06

### LEVERAGING THE CSLF NETWORK

## 3) Regional Coordination & Collaboration (Regional)

### Regular Regional CSLF Activities:

- **Attending regional events**
- **Reporting from regional events**
- **Speaking at regional events**
- **Highlighting regional progress**
- **Suggesting social media activity**
- **Host events & webinars**
- **Write blogs**
- **Share CCS collateral**

### Regional CSLF Activities:

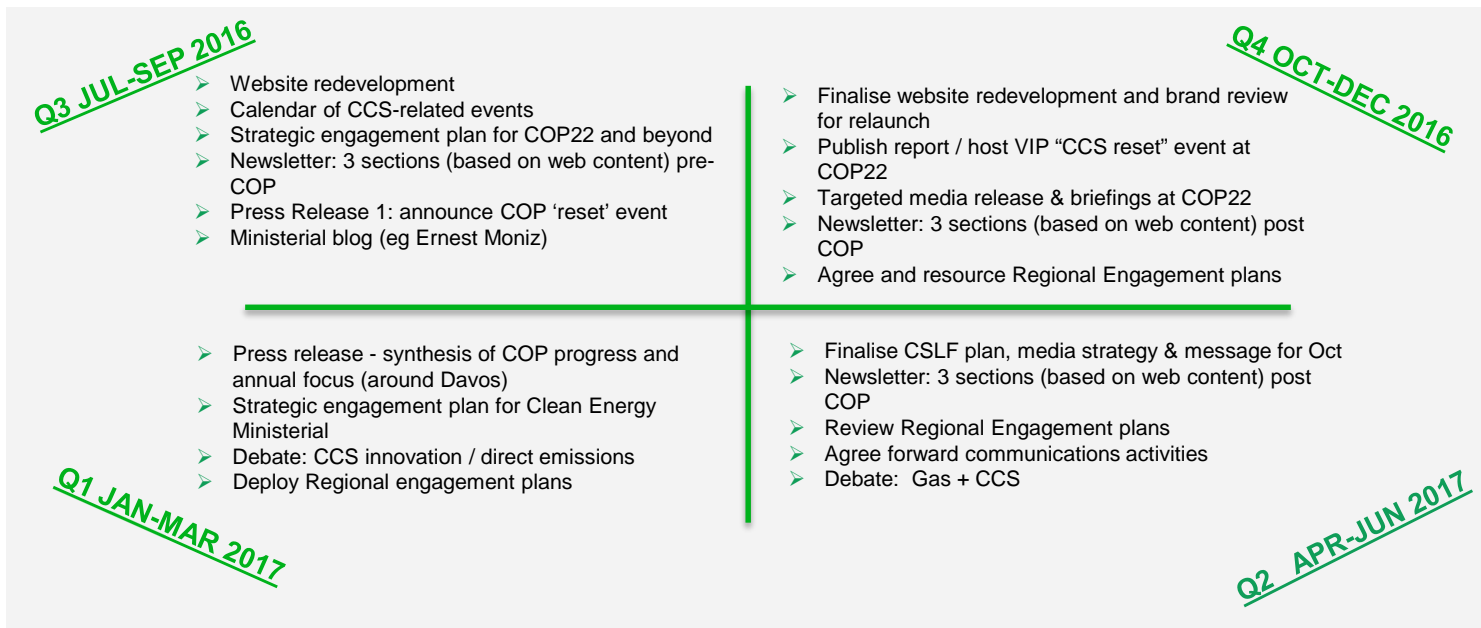
- **Coordination:** Agree regional point of contact for internal coordination with CSLF communications taskforce. Act as first point of regional contact for local and global CCS media coordination; coordinating / compiling / approving shared CSLF collateral. Coordinating rapid rebuttal of CCS misinformation in regional media, as required. Joining dots to ensure CSLF presence and alignment with national CCS trade associations and other events. Reporting.
- **Gold-mining shared collateral:** Mapping leading regional stakeholder initiatives, research projects and target stakeholders and media and tailor key messages on regional opportunities for CCS development to create low enterprise zones or economic transition. Regional overview of CCS progress and leadership for CSLF website. Photography, statistics, ministerial quotes etc.
- **Regional Advocacy Programme:** collaboration between secretariat and regions regarding CSLF involvement in strategic briefing opportunities, webinars and meetings etc.
- **Regional Spokespeople:** Appoint high-profile regional CSLF spokesperson to champion CCS innovation and technology with regional stakeholder audiences, at regional events and in media.
- **Regional Case Studies:** Showcase approved CCS projects and research efforts as well as role of CCS tech investment in transforming regional economic goals in heavily industrialised and creating competitive low carbon enterprise zones eg UK's Yorkshire/Humber region and Teesside; EOR in the US or EU North Sea.



## 06

### Timeline (illustrative)

#### TIMELINE





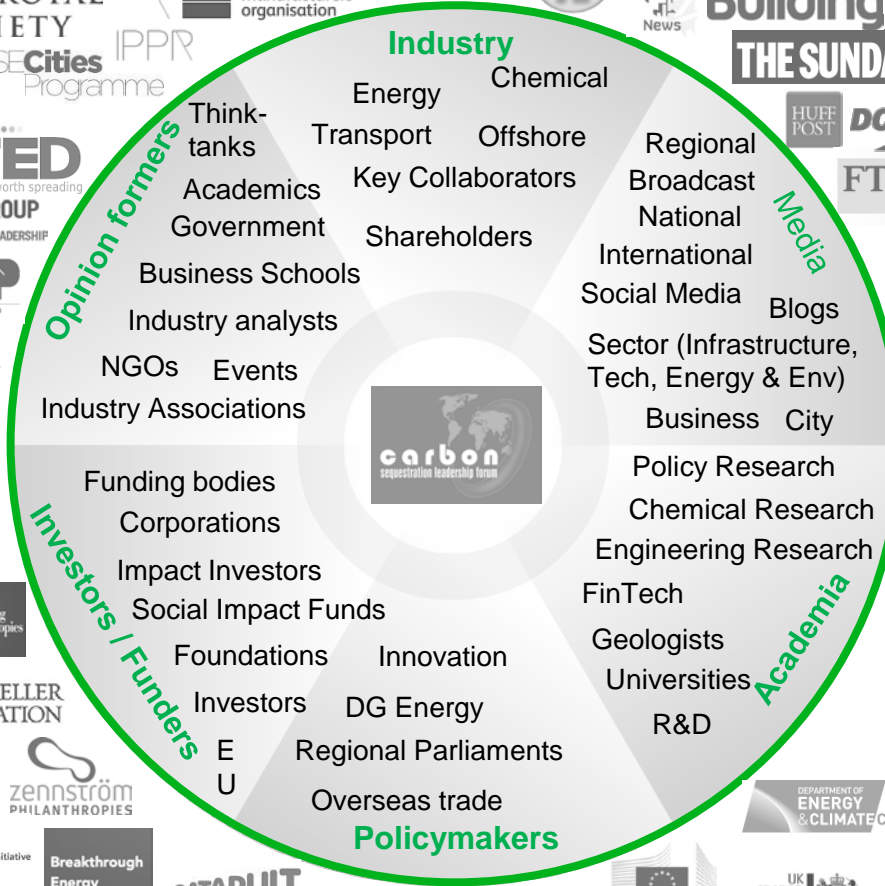




# Appendices

07

# CCS ECO-SYSTEM



A dense collage of logos and text surrounding the central diagram, representing various stakeholders and organizations in the CCS ecosystem:

- Top Row:** YouTube, \_connect, f, in, envelope icon, The New York Times, METRO, theguardian, THE INDEPENDENT.
- Second Row:** Policy Exchange, 2degrees, eef The manufacturers' organisation, Infrastructure Journal, UTILITY WEEK, MIT Technology Review, The Telegraph.
- Third Row:** energy institute, ID, THE ROYAL SOCIETY, IPPR, Bloomberg, Building, WIREID, BBC RADIO.
- Fourth Row:** Zep Zero emissions platform, CIBI THE VOICE OF BUSINESS, NESTA, TED Ideas worth spreading, THE SUNDAY TIMES, REUTERS, METRO.
- Fifth Row:** BIG INNOVATION CENTRE, ovum, THE CLIMATE GROUP #10YEARS OF INNOVATION & LEADERSHIP, FT.com FINANCIAL TIMES, The Economist, itv, THE HILL.
- Sixth Row:** XPRIZE, ALDERSGATE GROUP, London, Vox, sky, THE NEW YORK TIMES.
- Seventh Row:** MISSION INNOVATION Accelerating the Clean Energy Revolution, casa, forum for the future action for a sustainable world, FORTUNE, The New York Times.
- Eighth Row:** energy technologies institute, Innovate UK, CIFE CHILDREN'S INVESTMENT FUND FOUNDATION, Bloomberg Philanthropies, SIF Chronicle, HBR TechCrunch, businessGreen, TECH CITY NEWS, BBC NEWS, VERGE where tech meets sustainability.
- Ninth Row:** HORIZON 2020, Google, Rockefeller Foundation, supported by THE ROCKEFELLER FOUNDATION, Imperial College London, Siemens, zennström PHILANTHROPIES, DEPARTMENT OF ENERGY & CLIMATE CHANGE, Committee on Climate Change, TEESIDE COLLECTIVE A NEW INDUSTRIAL FUTURE FOR THE UK.
- Tenth Row:** ulcos, ClimateWorks Foundation, THE Crystal A Sustainable Cities Initiative, Breakthrough Energy Coalition, CATAPULT Future Cities, European Commission, UK TRADE & INVESTMENT, GREATER LONDON AUTHORITY, Department for Business Innovation & Skills, SCCS.

## 03

### SWOT ANALYSIS

## STRENGTHS

- 1) Many CCS technologies are proven and have been in use for decades
- 2) Global end-to-end projects operate around the world including power generation, storage and industrial applications (iron and steel cement, oil refining, bioenergy)
- 3) Expert consensus that CCS is an essential tech pathway to global and national decarbonisation efforts at the lowest cost
- 4) Global ecosystem of advocacy organisations exist to advance technical research and policy
- 5) International dialogue and cooperation via initiatives like CSLF ('which is not just another NGO')

## WEAKNESSES

- 1) Low public awareness of both the need for CCS, or breadth of CCS technologies
- 2) Low political capital and leadership undermining investment in R&D; action on CCS rarely matches CCS rhetoric
- 3) Lack of strong or unified CCS industry voice; CCS represents poorly defined business 'opportunity' for utilities & industry
- 4) No independent champion of CCS with political heft
- 5) High perceived cost of CCS technologies; inefficiencies and energy penalties
- 6) "Clean coal" label means CCS seen as primarily 'fossil fuel generation only' tech
- 7) Despite 'dash for gas' strategies & fracking, there is little progress on gas CCS applications needed by mid-2020

## 03

### SWOT ANALYSIS

## OPPORTUNITIES

- 1) To raise public awareness of the public need for CCS as imp for global industry, for global decarbonisation, for global innovation, and a 'just transition' for industrial communities
- 2) To refocus debate on political agenda incl. economics, jobs & skills, rather than engineering potential and early costs of CCS development
- 3) To promote cost reduction pathways, efficiencies & economies of scale; key role of hubs & clusters in driving competitive low carbon enterprise zones
- 4) To create greater confidence in global CCS innovation & technologies including utilisation (CO2 commoditisation), industrial applications, BECCS
- 5) To advance CCS cost reduction pathways like those of more mature low-carbon techs like solar and wind
- 6) Potential for stronger inter-governmental collaboration (with non-OECD) and regional leadership

## THREATS

- 1) Competitive renewables technologies and grid solutions to intermittency
- 2) Focusing on CO2 utilization innovation to detriment of CCS: world emits 32GT CO2 so CCU use is not solution on its own; need permanent abatement of CO2 as some uses are no answer to this
- 3) Continued low fossil fuel prices reduce incentive for private sector funding
- 4) Weaker climate leadership momentum or political inaction after Paris 2015 (political)
- 5) Polarised debate around coal generation, fossil fuel subsidies, and divestment.
- 6) Public perception of operational risks related to transport and storage.