



POLICY GROUP

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**Meeting Summary from June 2009
Communications Task Force Meeting**

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MEETING SUMMARY OF THE COMMUNICATIONS TASK FORCE MEETING
SAN FRANCISCO, CALIFORNIA, USA
28 JUNE 2009

Note by the Secretariat

Background

A meeting of the Communications Task Force of the Carbon Sequestration Leadership Forum was held on 28 June 2009 in San Francisco, California, USA. An initial draft meeting summary has been compiled by the Secretariat and was circulated to the Communications Task Force members for comments. Comments received were incorporated into this revised draft.

Action Requested

The Communications Task Force is asked to approve this revised draft meeting summary.

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**DRAFT
MEETING SUMMARY**

CSLF Communications Task Force Meeting
San Francisco, California, USA
28 June 2009

Prepared by the CSLF Secretariat

LIST OF ATTENDEES

Australia:	Peta Ashworth
Mexico:	José Miguel González Santaló
New Zealand:	Kate Riddell
United Kingdom:	Nigel Povey
United States:	John Grasser (Task Force Chairman), Raj Lumar, Judd Swift
CSLF Secretariat:	Richard Lynch, John Panek

1. Welcoming Remarks

Task Force Chairman John Grasser of the United States welcomed the attendees to the meeting. He stated that the members of this Task Force are, in effect, its arms and legs, and any forward action plan needs to take advantage of expertise and resources that they can bring in.

Kate Riddell, the representative of New Zealand, was welcomed to the Task Force. Ms. Riddell stated that New Zealand is rich in hydropower and does not have an obvious direct need for CCS at the moment, but that it is a good future option. In addition, New Zealand supports the global uptake of CCS to mitigate against climate change. The New Zealand Government is therefore in the process of developing a communications strategy to inform the public about CCS.

2. Review of Recent Task Force Activities and Ideas for Future Activities

Mr. Grasser provided an update on some of the recent activities of the Task Force:

- The CSLF website has been revised to make it more graphically pleasing, improve the functionality, and to add a few new features.
- The “CSLF News” has been initiated to inform people about CCS and to drive traffic to the CSLF website. This new email service is a daily collection of news clippings about CCS and climate change from the world media. There are more than 300 subscribers at present.
- The CSLF has become a support organization for two high-level CCS conferences, both being held in Washington, DC, USA. This will help raise the

visibility of the CSLF, and we are looking for other possibilities in other parts of the world.

- A stand-alone exhibit about the CSLF is now available that can be taken to conferences and other events to help raise the profile of the CSLF.

Mr. Grasser also provided some ideas for future activities for the Task Force. These included developing standardized speeches, talking point templates, and PowerPoint presentations. Media news alerts, briefings, and specifically-written pieces for media use are also possibilities. In particular, media news alerts look to be an important way for getting information out about the CSLF and its activities, and CSLF Members could develop lists of media contacts for sending out news alerts.

Peta Ashworth of Australia agreed that media news alerts were a good idea, but advance copies should be sent to CSLF Member country points of contact a day or so before the final version goes out. This would greatly help with coordination efforts. Mr. Grasser concurred, but pointed out that so far only Australia and Mexico have designated public outreach contacts. This information is still needed from all other CSLF Members.

Judd Swift of the United States inquired what he, as a CSLF stakeholder, could do to help the outreach process. Mr. Grasser replied that a lot needs to be done to get the CSLF's message out and that stakeholders can play a significant role in doing so. They should coordinate with the Task Force on any ideas they have in that regard.

3. Ministerial Meeting Update

Nigel Povey of the United Kingdom provided an update on the upcoming CSLF Ministerial meeting in London and the communications requirements for that meeting. Mr. Povey stated that he needs to develop his own communication plan for the meeting that fits in with the central theme of the meeting. The intention is to start promoting the London Ministerial meeting soon. A joint press conference at the meeting involving the Ministers is being planned, and the meeting will be open to the press.

Both Mr. Grasser and Dr. Ashworth noted that media briefing as advance publicity could be useful prior to Ministerial. Mr. Povey concurred and stated he would work with the Task Force in that regard.

4. Other Business

Raj Lumar of the United States noted that at the CSLF Technical Group meeting at Oslo, Norway in April, there was concurrence that the issue of "communication of risk" should be addressed by the CSLF. Mr. Lumar then inquired if the Communications Task Force would be able to take on this activity. Mr. Grasser noted that the CSLF Policy Group would have to decide that at its meeting on June 30th, but in any case the technical expertise in that area does not yet exist in the Task Force so it would have to interact more closely with Technical Group. There was general consensus that if the Policy Group agrees to this proposed new initiative on communication of risk, there needs to be Technical Group involvement in this Task Force, perhaps as a subgroup, so that this kind of communication can be done effectively.

José Miguel González Santaló of Mexico inquired if information about CCS on the CSLF website could be reproduced in an upcoming Mexican government publication. John Panek of the CSLF Secretariat noted that this was a very timely request, as the CSLF will

have a major new initiative on capacity building for the Ministerial meeting. Dr. González stated that Mexico would handle all translations, and there was concurrence on his request for use of these materials. Further, there was additional consensus that it would be a good idea if translations of key outreach materials and documents (e.g., descriptions of CCS) be made available to all CSLF Member countries, perhaps via CSLF website.

5. Next Steps

There was concurrence that the Task Force should have a teleconference of some sort prior to Ministerial, perhaps in early to mid September. The Task Force could also meet in London on the Sunday just prior to the Ministerial meeting.

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