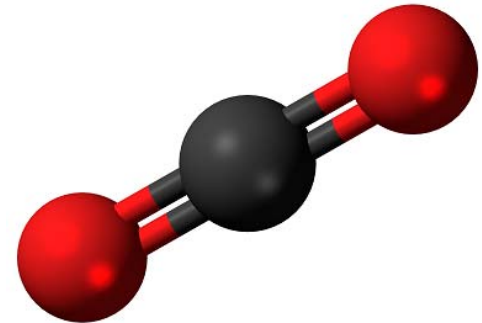


# CSLF Communications Strategy

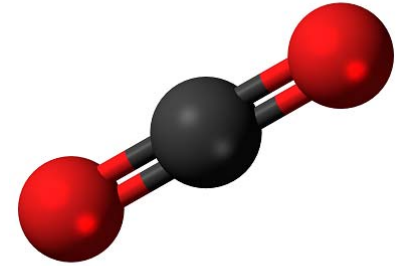
Ed Dodge

CSLF Communications Consultant  
CSLF Ministerial Meeting, Nov. 2, 2015



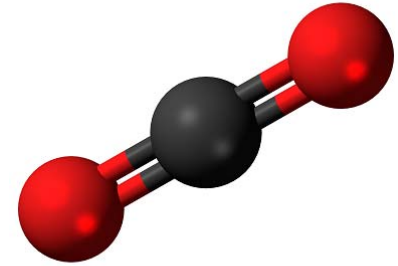
# What is the Vision?

- Clean up fossil fuels, not eliminate them.
  - Public discussion of “clean energy” usually means a world without fossil fuels.
  - But fossil fuels are critical to industrial society.
    - Can't manufacture a wind turbine or a solar panel without them.
  - Fossil fuels are not going away and in no danger of running out.
    - Supply and demand are both robust.

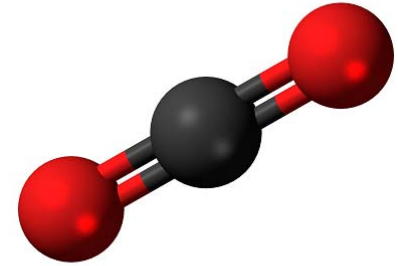


# What is the Message?

- CCS is ready for deployment.
  - It works, it's safe, and the technology is improving.
  - Costs will come down as industry expands.
- CCS is critical for meeting carbon emissions goals.
- Need policy to enable profitable investment.



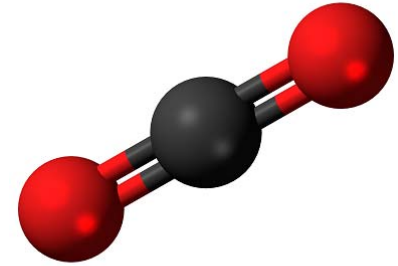
# Who is the Messenger?



- Need to influence high profile industrial and political leaders to make the case for CCS.
- CSLF should play critical role in crafting the message.
- CSLF has unique ability to reach government leadership.

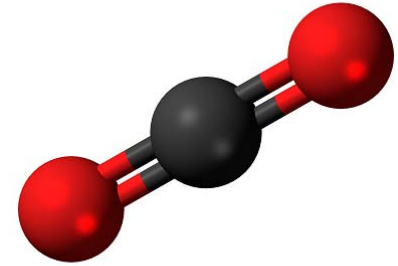
# Who is the Audience?

- Public
  - Policy Makers
  - Industry
  - COP, UNFCCC, IPCC, WEC, etc.
- 
- Must target the message for each audience.



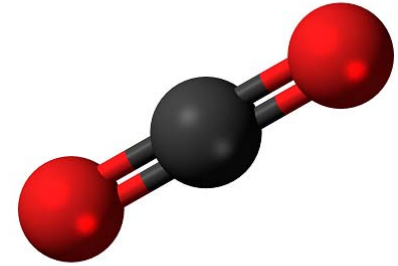
# What is the Medium?

- Print media – articles, op-eds
- Social media – websites
- Advertising campaigns
- Public presentations – speeches, television
  
- Many excellent reference resources already exist  
but we need to raise the profile of the discussion.

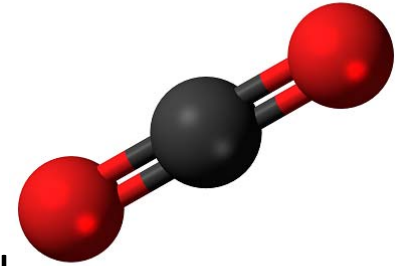


## Near Term and Long Term?

- CSLF Communique at COP.
  - Messages need to be provided to negotiators.
- Future negotiations need to receive CCS info from CSLF.
- CSLF should be a definitive voice for CCS information.



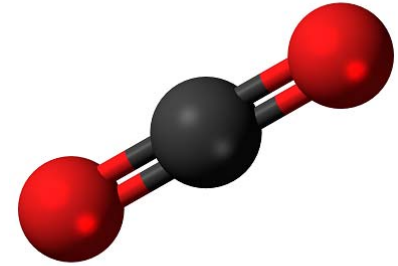
# What Will Clean Energy Look Like?



- Imagine the world in 50 years with CCS widely deployed.
  - 100,000's of miles/km of CO2 pipelines.
  - Thousands of collection points and injection wells.
  - Diverse CO2 utilization industries.
  - Business models and policy frameworks that enable profitable investment.
- The challenge is to illustrate the vision so the public will support it.



# CCS is Clean Energy



- CCS is part of the portfolio of clean energy solutions alongside efficiency and renewables.
- CCS can be a component of advanced refining to produce clean fuels the world is increasingly demanding.
- CO<sub>2</sub> is useful, we are not just burying the garbage.