



DECARBONI.SE OVERVIEW

March 2014



3 Drivers for our approach

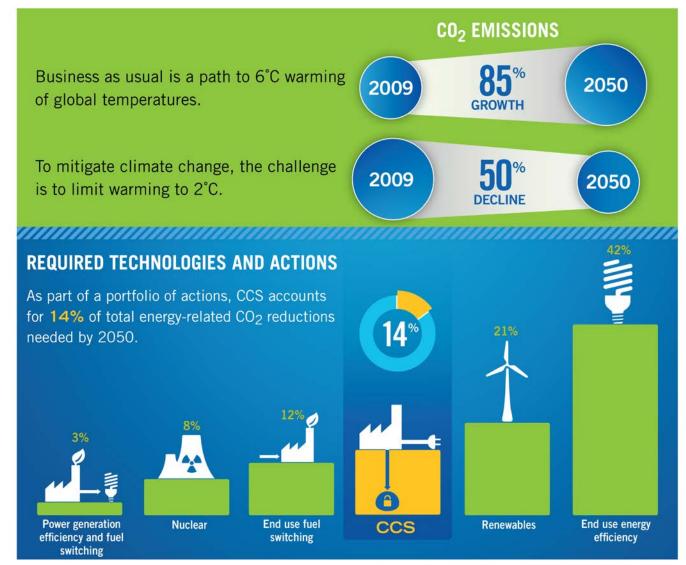
Address
Climate Change
through a
portfolio-based
approach

Accelerate deployment of CCS

Provide knowledge sharing as a service



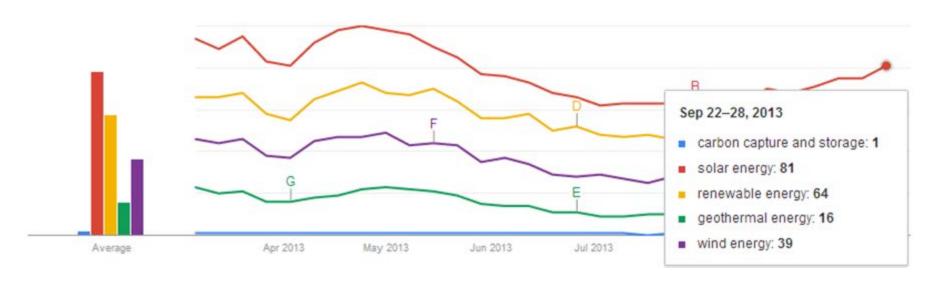
Address Climate Change through a portfolio based approach to decarbonisation





Accelerate deployment of CCS

There is very little interest in CCS information compared with renewables.

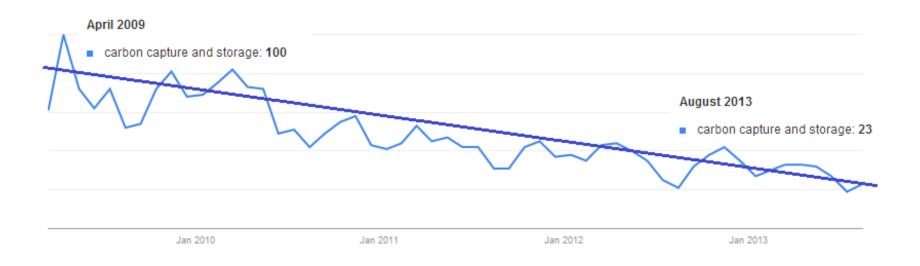


Source: Google Trends



Accelerate deployment of CCS

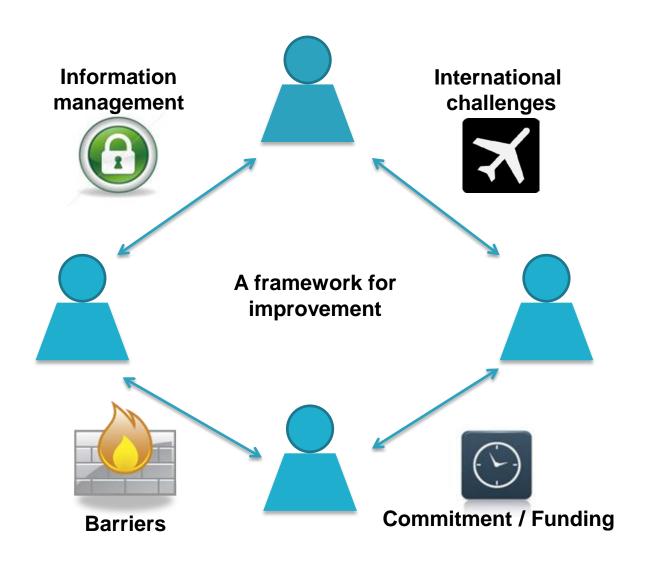
CCS is losing interest online.



Source: Google Trends



Knowledge sharing as a service



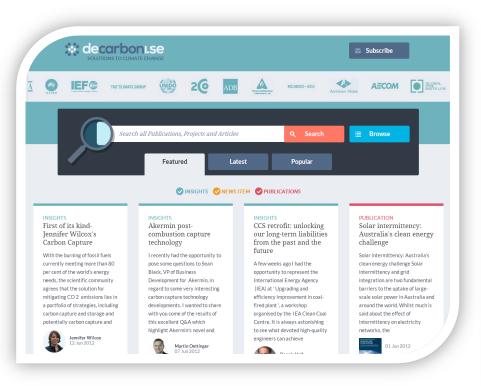


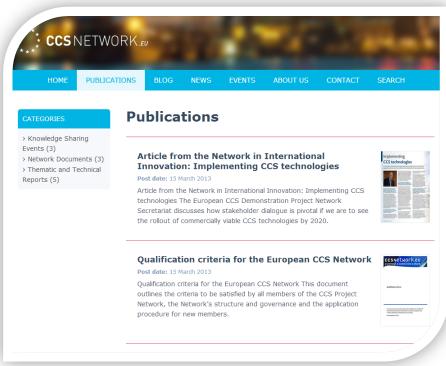
Key aspects of Decarboni.se

- Greatly improve web accessibility
- Enabling work reach to a much larger audience
- Meeting knowledge sharing compliance requirements
- Enabling strong branding for other organisations

Demo of Decarboni.se and EC site







Knowledge Hub

EC Site

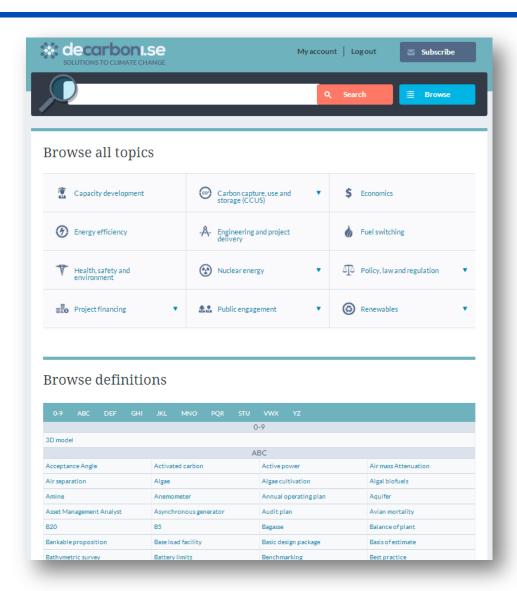
KEY OUTCOME

Distinct platforms can be quickly built from the hub code – providing a distinct brand and design for the knowledge sharing organisation.



Decarboni.se Knowledge Hub

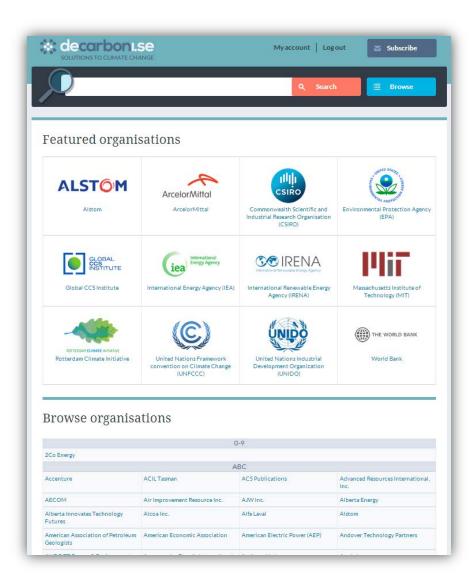
- Information is organised by topics, a number of which are common across decarbonisation technologies
- Over 400 definitions have been created and auto-linked to content
- Definitions are written in the context of decarbonisation





Decarboni.se Knowledge Hub

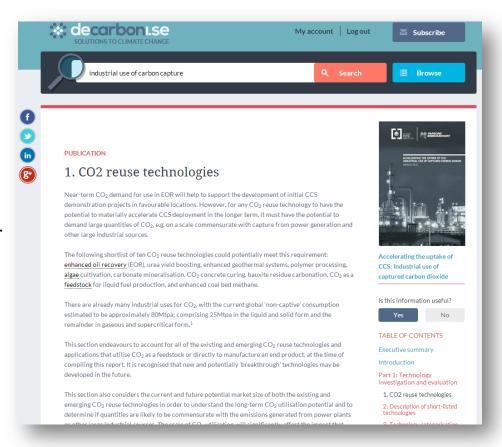
- Information from over 400 organisations on decarboni.se
- Each organisation can be shown in a mini-website
- Contains "about" and "from" organisations
- Diligent processes in place in relation to copyright





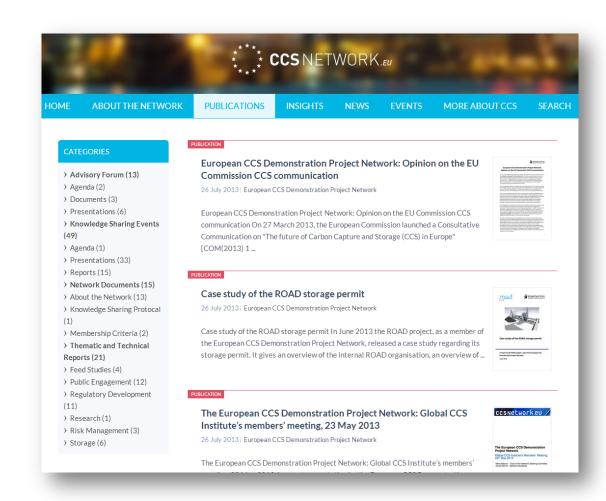
Decarboni.se Knowledge Hub

- Dozens of organisations now publishing through the Institute to reach a larger audience
- Publications optimised for dissemination on the web in HTML and eBook formats
- Content is automatically linked to definitions and topic areas
- Publications can be presented out to other sites as well





- Terminal sites pull content from the hub and present with the network / organisations brand
- Can be built very quickly
 a simple site in a few hours
- Enables the focus to be on knowledge sharing / not IT
- Our corporate site and campaign site follow the same architecture





DEMO: COLLABORATION LAYER

- Used to share information and build online networks.
- A customised private website can be setup in a matter of hours.
- Group video conferencing and webinars allow people to "meet" from around the world in a private fashion.

