



POLICY GROUP

Development of a Communications Strategy to Guide CSLF Messaging

Background

At the June 2014 CSLF Policy Group Meeting in London, there was consensus that the Policy Group's overall Action Plan would consist of four main areas of interest. One of these areas is "Communications" and to that end the Policy Group established a new Communications Task Force that was tasked to develop a draft Communications Work Plan.

This paper, prepared by the Communications Task Force, describes a strategy to guide the task force as it develops the Communications Work Plan.

Action Requested

The Policy Group is requested to review the following report from the Communications Task Force.

A Communications Brief to Engage a Communications Professional for the CSLF

Introduction

The Carbon Sequestration Leadership Forum (CSLF) is a Ministerial-level international climate change initiative that is focused on the development of improved cost-effective technologies for the separation and capture of carbon dioxide (CO₂) for its transport and long-term safe storage. The CSLF is aiming to build the profile for CCS/CCUS consistent with its goals and focused on high profile international events and conferences. CSLF is seeking a communications professional to work with the organisation to create a communications strategy and work plan to achieve this goal.

Background on CSLF

The mission of the CSLF is to facilitate the development and deployment of such technologies via collaborative efforts that address key technical, economic, and environmental obstacles. The CSLF will also promote awareness and champion legal, regulatory, financial, and institutional environments conducive to such technologies.

The CSLF is currently comprised of 23 members, including 22 countries and the European Commission. CSLF member countries represent over 3.5 billion people, or approximately 60% of the world's population.

Membership is open to national governmental entities that are significant producers or users of fossil fuels and that have a commitment to invest resources in research, development and demonstration activities in CO₂ capture and storage technologies.

Members of the carbon sequestration stakeholder community are involved with the CSLF and are encouraged to participate and interact with the CSLF.

CSLF Goals

The CSLF Charter, established in 2003, establishes a broad outline for cooperation with the purpose of facilitating development of cost-effective techniques for capture and safe long-term storage of CO₂, while making these technologies available internationally.

The CSLF will seek to:

- Identify key obstacles to achieving improved technological capacity;
- Identify potential areas of multilateral collaborations on carbon separation, capture, transport and storage technologies;
- Foster collaborative research, development, and demonstration (RD&D) projects reflecting Members' priorities;
- Identify potential issues relating to the treatment of intellectual property;
- Establish guidelines for the collaborations and reporting of their results;
- Assess regularly the progress of collaborative R&D projects and make recommendations on the direction of such projects;
- Establish and regularly assess an inventory of the potential areas of needed research;

- Organize collaboration with all sectors of the international research community, including industry, academia, government and non-government organizations; the CSLF is also intended to complement ongoing international cooperation in this area;
- Develop strategies to address issues of public perception; and
- Conduct such other activities to advance achievement of the CSLF's purpose as the Members may determine.

Objectives of the communications strategy

- Promote the importance of CCS/CCUS through official communiques and announcements.
- Use high profile events and conferences to provide media opportunities for the CSLF to highlight progress and the need to accelerate the technology
- Facilitate the coordination and focusing of individual member messaging on CCS outside of official CSLF representation
- Use existing CSLF positions on key issues as the basis of communication
- Develop a strategy timetable with a calendar of communications opportunities with a special focus on UN, Government and COP meetings.

Focus of activity

Using existing agreed CSLF messaging, the focus will be on the following areas:

1. Regulation
2. Infrastructure
3. Public engagement
4. Financing
5. Storage

Strategy requirements

It was agreed at the CSLF Policy Group Meeting that the strategy should include:

- (1) WHAT is communicated? Key messages – these should be drawn from within the CSLF e.g. using previous communiques and documents already signed off by ministers
- (2) WHEN - Events should be prioritised
- (3) HOW/WHO - A procedure should be developed setting out how CSLF should engage, WHO and HOW e.g. as individuals, using Ministers etc. Ministers were thought to be very good communicators on behalf of CSLF.

The strategy should also consider how CSLF engages with the media, opportunities to use social media as well as reports and events, and WHO - for example using designated interlocutors to carry messages.

It is important that people and bodies speaking are known and credible (e.g. IEA, DECC, GCCSI have an identity), whereas the “CSLF” brand is currently not known so well. Other points to cover:

- The group should prioritise who to engage with (e.g. UNFCCC, IPCC, WEC)
- A procedure should be developed: who should speak
- A process to should be developed with the chairs of each group to agree new messages

Implementation process and approvals

It will be important to confirm the process for the communications consultant to receive overall direction and for media statements/communiques to be agreed. Sufficient time will need to be allowed to do so.

Timings/key dates

A work plan will need to be developed based on key high profile events over the year.

Budget ¹

A budget will need to be allocated to fund the communications professional. A budget is difficult to estimate until the work is agreed. Subject to this an indication of budget would be:

- \$30,000 for the work to create the strategy
- \$30,000 to support six initiatives once the strategy has been agreed

It is suggested that the work could be done in two phases. The first would be to develop and agree the strategy. The second would be to implement the strategy. This would allow the CSLF to approve the strategy before confirming its implementation.

Note: Budget is indicative and subject to scoping and location of the communications professional. It is assumed that work would not require attendance at meetings but if so travel costs would be additional.

¹ NB: will not be included in approach to market

Appendix

CSLF Communications Task Force: Recent Key CSLF Messages

These key messages and key actions are drawn from the CSLF Ministerial Communiqué of 8 November 2013 and the CSLF Technology Roadmap. These are high level messages and actions which can be further detailed and defined for particular audiences.

Key Messages

1. CCS is one of the low carbon technology options critical to reduce global GHG emissions from the power and industrial sectors.
2. Significant progress has been made on CCS with 12 large scale projects now operating and a further 10 large scale under construction globally.
3. It is necessary to ensure that conditions are right for all CCS projects currently under construction or in advanced stages of planning to be completed.
4. Any delays in the deployment of CCS would significantly increase the cost of global decarbonisation.
5. CCS R&D, demonstration and deployment must be accelerated.

Key actions needed for CCS deployment

1. Encourage the development of financial frameworks and incentive mechanisms to drive near term demonstration and deployment of CCS and allow CCS technologies to compete fairly with other low carbon technologies.
2. Further develop workable CCS demonstration and deployment strategies in both the power and industrial sectors.
3. Seek and support opportunities for global coordinated efforts on coherent and optimal CCS R&D and demonstrations.
4. Continue to establish permitting frameworks that will ensure the safety and integrity of integrated CCS systems, and eliminate obstacles for their demonstration and deployment.
5. Recognise the need for pre-commercial geological storage validation and encourage cooperation between countries to identify and assess shared geological storage resources and develop plans for their orderly development, including development of associated transportation systems.
6. Strengthen national, regional and international efforts to improve understanding among the public and stakeholders of CCS technology and its importance.
7. Support efforts to grow capacity in CCS and foster appropriate steps in knowledge sharing and technology transfer.
8. Establish international networks, test centres and comprehensive RD&D programmes to verify, qualify and facilitate demonstration of CCS technologies.
9. Gain experience with 1st generation CO₂ capture technologies and their integration into power plants and move towards deployment of 2nd generation technologies.
10. Design and implement large-scale national and international CO₂ transport networks and infrastructure