

7th CSLF Ministerial Meeting

CSLF Communications Task Force

5 December 2017 , Abu Dhabi



TASK FORCE MEMBERS

*CSLF Communications Task Force Members: **USA; KSA; IEA; GCCSI***

TASK FORCE MANDATE

- CSLF recognized as the main information source on CCS for Ministers
- Messages to be more frequent than the bi-annual Ministerial meetings
- Coordinate closely with IEA and GCCSI on CCS messaging
- Evaluate the potential to communicate directly with other key audiences
- Develop key messages
- Advocate the use of CCS in non-power applications



TASK FORCE STRATEGY

Expand Strategic Engagement

Expand CSLF's influential convening power to harness ministerial engagement and better leverage communiqués with key stakeholders and maximize impact of annual CSLF events

Simplify CSLF Messaging

Collate compelling political, economic, social and environmental rationale for CCS technology to support development of the CSLF Communique, media kit, website and other communication efforts.

Message Delivery Mechanism

Identify & deploy messengers and third-party ambassadors to lead an expanded global effort and champion CSLF messages

Refresh CSLF's Digital Profile

Strategic audiences are increasingly online. Enhance CSLF website as central communication platform to inform, excite and engage existing and new advocates via new country member content, update on CSLF meeting, CCS calendar, bi-annual e-newsletter, and social media activity

COMPLETED ACTIVITY (2016/2017)

- Joint ministerial letter to UNFCCC at COP22 (KSA & USA)
- CSLF Ministerial Side Event at COP22 (GCC Pavilion) & attended CEM8 / MI-2 side event on CCUS
- Media Kit (role of CSLF)
- Global Media List and forward CCS calendar
- Coordinated regional workshops
- Worked with host country (UAE) on Ministerial Meeting communication strategy
- Ensure key messages aligned within new CSLF Technical Roadmap and 2017 Communique

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CSLF BACKGROUND BRIEFING

About the Carbon Sequestration Leadership Forum (csforum.org) | [@CSLFNews](https://twitter.com/CSLFNews)

The Carbon Sequestration Leadership Forum (CSLF) is the only Ministerial-level international initiative focused on developing and deploying carbon capture and storage (CCS) technologies globally. CCS is the process of capturing and storing or re-using carbon dioxide from fossil fuel energy and industrial sources. There are currently 22 large CCS projects in operation or under construction around the world.

The CSLF currently has 25 country members (including the European Commission) collectively representing approximately 60 per cent of the world's population (3.5bn people); around 76 per cent of global man-made CO₂ emissions; 75 per cent world energy consumption; 70 per cent of world energy production and 76 per cent of world GDP. The [CSLF Charter](#), established in 2003, establishes a broad outline for international cooperation to accelerate development of CCS technologies and scale their deployment around the world.

CSLF members from developed and developing nations currently include: **Australia, Brazil, Canada, China, European Union, France, Germany, Greece, India, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Poland, Romania, Russia, Republic of Korea, Saudi Arabia, Serbia, South Africa, the United Arab Emirates, the United Kingdom, and the United States.** The 17 CSLF members listed in bold are also signatories to **Mission Innovation** which launched in 2015 to double investment for global R&D in clean energy technologies by 2020, including CCS. The **IEA, IEAGHG, and Global CCS Institute** are also members of the CSLF.

The CSLF meets twice a year to drive collaborative efforts to address key technical, economic, and environmental obstacles to CCS development and advance the legal, regulatory, financial, and institutional environments necessary to scale these technologies.

A [ministerial communique](#) signed by CSLF members is published every two years.

Why the world needs CCS:

The amount of CO₂ in the atmosphere is increasing and the temperature of the Earth is rising. In 2016, Governments committed to capping the global average temperature rise at 'well below 2°C' relative to pre-industrial times.

To achieve this, we need to reduce the amount of man-made CO₂ entering the atmosphere significantly.

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ONGOING ACTIVITIES

- **Website development:** country pages
- **CSLF Ministerial & Stakeholder liaison** – quotes, spokespeople, project photography, blogs
- **Maintain & Develop Core Materials:** we will continue to update background briefing and media lists etc and ask for member contributions re new content

2018 PROPOSED ACTIVITY

- Promote 2017 CSLF Communique
- Promote Technology Roadmap with all stakeholders
- Review name / brand of CSLF
- Host Ministerial side event at COP24
- Develop PPT template for members
- Support CCUS initiative under CEM9
- Deepen political engagement to 2019
- Explore strategic AR6 communications opportunities (Working Group III)
- Explore opportunities with CSLF-approved CCS projects for media



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MISSION INNOVATION
Accelerating the Clean Energy Revolution