

CSLF Communications Task Force
Mid-Year Meeting, Abu Dhabi (4 May 2017)

The background of the slide is a grayscale, low-angle photograph of a modern building's facade, showing geometric patterns and glass panels. A large, semi-transparent green world map is overlaid on the center of the image. In the foreground, the text "carbon sequestration leadership forum" is displayed in a bold, blue, lowercase sans-serif font, with "carbon" on the top line and "sequestration leadership forum" on the bottom line.

carbon
sequestration leadership forum

MEMBERS & MANDATE

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

TASK FORCE MANDATE

- CSLF recognised 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 in 2016/17:

- **Expand Strategic Engagement:** Expand CSLF's influential convening power to harness ministerial engagement and better leverage communiquees 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.



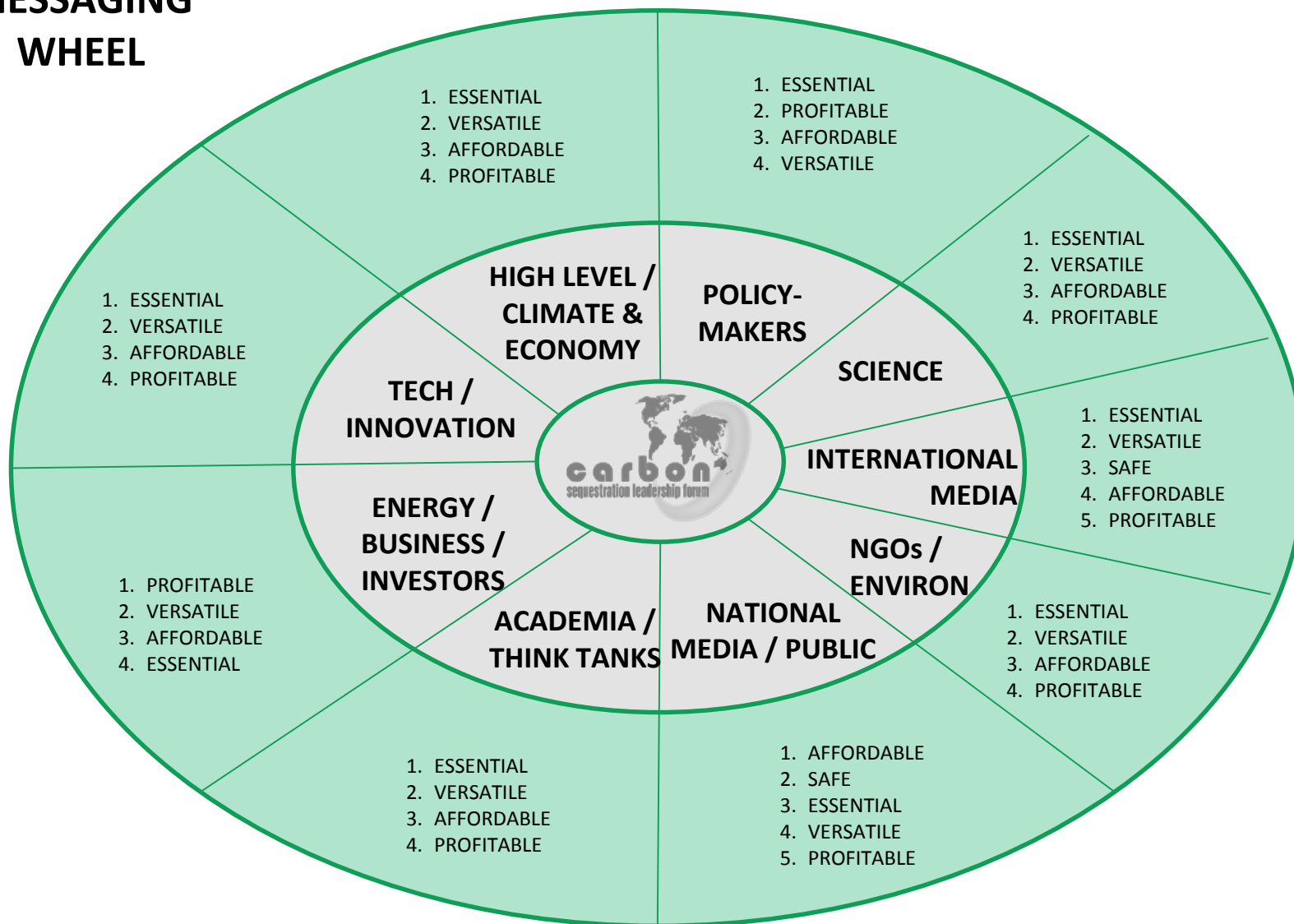
MARRAKECH
COP22|2016|CMP12
UN CLIMATE CHANGE CONFERENCE



CLEAN ENERGY
MINISTERIAL
Accelerating the Global Clean Energy Transition

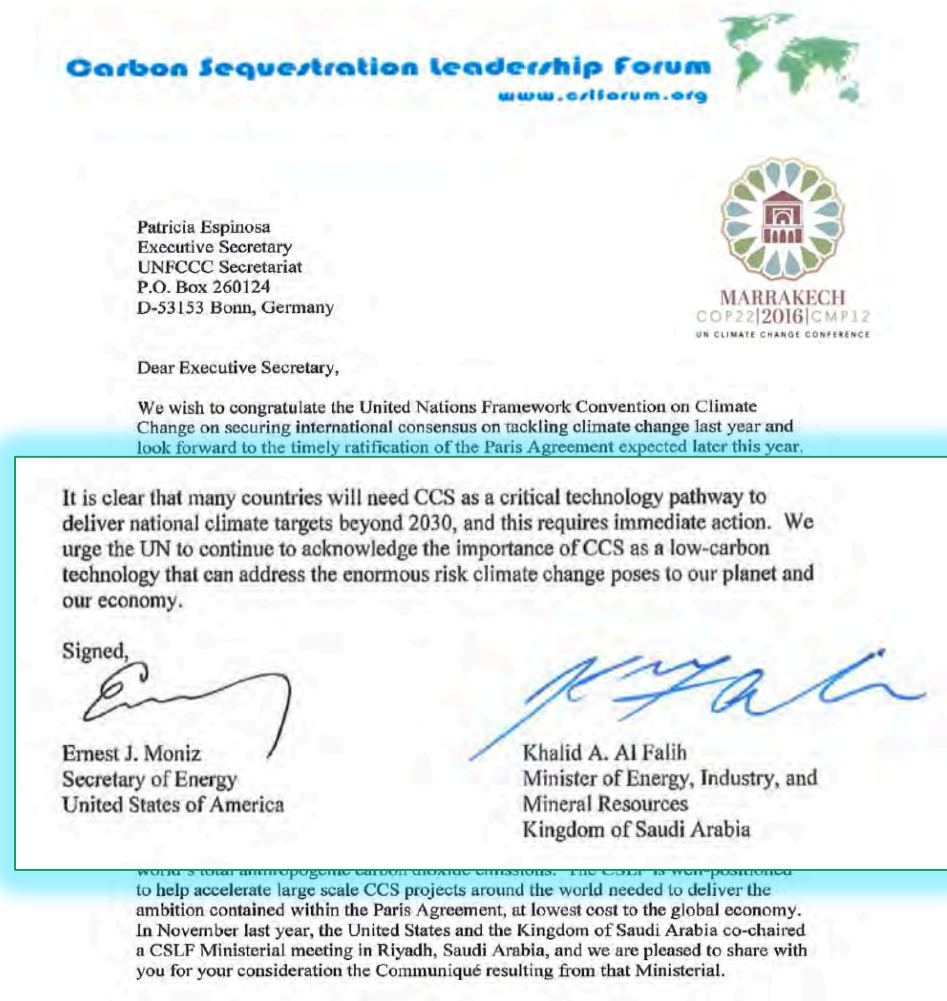
MISSION INNOVATION
Accelerating the Clean Energy Revolution

MESSAGING WHEEL



RECENT COMPLETED ACTIVITY

- **Joint ministerial letter to UNFCCC at COP22 (KSA & USA)**
- CSLF Ministerial Side Event at COP22 (GCC Pavilion)
- Media Kit (role of CSLF)
- Global Media List
- Forward CCS calendar



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CSLF BACKGROUND BRIEFING

About the Carbon Sequestration Leadership Forum (cslforum.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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May

4 CSLF Regional Workshops (Middle East, US, Japan, UK) to run May-December

May	Anniversary: Kemper County CCS facility opens <i>Mississippi Power?</i> (3mtpa)
May	IEAGHG report: <i>Value of Flexibility in CCS Power Plants</i>
1-5 May	IPCC AR6 Scoping Meeting (Addis Ababa)
8-12 May	MIREC: Mexico Clean Energy Congress (Mexico City)
8-12 May	CCT2017: IEA's 8th International Conference on Clean Coal Technologies (Cagliari, Italy); Driving CCS towards implementation; Role of CCS in national mitigation strategies (Venice)
9-10 May	World Clean Coal Conference, Indonesia (Jakarta)
10-11 May	All Energy Conference (Glasgow SEC)
11-12 May	TC265: ISO meeting (<i>Karamay</i> , China)
8-18 May	UNFCCC: Bonn Climate Change Conference (Bonn)
15-18	US: 5 th California Clean Energy Summit (Santa Monica)
17-19 May	India: Renewable Energy World India
22-23 May	REGATEC: 4 th International Conference on Renewable Energy Gas Technology (Italy)
23 May	16 th Annual European Coal Outlook Conference 2017 – IHS <i>Markit</i> (Nice, France)
23 May	FT REPORT: Clean Energy (incl. " <i>CCS: Crucial to global climate targets or an expensive diversion from decarbonisation?</i> ")
23-24 May	UK: Utility Week Live (Birmingham, UK)
25 May	CSLF Regional Workshop (DC, USA)
24-26 May	KPMG: 15th Global Energy Conference (Houston)
26-27 May	G7 Summit: Taormina, Italy

June

June	IEAGHG report: <i>Effect of Plant Location on Cost</i>
1-2 June	EU: Energy Infrastructure Forum (#energyif2017), Copenhagen
1-12 June	UN: UN negotiating session (Bonn) ahead of COP23
3-9 June	EU: ECCA: 3 rd European Climate Change Adaptation Conference (Glasgow)
5 June	UN: World Environment Day (UNEP)
6-8 June	CEM8 /MI-2: Clean Energy Ministerial 2017 & Mission Innovation (Beijing, China) + CCUS/IEA – Ministerial Side Event
7-10 June	ASEAN Sustainable Energy Week (Bangkok, Thailand)
14 June	ETI: Energy Institute Clean Gas Project (ETI, London)
12-14 June	CCS: 9 th Trondheim Conference on CO2 Capture, Transport & Storage (SINTEF)
12-14 June	International Conference on Sustainable Energy Engineering (Perth, Australia)
12-15 June	BECCS: European Biomass Conference (Stockholm, Sweden) BECCS
13-15 June	CCS: 11 th IEAGHG Monitoring Network Meeting (Traverse City, Michigan)
16 June	UK: Guardian Climate Change Summit (tbc)
19-23 June	International Sulcis CCS Summer School (Sardinia, Italy)
19-25 June	EU: EU Sustainable Energy Week

July

July	CSLF Regional Workshop (EU)
July	EU: Start of Estonia's EU Presidency to Dec (takes over from Malta)

IN PROGRESS ACTIVITY

ACTIVITY

- **Website development:** country pages, stakeholder links, search engine optimisation (SEO), social media relaunch, e-newsletter
- **CSLF Ministerial & Stakeholder liaison** – quotes, spokespeople, project photography, blogs
- **Key message development in context of 2017 CSLF Communique**
- **Facilitate media & stakeholder briefings on CSLF activity**

UPCOMING EVENT PLATFORMS

- **CEM / MI-2** (6-8 June) – CSLF input into IEA Ministerial side event on CCUS
- **Four CSLF Regional Workshops (May-Dec)**
- **UNFCCC at COP23** – Bonn, 13-17 November 2017
- **CSLF Ministerial 2017** – Abu Dhabi (December 2017)

MEDIA STRATEGY FOR UNFCCC AT COP23 – Bonn, 13-17 November 2017



United Nations
Framework Convention on
Climate Change



COP23 FIJI
UN CLIMATE CHANGE CONFERENCE
BONN 2017

- **Highlight upcoming CSLF Communique 2017** which will be the last before IPCC Special Report (AR6) and review of NDCs in 2018
- **Highlight** recent IEA, GCCSI reports and other influential CCS comment
- **Consider designating a CSLF spokesperson** empowered to brief media
- **Re-launch social media** (tbc)
- **Consider profiling CSLF via Ministerial Speeches at COP23** (13-17 November)



MEDIA STRATEGY FOR CSLF MINISTERIAL – Abu Dhabi, December 2017

The Carbon Sequestration Leadership Forum (CSLF)

The only Ministerial-level international climate change initiative focused on the development of cost-effective technologies for the separation and capture of carbon dioxide (CO₂) for its transport, use and long-term safe storage.



وزارة الطاقة
MINISTRY OF ENERGY

- Ministerial pack (incl messaging) for circulation by end of November
- CSLF Communique messaging to be refined
- Profile new “CSLF approved” CCS projects in 2017
- Media Visit to Al Reyadah CCS plant & Ministerial photocall
- Press conference and press kits (timing TBD)
- 1-2 draft press releases to be prepared & distributed
- Recommend VIP speakers from UNFCCC / IPCC (AR6) / Mission Innovation / CEM

CSLF MEMBER COMMUNICATIONS...please engage!

- **APPROVE** new media kit
- **INFORM** CSLF calendar with news of national / regional events
- **UPDATE** member country page in line with new CSLF country page template
- **FORWARD** 2 Ministerial Quotes:
 - 1) in support of CSLF
 - 2) in support of practical national and international action on CCS