



# **Carbon Sequestration Leadership Forum Stakeholders**

## **Communications and public outreach**

**Warsaw, 8 October 2010**



# CCS **NOT** making headlines

	1 week	1 month	1 year
Wind energy	1,320	4,720	50,943
Solar energy	1,557	5,236	58,943
Coal energy	237	848	11,716
Fossil energy	27	142	2,094
Renewable energy	4,700	17,347	199,633
CCS	255	924	12,333
CSLF	1	3	148
COP	2,397	9,961	120,412



## **CSLF communications and public outreach: main messages**

- Fossil fuels will continue to dominate world energy supply for decades
- Fossil fuels will remain the main drivers of energy accessibility for the 1.6 billion people without access to modern energy
- CCS is well-placed to provide energy supplies and meet carbon reduction targets



## Factors to consider

- The public, the media and even many policy makers lack understanding of what CCS is about
- CCS proponents do not appear to have learned any communications lessons from the nuclear industry
- Due to the lack of critical mass of demonstration projects, CCS is not considered as a real choice
- Some believe that only industry supports CCS



# Media management

- CCS needs a consistently present voice amongst the opinion-forming press
- Continuous coverage of CCS developments, facts, figures and research advances through regular and pro-active discussions with and briefings of the key press/media (*The Economist, Financial Times, Wall Street Journal, International Herald Tribune, News wires, TV and Radio*)
- CCS needs a focal communications point



## Media coverage

- Extensive and regular media coverage requires coordination of efforts and certain synergies amongst stakeholders.
- To achieve continuous coverage, the opinion-forming media need to be educated about CCS technologies, overall energy mix and options, and the leading role of cleaner fossil fuels
- CSLF needs to engage the opinion-forming editors, journalists and media stakeholders through regular contacts
- Establish a media partnership with e.g. the Financial Times



# Media Partnerships

- Establish a partnership to initiate an open and engaging dialogue with an annual conference on CCS in Beijing (year 1), New York (year 2), London (year 3)
- Engage stakeholders in joint investments in CCS advertisement and advertorial space printed and online
- Promote the launch of special reports on cleaner fossil fuels systems with worldwide distribution
- Establish communications alliances with international organisations, development banks, industry, finance and civil society.
- Select a core group of 10 media leaders to be targeted