

**Advancing Global CCS  
Communications Update**

**CSLF Annual Meeting – TOKYO, 3-7October 2016**



## Overview of Key Communications Activity in 2016

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- 1) Website re-development, led by Secretariat
- 2) Strategic stakeholder engagement plan for CSLF around core 2016-17 events, including proposal for introducing high-level messages on CCS at COP22
- 3) Development of media kit, including CSLF backgrounder, to be expanded in 2017
- 4) Working with GCCSI and IEAGHG to coordinate strategic interventions at COP22, Marrakech

# Key Discussion Points with CSLF Policy Group

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## CSLF-issued Press Releases:

- Develop protocol for approving CSLF press releases for target event.

## CSLF website

- Launch new CSLF website.

## Highlighting CCS at COP22:

- Disseminate welcome letter to new UNFCCC Executive Secretary Patricia Espinosa introducing role of CSLF, sharing 2015 Communique and highlighting importance of CCS technologies to global climate goals
- Provide CSLF media kit for dissemination at CCS side events
- Where feasible, live broadcast CCS side events on CSLF website



MARRAKECH  
COP22|2016|CMP12  
UN CLIMATE CHANGE CONFERENCE



## Recommended Actions for CSLF in 2017

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- 1) Rekindle social media engagement
- 2) Expand and refresh CSLF collateral including video, infographics, photography and photo cards
- 3) Coordinate resources with CSLF members to profile news, technology, political leadership and new projects
- 4) Engage expanded stakeholder network and raise awareness of Communique and other key messages with stakeholders
- 5) Host debates and media briefings on CCS around CSLF events
- 6) Support international media visits to industrial CCS projects in coordination with member countries
- 7) Raise profile of CCS and CSLF at Davos, CEM8, Climate Week NYC etc to drive understanding of CCS technology, funding and policy innovation
- 8) Major 'CCS reset' event and launch of "synthesis report" for global leaders at COP23



# Key Asks for CSLF Members



- 1) Help CSLF Secretariat refresh web content:
  - quotes from ministers and national leaders supporting CCS (10-25 words)
  - photography of your ministers at CCS events (HD)
  - ministerial video statements (HD)
  - update member pages
  - photography and news from all your leading CCS projects (HD)
- 2) Coordinate political leadership on CCS at regional energy and climate events
- 3) Engage with regional stakeholder and connect them with the CSLF
- 4) Support the CSLF on social media: @CSLF\_News
- 5) Provide input and comments on the open letter to UNFCCC – CSLF Secretariat to send out draft for review with final draft completed by October 21
- 6) Review CSLF media kit

## PHOTO CARD EXAMPLE



**WE NEED  
YOUR HELP**

# Ministerial Engagement at COP22 = CSLF Opportunity

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## There are many opportunities to promote CCS and CSLF at COP22:

- Include CCS leadership and membership of CSLF in your 3 min high level country statements and negotiating sessions
- Mention 2015 CSLF communique and progress on CCS in ministerial media interviews
- Write your own letter to UN Exec Sec highlighting role of CCS and CSLF
- Promote work of CSLF + CCS leadership on your social media channels
- Press the urgency of CCS development at Mission Innovation/BEC event
- Attend CCS side events and live stream where possible (to be advertised on CSLF website)

