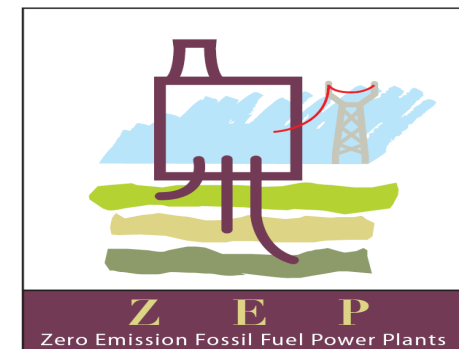


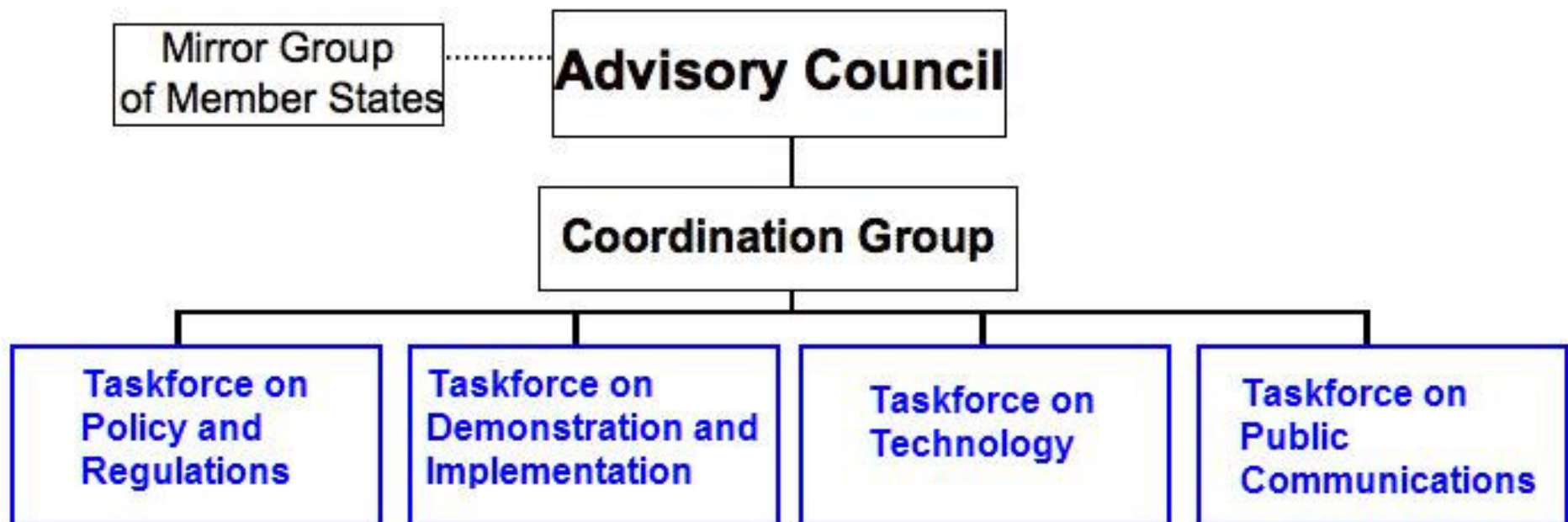
# ZEP Task Force on Public Communication

*Beate Kristiansen*

# EU Technology Platform ZEP (Zero Emission Fossil Fuel Power Plants)



**2007:**



# Nøkkelanbefalinger, SDD

- **Gain public support via a comprehensive public information campaign:**
  - Generic EU-wide outreach via multi-media (TV, Internet, print)
  - Local, focused outreach in support of early mover CCS projects

# Bakgrunn

Public support for CCS is key to its implementation

- ***Without explanation***, people tend to view CCS negatively
- ***With explanation***, people tend to view CCS positively

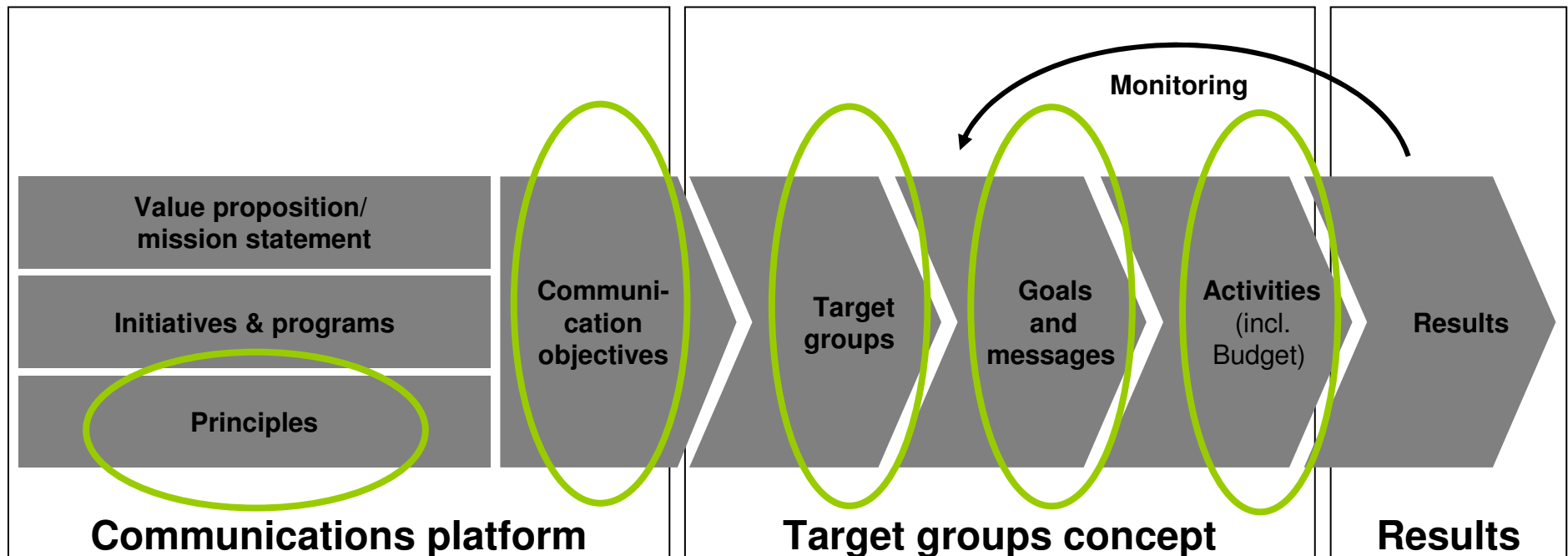
# Formål

TF Com is charged with developing & executing a communications strategy for **increasing knowledge about CCS as a viable option for combating climate change** – in addition to other solutions, such as renewable energies and energy efficiency. This includes communicating the results of the ZEP work.

# Dette inkluderer

- Developing a **communication strategy**, first of all for **information** purposes, but also with a view to initiating **debate** among different stakeholders at national and European levels. It should include:
  - A strategy for **reaching out** to the public at large.
  - Identifying the necessary **tools** for communication
- **Initiating** and **executing** communication tasks, including distributing information and organizing events such as press conferences, stakeholder meetings and seminars in different EU Member States

# Kommunikasjonsplanlegging

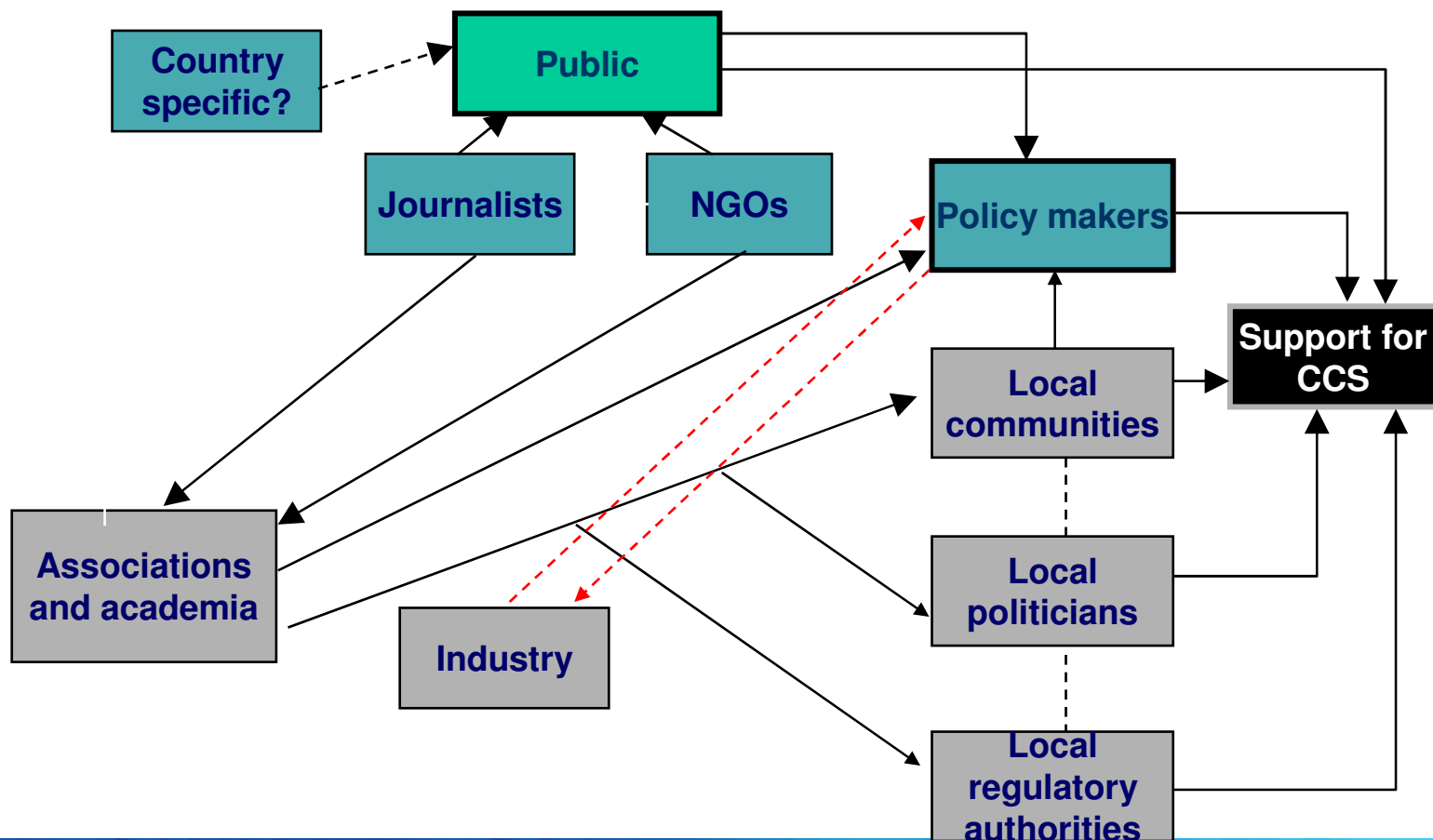


Source: SIEMENS

# Kommunisere med hvem?

Målgruppen: Allmennheten!

Jobbe ift nøkkelaktører





# Hovedbudskap

- |  |              |
|--|--------------|
| <b>1. The GHG challenge – need all measures</b>                | IPCC         |
| 2. CCS supplementary to max focus on energy eff & renew        | EC           |
| 3. How does CCS work. (Incl. Storage regulation & safety etc.) | ZEP/Research |
| 4. CCS synergy with other technologies, H2, bio etc.           | ZEP/Div      |

# Strategidokument innhold

Key recommendations

Introduction/background

ZEP strategy

Situation Analysis

Objectives Communication Task Force

Role of TF Communication

Communication Task Force Strategy

Scope of Application

Key Audience & Cooperation Partners

Key messages

Activities

Communications channels & Tools

Geographical focus

Timetables

Resources & Organisation

# Verktøykasse

- **Website** Information collected, adapted, stored, organised for further tool production
- **Brochure** Different audiences, different languages
- **PowerPoint presentation** tool for everyone in ZEP
- **DVD** Also available on the website
- **Articles** Produced by experts, available for the press
- **Ad hoc press pack material**




# Banners


## Banners

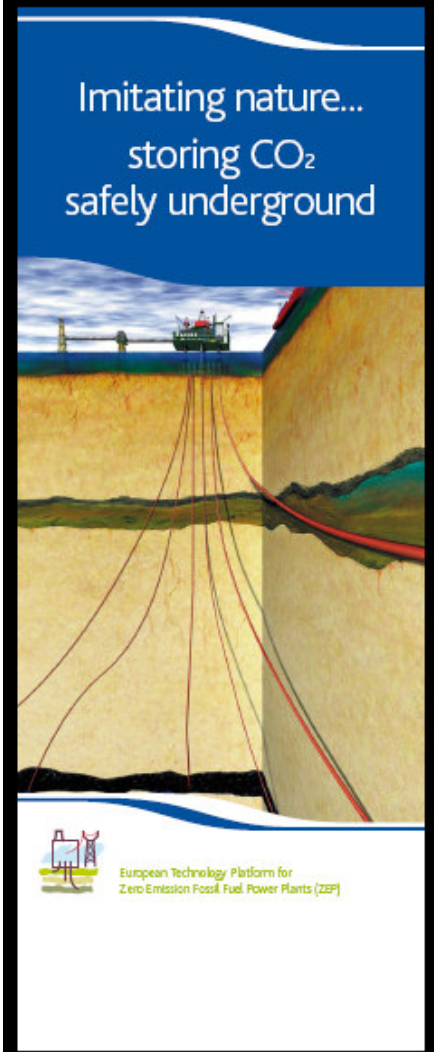
Already made



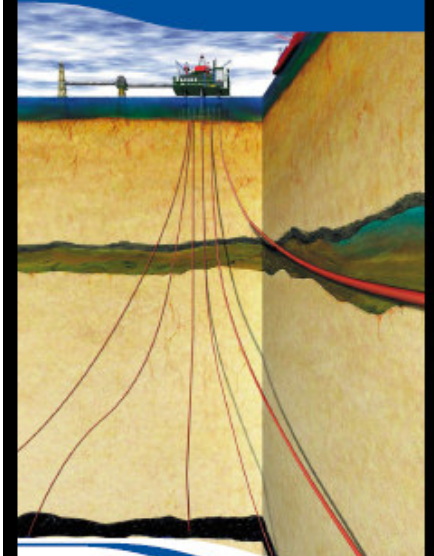
CCS  
The bridge towards  
a sustainable  
energy system




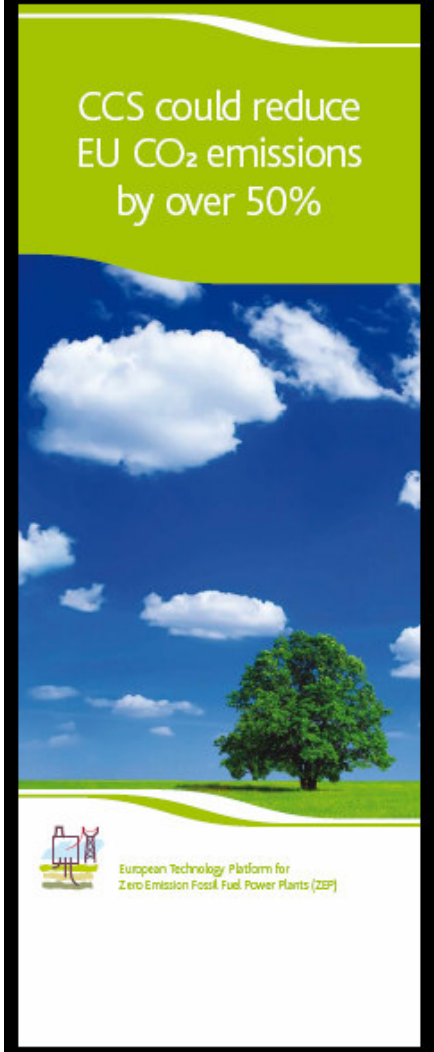
 European Technology Platform for  
Zero Emission Fossil Fuel Power Plants (ZEP)



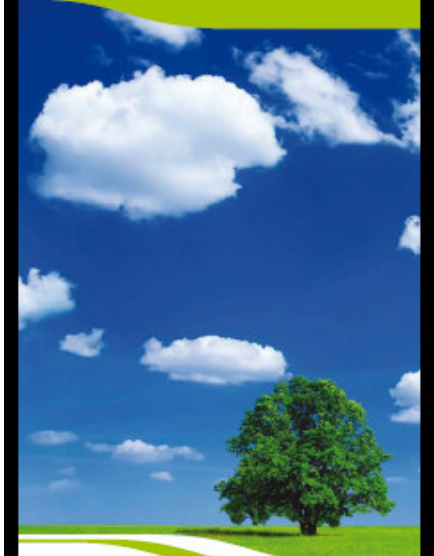
Imitating nature...  
storing CO<sub>2</sub>  
safely underground




 European Technology Platform for  
Zero Emission Fossil Fuel Power Plants (ZEP)



CCS could reduce  
EU CO<sub>2</sub> emissions  
by over 50%



 European Technology Platform for  
Zero Emission Fossil Fuel Power Plants (ZEP)

# Stand

## Pop-up stand

Already made



# Organisation

## Tasks & responsibilities

- A. Demo/ongoing projects –  
Flagship program
- B. FoU on Publ.Com (Fenco ERA-  
NET; FP7...)
- C. One in for each country to  
identify relevant events,  
cooperation partners, (and  
journalist/media)
- D. Toolbox
- E. Champaign/events – pool of  
people
- F. Funding
- G. ZEP work/results and other TFs
- H. ZEP webpage
- I. Other?

"Executive committee" responsible for: - Coordination of activities - Develop the Com. Strategy				
A	B	C	D	etc

# Global Energy Demand and Renewable Energy

