

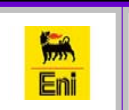


CO₂ Capture Project

CO₂ Capture Project Phase 2: Communications Program

February 7th 2006

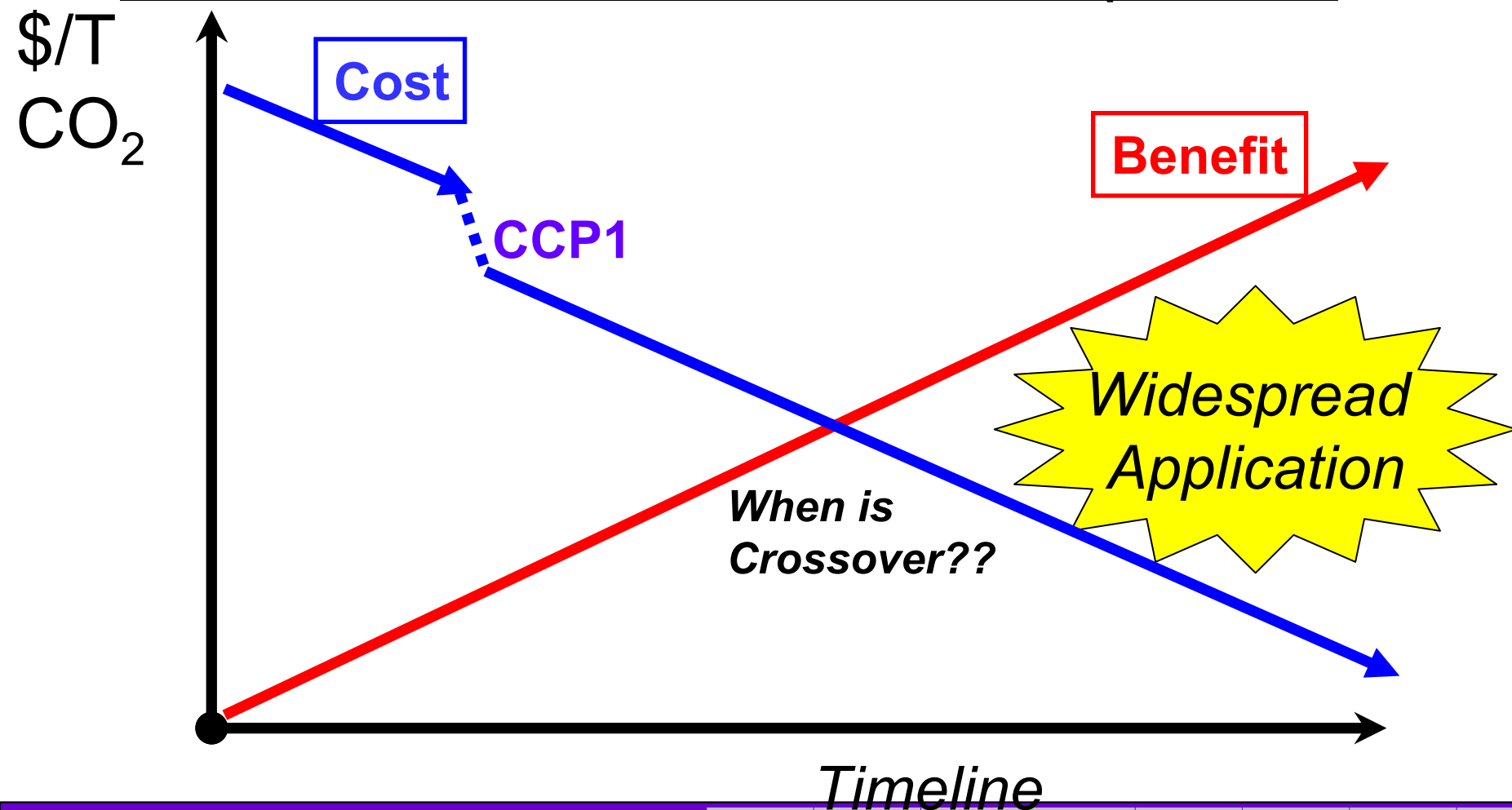
Iain Wright





CO₂ Capture Project

When Can CCS Become Widespread ?





CO₂ Capture Project

CCS Stakeholders

**Source Owners:
Power Generators
& Others**



**Major Oil, Gas
& Coal Companies**



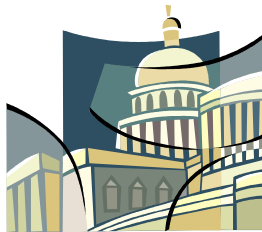
Financial Institutions



**Technology/AE&C
Firms**



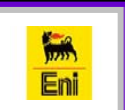
Government



**Environmental
NGOs**



*No one type of entity can do it all.
How can the necessary relationships be created?*



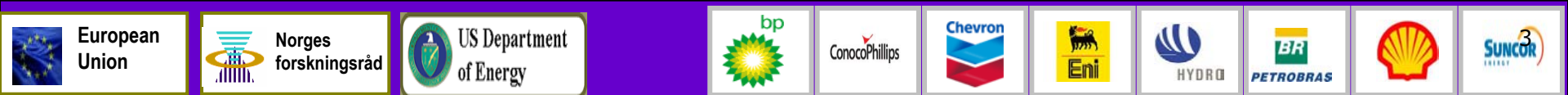


CO₂ Capture Project



Other CCS Communications Efforts

- **EU RTD Programs**
- **US DoE Regional Partnerships**
- **Carbon Sequestration Leadership Forum**
- **IEA Greenhouse Gas Programme**
- **IEA Working Party on Fossil Fuels**
- **IPEICA**
- **Coal & Utilities**
- **National Programs**

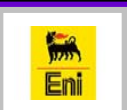




CO₂ Capture Project

Key Project Decisions (in Blue)

1. Budget: **\$0.3mm** -> \$5mm -> \$25mm
2. **Technical Reporting** -> Advocacy -> Outreach
3. Companies Individually vs **as a Collaboration**
4. With or **Without** Government(s)
5. **DIY** vs Hire Communications Professionals





CO₂ Capture Project

Communications Budget

	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>Total</u>
Website	20	20	20	30	90
Technical Conferences	0	30	20	40	90
NGO Engagement	10	10	10	20	50
Brochure	0	0	0	20	20
Film	<u>10</u>	<u>10</u>	<u>10</u>	<u>20</u>	<u>50</u>
Total (w/o Advocacy)	40	70	60	130	300
Advocacy	<u>40</u>	<u>30</u>	<u>30</u>	<u>0</u>	<u>100</u>
Total	80	100	90	130	400

