



The slide features a collage of images: a blue sky with white clouds in the top left, a purple and yellow circular logo with a '2' in the center in the middle left, a reddish-brown desert landscape in the bottom left, and a green globe in the bottom center. The background is a mix of olive green and purple.

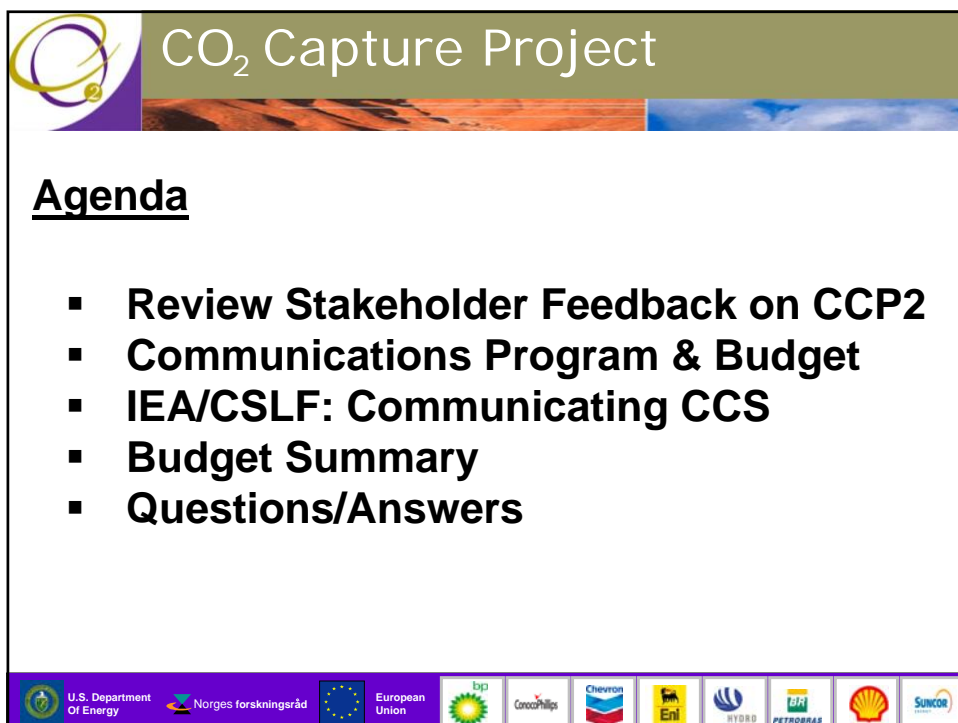
CO₂ Capture Project

Communications

NGO Meeting: Washington DC
December 6th, 2006

Iain Wright (BP): CCP2 Comms TL

The written statements are summaries of the range of views, opinions, and statements of facts expressed during the 1 March 2005 meeting. No agreement by any individual company is implied of the exact wording of every opinion or statement.



The slide features a header with the CO₂ Capture Project logo and title, and a background collage of a desert landscape and a blue sky with clouds.

CO₂ Capture Project

Agenda

- **Review Stakeholder Feedback on CCP2**
- **Communications Program & Budget**
- **IEA/CSLF: Communicating CCS**
- **Budget Summary**
- **Questions/Answers**

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CO₂ Capture Project

Stakeholder Feedback

- Risk assessment/certification framework: NGO advice
 - QRA with other industrial activities (gas storage/dams)
- Publish site-selection guidelines
- Develop a Regulatory framework for Impurities
- Propose Public acceptability criteria
- Propose Long-term liability criteria (sinking fund?)
- Availability of SMV Reports
- Specification of CO₂ wells wrt EPA's UIC Class I II
- Propose incentives to accelerate CCS deployment
 - Include in EU ETS, CDM and post 2012 framework
- Include power utilities & coal companies
- Report on Scale-up issues for deployment



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Comms Program: Key Board **Decisions**

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



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Advisory Board Recommendations:

1. Increase communications consistent with “light advocacy”.
2. Communications support for outreach to utility and coal companies.
3. Identify key “opinion leaders” to be informed and who might become supporters of CCS.
4. Develop a plan for informing the next level (the “next million”) of interested world citizens on CCS.

IEA
WPPF
DTI
\$200k



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Other CCS Communications Efforts

- EU Programs (ZEP, CCP2 WG3, TREN Clean Coal)
- US DoE Regional Partnerships
- Carbon Sequestration Leadership Forum
- IEA Working Party on Fossil Fuels
- IEA Greenhouse Gas Programme **SRCCS CH5 Brochure**
- IPEICA, OGP, API
- Coal & Utilities
- National Programs

IEA, DTI:
\$200k





CO₂ Capture Project

IEA WPF/CSLF Proposal: Communicating CCS

- \$200k Project (June-Dec 2006) 100% UK DTI funded
- Five Regions, Four+ Contractors
 - North America, EU, China, Australia, RoW
 - Sarah Wade, Anderson, Group, Ashworth, Reiner
- Four Stages:
 - Database of Opinion Formers & Policymakers
 - Assessment of concerns, policy & regulatory hurdles, opportunities
 - Report
 - Seminars (1H07)
- Expected completion: Jan 2007



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CCP2 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





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Questions?



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