

# Deliverable 5.1

## COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

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+32 2 880 3651 [impacts9@ccsassociation.org](mailto:impacts9@ccsassociation.org) [www.ccus-setplan.eu](http://www.ccus-setplan.eu)

### CONTACT DETAILS

#### Carbon Capture & Storage Association

Rue de la Science 14b  
B-1040 Brussels  
Belgium

#### CO<sub>2</sub> Value Europe AISBL

Avenue de Tervueren 188A  
B-1150 Brussels  
Belgium

**Project's name: IMPACTS9.** IMPACTS9 is a Horizon 2020 project (Coordinated and Support Action) funded by the European Commission for 3 years (from 1 May 2019 until 30 April 2022). Its purpose is to accelerate the progress realised within the CCUS SET-Plan and to support delivery of the R&I activities in the CCUS Implementation Plan.

<https://www.ccus-setplan.eu/>

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## CONTACT DETAILS

**Carbon Capture & Storage Association**  
Rue de la Science 14b  
B-1040 Brussels  
Belgium

**CO<sub>2</sub> Value Europe AISBL**  
Avenue de Tervueren 188A  
B-1150 Brussels  
Belgium

## Executive Summary

This document summarises the IWG9 and IMPACTS9 dissemination strategies. It provides information about the communication and dissemination activities that will be conducted from October 2019 until May 2022 in order to increase awareness about the potential of Carbon Capture Utilisation and Storage (CCUS), the progress of projects under development in that area, the contribution to the achievements of the SET-Plan and the Millennium Development Goals and the knowledge specifically generated by the IMPACTS9 project.

A website dedicated to the CCUS SET-Plan and IMPACTS9 project will be designed, developed and continuously updated (Annex 2).

A series of workshops and ad hoc meetings will be organized which will address the progress of CCUS technologies, large-scale demonstration projects, potential regulatory and public perception issues (Annex 4).

The information will be communicated through public channels and presented at major international conferences (Annex 5).

The project will reach out to further CCUS national and international initiatives for cross-communication, knowledge exchange and developing common understanding of the actions needed to achieve large scale deployment of CCUS technologies (Annex 6).

An electronic newsletter will be created and circulated to a wide audience on a regular basis.

Brochure, posters, presentations and other relevant dissemination materials will be produced and updated as appropriate.

A large conference will be organized to ensure wide dissemination of the results of the Project during its final year. The conference will be broadly advertised both inside and outside Europe to attract key stakeholders from policy making institutions, industry, research and academia, NGOs, as well as public and private funding organisations.



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**Carbon Capture & Storage Association**  
Rue de la Science 14b  
B-1040 Brussels  
Belgium

**CO<sub>2</sub> Value Europe AISBL**  
Avenue de Tervueren 188A  
B-1150 Brussels  
Belgium

## Glossary

Abbreviation/Acronym	Meaning
CCS	Carbon Capture and Sequestration
CCSA	Carbon Capture and Sequestration Association
CCU	Carbon Capture and Use
CO2VE	CO <sub>2</sub> Value Europe
GA	Grant Agreement (n° 842214)
IWG9	Implementation Working Group 9
SET Plan	Strategic Energy Technology Plan
WP	Work Package
WPL	Work Package Leader
WS	Workshop



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B-1040 Brussels  
Belgium

**CO<sub>2</sub> Value Europe AISBL**  
Avenue de Tervueren 188A  
B-1150 Brussels  
Belgium

## Background

### Context

#### SET-Plan

The European Strategic Energy Technology Plan (SET Plan) is a European initiative that has been launched in 2007<sup>1</sup> by the European Commission. It aims to accelerate the development and deployment of low-carbon technologies. It seeks to improve new technologies and bring down costs by coordinating national research efforts and helping to finance projects.

The SET Plan promotes research and innovation efforts across Europe by supporting the most impactful technologies in the EU's transformation to a low-carbon energy system. It promotes cooperation amongst EU countries, companies, research institutions, and the EU itself.

In September 2015, the Commission published a [Communication](#) defining the new European research and innovation strategy for the coming years. The Integrated SET Plan builds on the Energy Union strategy and highlights the areas where the EU needs to strengthen cooperation with SET Plan countries and stakeholders to bring new, efficient and cost-competitive low-carbon technologies to the market faster and in a cost-competitive way.

The SET Plan is separated in several Working Groups, including WG9 dedicated to Carbon Capture and Sequestration (CCS) and Carbon Capture and Use (CCU). This WG was first called TWG9 (Temporary WG9), then renamed IWG9 (Implementation WG9).

A set of 10 specific targets have been defined by the Declaration of Intent regarding this IWG9. To meet these targets, the stakeholders of WG9 developed an Implementation Plan for CCUS<sup>2</sup>, which was approved by the European Commission in September 2017.

#### IWG9

In 2017, the IWG9 was composed of 11 SET-Plan countries (the Czech Republic, France, Germany, Hungary, Italy, Norway, the Netherlands, Turkey, Spain, Sweden and the UK), industrial stakeholders, non-governmental organisations and research institutions.

The IWG9 aims at attracting more Countries, more funders, and more stakeholders in order to accelerate the development of new technologies and the deployment of existing ones, so that the different targets can be met.

The IWG9 secretariat is ensured by CCSA, who is the leader of the IMPACTS9 project. The IWG9 meets at least once every 6-months in plenary session. It is composed of 5 different subgroups dealing with:

<sup>1</sup> [A European strategic energy technology plan \(SET Plan\) - Towards a low carbon future \(COM\(2007\)723\)](#)

<sup>2</sup> SET-Plan ACTION n°9 - Implementation Plan – 21.09.2017. [https://setis.ec.europa.eu/system/files/set\\_plan\\_ccus\\_implementation\\_plan.pdf](https://setis.ec.europa.eu/system/files/set_plan_ccus_implementation_plan.pdf)



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- SG1. Full-scale projects, clusters and infrastructure
- SG2. CO<sub>2</sub> Capture
- SG3. CO<sub>2</sub> Storage
- SG4. CO<sub>2</sub> Utilisation.
- SG5. Modelling

## IMPACTS9

“IMplementation Plan for Actions on CCUS Technologies in the SET Plan” is a Horizon2020 project (Coordination and Support Action) funded by the European Commission for 3 years. The project has officially started on May 1st, 2019.

The consortium is composed of four partners (Annex 1). The overarching objective of the project is to support the realisation of the SET Plan Implementation Plan on CCS and CCU. IMPACTS9 will support delivery of the R&I activities outlined in the Implementation Plan for CCUS through the provision of coordination and support to the key public and private stakeholders that are well placed to progress the SET-Plan Implementation Plan actions in the near term. IMPACTS9 will work with the five sub-groups listed above to support delivery of the R&I activities and progress CCUS. Each work package is designed to support the work of these sub-groups in delivering the R&I activities.

## SETIS

SETIS is the Strategic Energy Technologies Information System managed by the European Commission. It aims at centralising information on the SET Plan and providing an integrated reporting and effective monitoring tool to support the Energy Union’s governance.

The Integrated SET Plan needs to be underpinned by an effective monitoring and reporting scheme that supports the development and implementation of the European R&I Agenda. SETIS plays a central role in the successful implementation of the Integrated SET Plan 10 key actions. In particular, the enhanced SETIS follows the objectives below:

- To monitor R&I activities, investments and technology progress in Europe;
- To contribute to the identification of gaps in the implementation of the actions;
- To report on the overall progress towards the common goals set out in the integrated SET-Plan;
- To contribute to assessing the impact of the SET-Plan on European competitiveness;
- To make recommendations for actions that could further increase the effectiveness of the European R&I Strategy.

Despite the existence of SETIS, the consortium is asked to develop specific communication channels for increased visibility.

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## Objectives of the project

### Objectives of the IWG9

As explained above, the former SET-Plan Temporary Working Group 9 (now called IWG9) submitted an Implementation Plan which was approved by the European Commission in September 2017. This plan identified 8 key Research and Innovation (R&I) activities which would be needed if the 10 targets defined under the Declaration of Intent are to be met. These activities are as follows:

- R&I Activity 1: Delivery of a whole chain CCS project operating in the power sector (target 1).
- R&I Activity 2: Delivery of regional CCS and CCU clusters, including feasibility for a European hydrogen infrastructure (targets 2 & 3 and 10).
- R&I Activity 3: EU Projects of Common Interest for CO<sub>2</sub> transport infrastructure (target 4).
- R&I Activity 4: Establish a European CO<sub>2</sub> Storage Atlas (target 5).
- R&I Activity 5: Unlocking European Storage capacity (target 7).
- R&I Activity 6: Developing next-generation CO<sub>2</sub> capture technologies (target 6).
- R&I Activity 7: CCU Action (targets 8 & 9).
- R&I Activity 8: Understanding and communicating the role of CCS and CCU in meeting European and national energy and climate change goals (target 10).

### Objectives of IMPACTS9

The primary aim of IMPACTS9 is to support and accelerate the realisation of the SET Plan Implementation Plan on CCS and CCU. Five sub-objectives have been identified for the project. All of them will require the implementation of some communication activities.

Project objectives	Communication needs
Support the <b>coordination of the CCUS sector and the priority policy areas</b> for the sector. To meet this objective, the consortium will work on strengthening partnerships between national, EU, industrial and academic stakeholders.	Communication toward all stakeholders to create an <b>inclusive community of knowledge</b> in the CCU area: sharing of information, organization of workshops or coordination events.
Rationalise, optimize and increase the <b>public and private funding</b> sources needed for delivery of the CCUS R&I activities and monitor their delivery. This objective requires the development of insights on funding needs and gaps, as well as funding sources available to better coordinate and reduce duplications.	Communicate with <b>public funders and private investors</b> on the gaps for supporting R&I activities in the field of CCUS.

<p>Prepare the framework conditions for an accelerated deployment of CCUS technologies in areas where technological development and innovations are ready to enable the low carbon economy. This will include the <b>commercial, policy and institutional frameworks required to deploy CCUS</b> at the scale required to support the low carbon energy transition and requires greater engagement with those actors responsible for implementation of these frameworks.</p>	<p>Collect <b>scientifically based evidence</b> and communicate on the strengths and opportunities of CCUS to the <b>public and to regulators</b> and politicians with an emphasize on barriers to technology uptake or deployment.</p>
<p>Support dissemination and communication of the delivery of the R&amp;I activities conducted in Europe and delivery of the SET Plan CCUS targets. This will contribute to <b>increase policymakers and public knowledge</b> about CCUS and the impact of the SET Plan in that area.</p>	<p>Communicate on the successes, achievements, the <b>potential for CO<sub>2</sub> emissions savings</b>. Promote the contribution of the SET-PLAN to Millennium Development Goals and to climate actions.</p>
<p>Ensure <b>cross-thematic coordination</b> with the Implementation Plans established to deliver the targets in other Working Groups of the SET Plan.</p>	<p>Horizontal <b>communication with other industrial sectors</b>.</p>

## Expected output to be disseminated

The progress realised within IMPACTS9 and IWG9 will lead to outputs that will be disseminated towards different target audiences as explained in the following sections. These outputs include, among others:

- Mapping of projects of high TRL and timelines for precommercial deployment.
- Mapping of funding instruments at European and national level towards large scale deployment of CCUS technologies.
- Emergence of new high TRL projects through workshops with project owners.
- Identification and analysis of major barriers towards achieving the targets of the SET-Plan on CCUS.
- Recommendations of actions needed to overcome the barriers.
- Evidence on the necessity to include CCUS value chains as essential element to achieve the ambitious climate mitigation targets of the new Green Deal.
- Storage Atlas.



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Rue de la Science 14b  
B-1040 Brussels  
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**CO<sub>2</sub> Value Europe AISBL**  
Avenue de Tervueren 188A  
B-1150 Brussels  
Belgium

## Objectives of the Communication and Dissemination Plan

The communication and dissemination plan will include internal activities within IMPACTS9, IWG9 and its sub-groups and external activities to reach audience beyond the boundaries of IMPACTS9 and IWG9. Therefore, the objectives of the plan can be distinguished in two strands:

### External communication objectives

- Contribution to large scale deployment of CCUS technologies through supporting of existing projects and fostering the emergence of new ones;
- Accelerate progress on accomplishing the R&I activities and targets of IWG9 SET-Plan;
- Contribute to the discussion of potential revision of IWG9 targets, in the light of more ambitious EU climate targets (e.g. the Green Deal announced by the new European Commission);
- Raise awareness on the necessity to include CCUS value chains if we want to achieve declared emission reduction targets;
- Engage more stakeholders (e.g. Member States) in the work of the IWG9;
- Increase shared understanding among key stakeholders about the actions needed to progress CCUS;
- Help to secure more funding at national and European level on CCUS technologies.

### Internal communication objectives

- Coordination between IWG9 and its operational arm, IMPACTS9.
- Rationalisation and streamlining of activities to reach the targets of IWG9.
- Prompt delivery of outputs to the funding agency (European Commission).

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## Target audience identification

The number and type of audiences that IMPACTS9 needs to reach is quite diverse and commensurate to the challenge of accelerating CCUS deployment. Different stakeholders could contribute in different ways towards this goal. However, the finite resources that are available for communication and dissemination purposes inevitably ask for a prioritisation of those that we believe may have a more direct and immediate effect. The following segmentation is based on current knowledge and is open to update and modification during the project.

The **primary** target audiences are national and regional authorities, industry, policymakers, others SET-Plan WGs:

### National and regional authorities not yet involved in IWG9

Why are they a target audience?
<ul style="list-style-type: none"> <li>National authorities can unlock the potential of CCUS deployment by including CCUS in their national strategies, attract investors through a favorable framework and provide financial support to mature projects.</li> <li>CCUS deployment at national level and replication among Member States will prompt EU policy makers to act faster on the necessary regulatory framework.</li> </ul>
What are their expectations?
<ul style="list-style-type: none"> <li>Information on benefits of CCUS, EU initiatives, funding sources, flagship projects, barriers for deployment.</li> </ul>
What is the key message/information to share?
<ul style="list-style-type: none"> <li>Evidence that CCUS is a must if we want to achieve ambitious climate goals</li> <li>Geographical distribution of projects/companies/initiatives to showcase activity in different countries.</li> <li>Evidence on the potential of CCUS to contribute to defossilization of their economy.</li> <li>Business cases that can attract investments and promote job creation.</li> </ul>

### Industry: CCUS community and other sectors (open-up strategy)

Why are they a target audience?
<ul style="list-style-type: none"> <li>Industrial actors are the project owners, they are the technology providers that will bring CCUS potential to realisation, they have the capacity to deploy solutions at commercial scale and</li> </ul>



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replicate and they need new business cases with decreased carbon footprint and new market opportunities.

- Cross sector collaboration (energy intensive industries, power production, renewable energy storage, grid stabilization, transport sector, etc.) is crucial for holistic consideration of CCUS deployment and is a key ingredient for realizing SET-Plan goals.

What are their expectations?

- Information on EU initiatives, funding sources, barriers for deployment, framework conditions, experience from on-going projects (one single place regrouping the information).

What is the key message/information to share?

- Availability of public and private instruments at European and national scale.
- Analysis of barriers and recommendations of actions needed to overcome them.
- Progress on the regulatory/legislative side; evidence of long-term EU commitment towards CCUS.
- Mapping of further industrial actors that are active in the field and foster collaborations.

## Policy Makers: European Commission, European Parliament

Why are they a target audience?

- The European Commission is proposing the policy frameworks (e.g. EU Taxonomy for sustainable initiatives, REDII, ETS, European green Deal) that encompass CCUS technologies.
- The European commission is responsible for developing the methodologies that will be used to distribute public funds (e.g. Innovation Fund).
- Different units in different DGs are represented in the different SET-Plan Actions, so addressing to a wider audience of DG representatives will increase cross-communication and improve the alignment of activities.
- Members of the European Parliament have the power of amending Commission proposals and insisting on the importance of CCUS technologies to deliver the ambitious climate goals.
- They can also be an effective relay to national authorities of the home countries.

What are their expectations?

- Facts, figures and further elements justifying the importance of CCUS, clear R&I priorities for future funding programmes, bring policy makers closer to the stakeholders that will realise the potential.

What is the key message/information to share?

- CCUS is a must to achieve climate targets, not just one possible option.
- Opinions of stakeholders on the field about barriers for deployment.



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- The readiness of project owners to advance and deploy technologies at industrial scale is counterbalanced by the hesitation due to unclear regulatory framework.
- Mapping of existing projects/companies and information on emerging ones.

While not explicitly mentioned as a target audience category of its own because implicitly contained in the categories above, IMPACTS9 will **communicate its activities and disseminate its results to the Working Groups of the other Actions of the SET-Plan**. As mentioned above, the CCUS thematic has ties to the IWG6 (energy intensive industries), IWG4 (energy systems), IWG1 (renewable energy), IWG5 (energy efficiency in buildings), IWG8 (fuels). As part of the open strategy of IMPACTS9, cross-communication is key to a coordinated effort towards achieving the goals of the SET-Plan as a whole.

The **secondary** target audiences are NGOs, Trade Unions, Medias, Public, Global R&D community:

## NGOs

Why are they a target audience?

- Ally when it comes to approach and influence policy makers on the evidence-based necessity of CCUS technologies to reach climate goals.
- Good advocate to improve public acceptance.

What are their expectations?

- Information on technologies not jeopardizing the environment / climate, transparency in communication, evidence and scientifically based data.

What is the key message/information to share?

- Evidence of necessity to include CCUS in all scenarios of climate mitigation.

## Trade unions

Why are they a target audience?

- Support in keeping energy intensive industries in Europe by reducing their carbon footprint and at the same time creating new markets and jobs through deployment of CCUS technologies.
- Preparation of market deployment by identifying the skills and training needs.

What are their expectations?

- Facts and figures on technological solutions, on market deployment potential, on job creation potential.



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Avenue de Tervueren 188A  
B-1150 Brussels  
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What is the key message/information to share?

- Job creation potential of CCUS large scale deployment.
- We need to train skilled people in Europe to allow large technological deployment in EU and the rest of the world.

## Medias (including freelance journalists)

Why are they a target audience?

- Power to influence public opinion at large scale, reverse negative perception and widen acceptance of CCUS technologies.
- Contact network extending to policymakers.

What are their expectations?

- Comprehensive information about the challenges and opportunities of CCUS.

What is the key message/information to share?

- Evidence on the advantages of CCUS for climate mitigation and the necessity to include it in the solution mix.

## Public (at large)

Why are they a target audience?

- Public acceptance is instrumental for deployment of CCUS; negative perceptions can be condemning.
- Necessity to act now for climate is well embedded in the public view.

What are their expectations?

- Facts and figures, scientific evidence, authoritative opinions on CCUS necessity.

What is the key message/information to share?

- CCUS is safe and instrumental to reducing GHG emissions in the near and longer term.

## Global R&D community

Why are they a target audience?

- Drivers of breakthrough progress in CCUS technologies that have great potential but are still under research and not yet validated at operational scale.

<ul style="list-style-type: none"> <li>Research prioritisation is needed to accelerate the development of the technologies.</li> </ul>
What are their expectations?
<ul style="list-style-type: none"> <li>R&amp;D properly considered in the elaboration of Horizon Europe Work Programmes and in other funding schemes.</li> </ul>
What is the key message/information to share?
<ul style="list-style-type: none"> <li>Low TRL technologies have their place in the R&amp;D funding landscape.</li> <li>Industrial actors are welcoming collaboration to bring such early technologies faster to a degree of maturity that will allow inclusion in climate mitigation targets.</li> </ul>

Focusing on the primary target audiences, the following table gives some example of **specific targets within the audience** width as identified above. It is noteworthy that some representatives of the primary target audiences are already part of the IWG9; they will by default be receivers of the work conducted within IWG9 and its subgroups and they will be prompted to extend this to their networks. Therefore, Table 3 focuses more on the external targets.

**Table 1:** Specification of Target audience

Target groups	Specific examples
<b>National and regional authorities not yet involved in IWG9</b>	<ul style="list-style-type: none"> <li>Countries not being part of the IWG9 but having a reference to CCUS in their national energy climate plans (e.g. Belgium, Greece, Portugal, Estonia).</li> <li>Countries that are part of the IWG9 but with no presence in one or more of its subgroups (e.g. for subgroup “utilisation”: Spain, Sweden, Turkey).</li> <li>Countries not being part of IWG9 and with no reference to CCUS (e.g. Poland).</li> </ul>
<b>Industry: CCUS community and other sectors (open-up strategy)</b>	<ul style="list-style-type: none"> <li>Sector associations to be involved more at the level of sub-group work (e.g. A.SPIRE, ETIP Bioenergy, Hydrogen Europe).</li> <li>National or regional industrial clusters with concentrated expertise, such as the Members of the Align CCUS project<sup>3</sup> or other existing clusters (e.g. AXELERA in France, GreenWin in Belgium).</li> <li>Individual companies with projects at (pre-)commercial scale in the making.</li> </ul>
<b>Policy Makers: European</b>	<ul style="list-style-type: none"> <li>Representatives from Directorate Generals that are not already present (e.g. DG COMP for IPCEI).</li> <li>Representatives from DGs that are involved in other SET-Plan Actions to foster cross-sector communication.</li> </ul>

<sup>3</sup> <https://www.alignccus.eu>

**Commission,  
European Parliament**

- MEPs from the most relevant committees (e.g. ITRE and ENVI).
- Members from High Level Expert Groups involved in the Commission decision making process (e.g. Expert group on the Innovation Fund, Expert Group on Energy Intensive Industries); although not per-se members of the target audience, they still take part in the policy making process.



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## Strategy and Focus

### External communication

#### Target audience/stakeholders

To be most effective in the communication and dissemination activities, IMPACTS9 will refine, during the course of the project and through the new insights gained, the preliminary audience analysis indicated below. This will help to better design the messages that we need to convey.

	National and regional authorities not yet involved in IWG9	Industry: CCUS community and other sectors (open-up strategy)	Policy Makers: European Commission, European Parliament
Knowledge on the subject	Rather limited knowledge if no national actors or initiatives are in place.	There is a generally good understanding of CCUS in industry.	Good general understanding; need guidance to transform technical information into policy recommendations.
Attitude towards the subject	At best, following the general trend: CCUS is gaining global attention, reasonable to believe that more countries will start getting involved.	CCUS community obviously positive. Industry at large moderately positive as well.	Generally positive attitude, will become more positive if critical mass of quantified information on CCUS potential is available.
Barriers	National climate strategies may not have CCUS high in their agenda, due to lack of information.  Fragmentation of responsibilities among different ministries. Difficulty to identify specialists, experts in the field to take part in the discussions.	Low interest towards CCUS at a national level could be detrimental to engage industry of specific countries.	Lack of sufficient evidence, needs scientifically based facts.



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Impact on social and regulatory aspects	Major direct impact on regulatory aspects that are nation-dependent (e.g. procurement strategies, taxation, permitting).  Major impact on social acceptance.	Social acceptance of industrial actors is an important and delicate issue. It be strongly influenced by singular events.  Industry can be a strong advocate towards policy makers on regulatory aspects.	Major impact on regulatory aspects since the source of policy making (e.g. carbon taxation, blending quotas, etc.).  Major indirect impact on social acceptance.
Influenced by	Public appreciation but also policy development at EU, national and regional levels.	Policies, availability of funding at national and EU scale.	Multi stakeholder influence (public appreciation, national authorities, industrial actors).
Motivation	Greening their economy, respecting EU targets on climate, new investment opportunities.	Define a business model for CCUS which will help them remain competitive while drastically decreasing their environmental impact.	Global leadership in climate change mitigation, through leadership in enabling technologies.
Knowledge on the project	Limited.	Outside the industry already in the network, the knowledge of the project is often very limited.	Limited.

## Key Messages

Following this exercise, we will shape the key messages to be conveyed through the tools explained in the following section. The messages will be based on the principles of clarity, credibility, consistency, honesty, completeness and will be straightforward and to the point. They will emphasise the following indicative points (not listed by order of priority):

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	National and regional authorities not yet involved in IWG9	CCUS industries and companies from other industrial sectors	Policy Makers
Message 1	National support is essential to achieve CCUS deployment.	Funding is available at national and EU scale / from public and private sources	Including CCUS in the Green Deal is essential to design a realistic roadmap for the EU sustainable growth.
Message 2	Member states can achieve their climate goals only with CCUS in the solution mix.	Together, we can identify and analyse the barriers and we will recommend, and support actions needed to overcome them.	Evidence of CCUS potential to reduce GHG emissions + necessity of CCUS to achieve ambitious climate goals.
Message 3	Investment possibilities/ Job creation / Growth from supporting new and greener industries and markets.	Bringing together relevant stakeholders to accelerate progress of on-going projects and help the emergence on new ones.	European industry and research community have the potential to build a global leadership position on CCUS technologies and expertise.
Message 4	Regional circumstances to be considered as an opportunity (e.g. renewable energy potential).	EU commitment towards CCUS will be strong and this will create the necessary framework conditions for CCUS deployment.	Industrial players are ready to upscale and waiting for the policy makers' signal to advance.

## Tools and tactics

There is a variety of channels to convey a message to a certain audience and the decision of choosing the one instead of the other depends on the message itself, the audience and the desired outcome of the activity (Annex 7).

The IMPACTS9 consortium will in principle **favour targeted communication** to key members from the target audiences that will help accelerate progress on the IWG9 targets in a more direct way. Wide broadcasting will be chosen when raising awareness and bringing stakeholders together is the best way to kick-start an activity.



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B-1150 Brussels  
Belgium

All IMPACTS9 partners and IWG members are part of the dissemination and act as multipliers. It is of critical importance that the input and contributions are interactive between the IWG9 members and the communication team.

Means	National and regional authorities not yet involved in IWG9	CCUS industries and companies from other industrial sectors	Policy Makers
Focus	Face-to-face meetings with key persons identified from the national/regional agencies/ministries.	Workshops with project owners to accelerate emergence and deployment of projects. Opening to broader industrial involvement to benefit from momentum.	Face to face meetings with key officers from the identified DGs and key MEPs from the most relevant committees.
Further options	Small joint meetings with country representatives.	Small meetings with project owners to identify barriers and convey messages to the national and European policy makers.	Small meetings to understand what the policy makers need from stakeholders in order to advance with elaboration of regulatory conditions.
Further options	Workshops combining presence of all three target audiences (following the SET-Plan format) for direct exchange of progress.		
Further options	Large conference to highlight the preparedness and involvement of the industrial sector to commit to CCUS deployment and conform to obligations for emission reduction.		
Further options		Targeted webinar series with relevant industry to identify industry needs in certain areas of the CCUS value chain.	

Channels of communication for secondary target audiences:

Target audiences	Channels for communication		
NGOs	Conferences	Newsletter	



#### CONTACT DETAILS

Trade unions	Face-to-face meetings	Small meetings	
Media	Press releases	Newsletter	Website
Public	Website		
R&D Community	Symposia, conferences	Dedicated workshops	

## Project brand

The project brand IMPACTS9 must be available to all the partners and used by all of them, i.e. the partners should be instrumental in using presentation template, logo, flyers, and any communication tools developed by the communication team, any time they refer to work partially or totally done within IMPACTS9. The preliminary templates for communication and dissemination activities (deliverables, presentations, newsletters, memos, agendas, minutes) are provided in Annex 7. Annex 8 shows the logos developed for the project of the project. Variations including the terms CCUS SET-Plan and Impacts9 have been developed and will be used accordingly, depending on the activity. The consortium has decided however to give more weight to the CCUS SET-Plan logo since the realisation of its targets is the purpose for which IMPACTS9 has been funded.

## Internal communication (IWG9 and IMPACTS9)

The goal of internal communication is to facilitate the interactions between members, developing and maintaining a positive group dynamic to allow the delivery of results in a timely manner and within the budget frame.

## Communication rules

- a) IWG9 - Annual meetings (Teleconference and face-to-face meetings):

What?	Who?	When?
Convening Meeting	CCSA	45 days before the meeting (date and place)
Sending the agenda	CCSA	20 days before the meeting
Minutes meeting	CCSA	To Chairs: 8 days, with additional 8 days to review. To participants: 21 days.
Archiving minutes	CCSA	-

- b) IMPACTS9 - General Assembly meetings (Teleconference and face-to-face meetings):

What?	Who?	When?	
		Ordinary meeting	Extraordinary meeting



## CONTACT DETAILS

Frequency / convening meeting	Chairperson of GA	Once every 6-months	Any time upon written request of any Member
Written notice of meeting	Chairperson of GA	14 days before	7 days before
Sending the agenda	Chairperson of GA	14 days before	7 days before
Adding agenda items	Any member of the GA	7 days before	7 days before
	All members	During meeting if unanimity of Members present or represented.	
Quorum	Chairperson of GA	No valid deliberation and decision unless two-thirds (2/3) of its Members are present or represented.	
Voting rules	Chairperson of GA	Decision adopted if a majority of two-thirds (2/3) of the votes cast is reached	Decision adopted if a majority of two-thirds (2/3) of the votes cast is reached
Draft minutes meeting	Chairperson of GA	10 days after meeting	10 days after meeting
Objection minutes	All members	15 days after receipt	15 days after receipt
Approve minutes	All members	16 days after receipt	16 days after receipt
Archiving minutes	Coordinator		

- c) IMPACTS9 Work package meetings and IWG9 sub-groups meetings (Teleconference and face-to-face meetings)

Routinely scheduled teleconference and ad-hoc conferences will be planned, and the actions will be minuted. The Work package leaders (WPL) or the sub-groups chairs and co-chairs have the responsibility to manage meetings with the support of the management team. These calls and meetings will be used to identify potential problems, ongoing issues, project status, etc. as well as solutions.

## Implementation of the plan

### Record all communication activities

All the partners will be involved in the communication activities and report to the IMPACTS9 Communication Officer (Anastasios Perimenis from CO2VE). In order to assess the success, work-packages leaders and IWG9 subgroups chairs will ensure that all the communication activities which are essential for success are put in place, recorded and reported to the WP4 leader.

This includes and is not limited to: press releases, scientific publications and presentation to scientific conferences, report of workshops, of project events and seminars, contact with external partners asking for more information, any media coverage. A template for communication reporting is developed, and the Communication Officer will collect this information on a quarterly basis (Annex 9). Furthermore, CO2VE will be debriefed by the partners (by telephone or email) straight after every key activity (consortium-wide or individually by each partner) that is relevant for communication purposes.

### Review the list of commercially exploitable results

Though commercially exploitable results are not foreseen in the project (being a Coordination and Support Action), the IMPACTS9 General Assembly will establish a list on a yearly basis.

### Updates

The update of the communication and dissemination strategy will be done on a quarterly basis.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 842214

#### CONTACT DETAILS

**Carbon Capture & Storage Association**  
Rue de la Science 14b  
B-1040 Brussels  
Belgium

**CO<sub>2</sub> Value Europe AISBL**  
Avenue de Tervueren 188A  
B-1150 Brussels  
Belgium

## Evaluation of effectiveness

### Design of success criteria

IMPACTS9 communication should aim at demonstrating how this project contributes to European Innovation and accounts for proper spending of public money, by showing:

- how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges.
- how the outcomes are relevant to our citizens' everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways.
- making better use of the results, by making sure they are taken up by decision makers to influence policy - making and by industry and the scientific community to ensure follow-up.

### Evaluation of success criteria

The following criteria will be assessed and reported regularly:

Criteria	Target
Number of projects developed with support from IWG9/IMPACTS9 actions.	30 in total
Number of articles in the press.	6 annually
Participation in project events and seminars.	~ 50-100 per event
Speaking in conferences, workshops	5 annually per partner
New members in the IWG9 subgroups	5-10 per subgroup
Trends in website visits.	Several hundreds
Number of people asking for feedback or more information.	Qualitative
Attraction of new funders to CCUS projects and increase of funds available.	Qualitative



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Avenue de Tervueren 188A  
B-1150 Brussels  
Belgium

## Annexes

### Annex 1 – Project Partners

Partner	Name	Email address
CCSA	Luke Warren	<a href="mailto:luke.warren@ccsassociation.org">luke.warren@ccsassociation.org</a>
	Per-Olof Granström	<a href="mailto:per-olof.granstrom@ccsassociation.org">per-olof.granstrom@ccsassociation.org</a>
	Charlie Garner	<a href="mailto:charlie.garner@ccsassociation.org">charlie.garner@ccsassociation.org</a>
	Chris Gent	<a href="mailto:chris.gent@ccsassociation.org">chris.gent@ccsassociation.org</a>
BGS	Jonathan Pearce	<a href="mailto:jmpe@bgs.ac.uk">jmpe@bgs.ac.uk</a>
	Karen Kirk	<a href="mailto:klsh@bgs.ac.uk">klsh@bgs.ac.uk</a>
	Laura Platt	<a href="mailto:laupla@bgs.ac.uk">laupla@bgs.ac.uk</a>
CO2VE	Damien Dallemagne	<a href="mailto:damien.dallemagne@co2value.eu">damien.dallemagne@co2value.eu</a>
	Anastasios Perimenis	<a href="mailto:anastasios.perimenis@co2value.eu">anastasios.perimenis@co2value.eu</a>
	Françoise Maon	<a href="mailto:francoise.maon@co2value.eu">francoise.maon@co2value.eu</a>
	Ariane Bruinen	<a href="mailto:ariane.bruinen@co2value.eu">ariane.bruinen@co2value.eu</a>
SINTEF	Luca Riboldi	<a href="mailto:Luca.Riboldi@sintef.no">Luca.Riboldi@sintef.no</a>
	Marie Bysveen	<a href="mailto:Marie.Bysveen@sintef.no">Marie.Bysveen@sintef.no</a>



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Avenue de Tervueren 188A  
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## Annex 2 – Website structure

	Leve One	Level 2
Home	Introduction	
	About SET-Plan	
	About CCUS	
	InfoCentre	
	Shortcut to Social Network accounts	
	About IMPACTS9	
	Stay informed	
About SET-Plan	SET-Plan Overview	
	CCUS SET-Plan	
	Governance	
	Sub-groups	
CCUS in Europe	What is CCUS?	
	CCUS projects and partners	Project form
	Further CCUS initiatives	
	Funding instruments	
InfoCentre	Events	Past//Upcoming
	Press	Articles // Press releases
	Newsletters	
	Library	SET-Plan // CCUS General
	Communication material	Leaflet, brochures
About IMPACTS9	Overview	
	Objectives	
	Structure	
	Deliverables	
	Partners	
Contact	Contact form	



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B-1150 Brussels  
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## Annex 3 – Communication channels

	Size	Cost	Preparation Time	Execution Time	Strengths	Weakness
<b>Face to Face</b>	Small	Low	Low	Low	Personal Immediate feedback	Can only reach a small audience Planning and logistic is heavy
<b>Newsletter</b>	Moderate or large	Low	Moderate	Low	Large audience Can be made eye catching Event reminders	Lost in information flow Ignored by a significant proportion of the audience Limited information
<b>Website</b>	Large	Low or high	Moderate to high	High	Large audience Can be made eye catching Event reminders Can include all information required Interactive and dynamic	Risk of overwhelming the audience Requires specific skills to make it effective
<b>Small meetings</b>	Small	Low	Low to moderate	Low	Personal Immediate feedback Low probability of misunderstanding	Planning and logistic Attendance problems

## COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

					High involvement	
<b>Large meetings</b>	High	High	High	Moderate	Large audience can be reached	Significant preparation needed
<b>Events as visitor</b>	Large	Low	Low	Moderate	Large target audience Immediate feedback	Planning and logistic required
<b>Symposium, conferences</b>	Moderate	Moderate	Low (attending) High (organising)	Low	Creates interest and capture audience	Planning logistics
<b>Workshops</b>	Moderate	Moderate	High	Moderate	Immediate feedback Low probability of misunderstanding High involvement	Significant preparation needed
<b>News release</b>	Moderate or large	Low	Low	Low	Large audience can be reached	Lost in information flow Ignored by a significant proportion of the audience Limited information
<b>Advertising on IMPACTS9 partners' website</b>	Moderate	Low	Low	Low	Segmented audiences Natural referencing	Limited impact due to specific audience
<b>Advertising on IWG9 members' website</b>	Large	Low	Low	Low	Segmented audiences Natural referencing	Convey limited information May be lost in the flow of information

## Annex 4 – IMPACTS9 and IWG9 events

The following events and workshops will be organised by the IMPACTS9 members in the course of the project and as a support to the IWG9 strategy. Rationalisation and efficient coordination among internal and external workshops might lead to some restructuring of the total number of events, without jeopardising the achievement of the objectives of the project.

Event	Month	Effective date	GA#	Responsible Partner	Purpose / objective	Targeted place	Targeted audience	Expected impact
Workshop with stakeholders n°1	Oct 19 (M6)	Oct 2019	D.5.3	SINTEF	Industry engagement and identification of gaps and barriers to CCUS deployment	Amsterdam (joint workshop with CCUS project Network)	Industry and key industrial projects	Strengthen industry engagement, Identification of industry needs. Feedbacks on the targets of the implementation plan.
Thematic stakeholder workshop 1 on new large-scale pilot/demonstration CCU project	Oct 19 (M6)	Sept 2019	T.3.4.2	CO2VE	Stimulate pilot and demonstration projects (Innovation Fund and H2020 funding)	Brussels (Innovation Fund CCU-specific workshop)	Industry (large companies and SMEs), European Commission, public funders	Increase of investments and public funds available.

## COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

IWG9 meeting	Oct 19 (M6)		T.2.1	CCSA	Progress on CCUS SET-Plan targets	tbd	IWG9 members	Emergence of new projects Acceleration of planned projects.
IMPACTS9 bi-annual meeting 1	April 20 (M12)		T.4.1.2 T.4.1.3 T.4.2	CCSA	Dialogue with industry stakeholders Aligning of public and private roadmaps and strategies for CCUS implementation, - Identifying enablers and hurdles across the CCUS value chain	tbd	Industry, funding agencies, policymakers	Steps forward, strategy adaptation, progress monitoring
IWG9 meeting	April 20 (M12)		T.2.1	CCSA	Progress on CCUS SET-Plan targets	tbd	IWG9 members	Emergence of new projects Acceleration of planned projects.

## COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

Thematic stakeholder workshop 2 on new large-scale pilot/demonstration CCU projects	July 20 (M15)		T.3.4.2	CO2VE	Stimulate pilot and demonstration projects	Brussels	Industry (large companies and SMEs), investors, European Commission, public funders	Increase of investments and public funds available. Emergence of new projects Public announcement of new projects.
IMPACTS9 bi-annual meeting 2	Oct 20 (M18)		T.4.1.2 T.4.1.3 T.4.2	CCSA	Dialogue with industry stakeholders Aligning of public and private roadmaps and strategies for CCUS implementation,	tbd	Industry, funding agencies, policymakers	Steps forward, strategy adaptation, progress monitoring
IWG9 meeting	Oct 20 (M18)		T.2.1	CCSA	Progress on CCUS SET-Plan targets	tbd	IWG9 members	Emergence of new projects Acceleration of planned projects.

## COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

One large matchmaking workshop	Oct 20 (M18)		T.3.4.1	CO2VE	Facilitate the development of synergies, business partner search	Brussels	Industry, funding agencies, policymakers	Emergence of new projects
Training IPCEI CCU stakeholders on the required notification procedures	Oct 20 (M18)	Most probably sooner (M10)	T.3.4.2	CO2VE	Training on the required notification procedures	tbd	Industry	Emergence of new projects
Workshop with stakeholders n°2	Oct 20 (M18)		D.5.6	SINTEF	Industry engagement and identification of gaps and barriers to CCUS deployment	tbd	Industry and key industrial projects	Strengthen industry engagement, Identification of industry needs. Feedbacks on the targets of the implementation plan.
IMPACTS9 bi-annual meeting 3	April 21 (M24)		T.4.1.2 T.4.1.3 T.4.2	CCSA	Dialogue with industry stakeholders Aligning of public and private roadmaps and	tbd	Industry, funding agencies, policymakers	Steps forward, strategy adaptation, progress monitoring

## COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

					strategies for CCUS implementation,			
IWG9 meeting	April 21 (M24)		T.2.1	CCSA	Progress on CCUS SET-Plan targets	tbd	IWG9 members	Emergence of new projects Acceleration of planned projects.
Thematic stakeholder workshop 3 on new large-scale pilot/demonstration CCU projects	July 21 (M27)		T.3.4.2	CO2VE	Stimulate pilot and demonstration projects	Brussels	Industry (large companies and SMEs), investors, European Commission, public funders	Increase of investments and public funds available. Emergence of new projects Public announcement of new projects
IMPACTS9 bi-annual meeting 4	Oct 21 (M30)		T.4.1.2 T.4.1.3 T.4.2	CCSA	Dialogue with industry stakeholders Aligning of public and private roadmaps and	tbd	Industry, funding agencies, policymakers	Steps forward, strategy adaptation, progress monitoring

## COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

					strategies for CCUS implementation			
IWG9 meeting	Oct 21 (M30)		T.2.1	CCSA	Progress on CCUS SET-Plan targets	tbd	IWG9 members	Emergence of new projects Acceleration of planned projects.
Final project conference	Feb 22 (M34)		D.5.7	CO2VE	Project close/dissemination of results	Brussels	Wide spectrum of stakeholders including policymakers industry, research, funding agencies	Basis for further large scale deployment of CCUS projects

## Annex 5 – Events for IMPACTS9 and IWG9 participation

Event	Calendar / project month	Place	Organiser	IMPACTS9 lead partner	Expected impact
Conference on Carbon Capture and Storage (CCS)	5 Sept 2019 (M5)	Oslo (NO)		SINTEF	Highlighting the role of CCS in EU's long-term vision for a climate neutral economy
Carbon Dioxide Utilisation Summit (CCU)	9-10 Oct 2019 (M6)	Dusseldorf (DE)	ACI – Active Communications International	CO2VE	Introducing project, raising awareness
<u>Power2Gas Conference</u>	22-24 Oct 2019 (M6)	Marseille (FR)	Cogiton	CO2VE	Introducing project, attracting members for the sub-group meetings
<u>CCUS 2019</u>	6 Nov 2019 (M7)	London (UK)	CCSA	CCSA	Attracting members for the sub-group meetings
<u>GSTIC</u> – Global Sustainable Technology Innovation Conference	20-22 Nov 2019 (M7)	Brussels (BE)	VITO	CO2VE	Attracting members for the sub-group meetings, raising awareness on CCUs potential
<u>ESIB2019</u> – European Summit of industrial Biotechnology	18-19 Nov 2019 (M7)	Graz (AT)		CO2VE	Introducing project, attracting members for the sub-groups

## COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

IC-CCU19 – First Italian Conference on CCU	5-6 Dec 2019 (M8)	Bari (IT)	CIRC	CO2VE	Yes, introducing project, attracting members for the sub-groups
CLIMIT summit (CCS)	Feb 2020 (M10)	Norway (NO)		SINTEF	Introducing project, attracting members for the sub-groups
8 <sup>th</sup> Conference on Carbon Dioxide as Feedstock for Fuels, Chemistry and Polymers	24-25 March 2020 (M11)	Koln (DE)	Nova Institute	CO2VE	Project progress, attracting members for the sub-groups
Greenhouse Gas Control Technologies (CCS)	5-8 Oct 2020 (M18)	Abu Dhabi (EUA)	Khalifa University	CCSA	Tbd
NCCS consortium days	22-23 Oct 2020 (M18)	Trondheim (NO)	NCCS	SINTEF	Tbd
CATO (CCS)	Unknown	Netherlands		CCSA	Tbd
UKCCSRC (CCS)	Unknown	UK		CCSA	Tbd
TCCS11 - Trondheim CCS conference	2021	Trondheim (NO)	NCCS	SINTEF	Tbd

## ANNEX 6 – Collaborations with other CCUS initiatives

The list below summarizes initiatives and networks that could be connected to the work of the IWG9, through the IMPACTS9 members. Information and knowledge sharing with some of those initiatives shall be organised to benefit from the opportunities proposed by each project or initiative at European level. It is important to note that the IMPACTS9 partners, through their networks, already have ties with some of the initiatives shown below. IMPACTS9 will profit from those ties to achieve its goals but will not develop a dedicated campaign towards each one of the initiatives listed.

Initiative, project or network	Scope	Complementarities with IMPACTS9	Involvement ( <i>envisaged</i> )
<a href="#">CCUS Projects Network</a>	Support major industrial projects under way across Europe in CCUS	Support of on-going projects, exchange best practices and experience on barriers	Joint workshop (one taken place Oct19)
<a href="#">Mission Innovation</a>	Country-driven initiative: Innovation Challenges (IC) aimed at accelerating research, development and demonstration	IC3 on Carbon Capture for near-zero CO <sub>2</sub> from power plants and carbon intensive industries. Possibility to attract new Member States in IWG9	<i>(Meetings with country representatives to increase involvement of Member States in IWG9 subgroups)</i>
<a href="#">CO2GeoNet</a>	Science-based association, research & capacity building on CO <sub>2</sub> storage	Research-oriented stakeholders for scientific evidence of CCS potential	Knowledge exchange (already on-going)
<a href="#">PHOENIX</a>	Country-driven initiative on CCU deployment	Support CCU activities at national scale, promoting involvement of more countries	Participation in IWG9 subgroup “utilisation” (already on-going)
<a href="#">Bio-Based Industry Consortium (BIC)</a>	Industry Association on biobased industry and products	Attracting stakeholders related to biogenic CO <sub>2</sub> , CCS and CCU products	<i>(Involvement in elaboration of strategic roadmaps)</i>

## COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

<a href="#">A.SPIRE - Innovative process industries</a>	Industry Association of energy intensive processing industries	Attracting stakeholders related to energy intensive production processes	Involvement in elaboration of strategic roadmaps (already on-going)
<a href="#">Hydrogen Europe</a>	Industry Association on hydrogen technologies	Stakeholders related to production of green hydrogen for use in CCU technologies + production of blue hydrogen with CCS	<i>(Coordination for IPCEI, stakeholder match-making, knowledge exchange)</i>
<a href="#">CEFIC</a>	Industry Association on chemical products	Attracting stakeholders related to chemical process	Participation in IWG9 subgroup “utilisation” (already on-going)
<a href="#">Joint Programme on CCS</a>	Coordinating R&I programmes to maximise synergies, facilitate knowledge sharing and deliver economies of scale to accelerate the development of CCS	Scientific evidence on the potential of CCS for climate change mitigation	Coordinated by SINTEF, therefore cross communication is ensured (already on-going)
<a href="#">Accelerating CCUS Technologies</a>	ERA-NET COFUND: Funding R&D projects in CCUS through Member States	Progress on on-going CCUS projects	Exchange of progress / Possibility to enter in the Scientific Advisory Board
<a href="#">Carbon Sequestration Leadership Forum</a>	Ministerial-level climate change initiative for the development of improved cost-effective technologies for CCS	Mapping of CCUS related activities, funding instruments	<i>(targeted meetings with country stakeholders that are not already involved)</i>

<a href="#">Circular Carbon Network</a>	Network supporting the development of CCU technologies and projects in North America	International character (strong network of CCU stakeholders in US and Canada), added value for stakeholder identification	Mapping activities of CCU actors (already on-going)
<a href="#">Clean Energy Ministerial CCUS Initiative</a>	Country level: Strengthen the framework for public-private collaboration on CCUS	International character of CCUS thematic, added value for stakeholder identification	<i>(targeted meetings with country stakeholders that are not already involved)</i>
<a href="#">CO<sub>2</sub> Smart Grid (Netherlands)</a>	Connective infrastructure and CO <sub>2</sub> grid for deployment of CCUS solutions in the Netherlands	Dutch initiative on CO <sub>2</sub> infrastructure deployment	Joint workshop (one taken place Nov19)
<a href="#">Global Alliance Powerfuels</a>	Foster the development of a global market for powerfuels (CCU-based fuels)	Focus on one strand of CCU technologies	Joint work (already on-going)
<a href="#">Global CO<sub>2</sub> Initiative</a>	Development of methodologies and tools that support the deployment of CCU technologies at global level.	Scientific evidence on the potential of CCU technologies for climate change mitigation + development of LCA methodologies for CCU	Joint work on LCA for CCU (already on-going)
<a href="#">IEA GHG</a>	IEA Programme on technologies that can reduce carbon emissions, and mitigate climate change and global warming	Evidencing the potential of CCUS for climate mitigation	Meetings and knowledge exchange (already on-going)

## COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

<a href="#">Strategy CCUS</a>	H2020 funded project Development of low-carbon energy and industry in Southern and Eastern Europe	Framework development, barriers identification	CO2VE in the Advisory Board (already on-going)
<a href="#">Global Carbon Capture &amp; Storage Institute</a>	International think tank aiming to accelerate the deployment of CCS	Knowledge exchange, stakeholder involvement	Already participating in IWG9

## ANNEX 7 – Dissemination/Communication templates

### Press release



**PRESS RELEASE–**  
November 2019

### TITLE LOREM - 20 PT HITIO DIS SINT DEBISIT, OCCUSAE RORA DOLUPTATUS, NULP SITATUR?

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The European Strategic Energy Technology Plan (SET Plan) is a European initiative that has been launched in 2007 by the European Commission. It aims at accelerating the development and deployment of low-carbon technologies, through cooperation amongst EU countries, companies, research institutions, and the EU itself.

CCUS stands for Carbon Capture, Utilization & Storage. It derives from merging the terms Carbon Capture and Storage (CCS) and Carbon Capture and Utilization (CCU). It encompasses a wide spectrum of technologies to capture CO<sub>2</sub> from point sources or directly from the air and either store it in underground/underwater geological formations (CCS) or use it to produce valuable products like fuels for transport, chemicals and materials (CCU).

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 842214

+32 (0) 999 9999 | info@impact28.org | www.impact28.org

CONTACT DETAILS  
CO, Value Europe ASBL  
Avenue de Tervuren 138A  
B-1150 Brussels  
Belgium



**PRESS RELEASE–**  
November 2019

#### Subtitle lorem - 14 pt

Project objectives	Communication needs
Support the coordination of the CCUS sector and the priority policy areas for the sector. To meet this objective, the consortium will work on strengthening partnerships between national, EU, industrial and academic stakeholders.	Communication toward all stakeholders to create an inclusive community of knowledge in the CCU area: sharing of information, organization of workshops or coordination events.
Rationalise, optimise and increase the public and private funding sources needed for delivery of the CCUS R&I activities and monitor their delivery. This objective requires the development of insights on funding needs and gaps, as well as funding sources available to better coordinate and reduce duplications.	Communicate with public funders and private investors on the gaps for supporting R&I activities in the field of CCUS.
Prepare the framework conditions for an accelerated deployment of CCUS technologies in areas where technological development and innovations are ready to enable the low carbon economy. This will include the commercial, policy and institutional frameworks required to deploy CCUS at the scale required to support the low carbon energy transition and requires greater engagement with those actors responsible for implementation of these frameworks.	Collect scientifically based evidence and communicate on the strengths and opportunities of CCUS to the public and to regulators and politicians with an emphasis on barriers to technology uptake or deployment.
Support dissemination and communication of the delivery of the R&I activities conducted in Europe and delivery of the SET Plan CCUS targets. This will contribute to increase policymakers and public knowledge about CCUS and the impact of the SET Plan in that area.	Communicate on the successes, achievements, the potential for CO <sub>2</sub> emissions savings. Promote the contribution of the SET-PLAN to Millennium Development Goals and to climate actions.
Ensure cross thematic coordination with the Implementation Plans established to deliver the other SET Plan targets.	Horizontal communication with other industrial sectors.

The European Strategic Energy Technology Plan (SET Plan) is a European initiative that has been launched in 2007 by the European Commission. It aims at accelerating the development and deployment of low-carbon technologies, through cooperation amongst EU countries, companies, research institutions, and the EU itself.

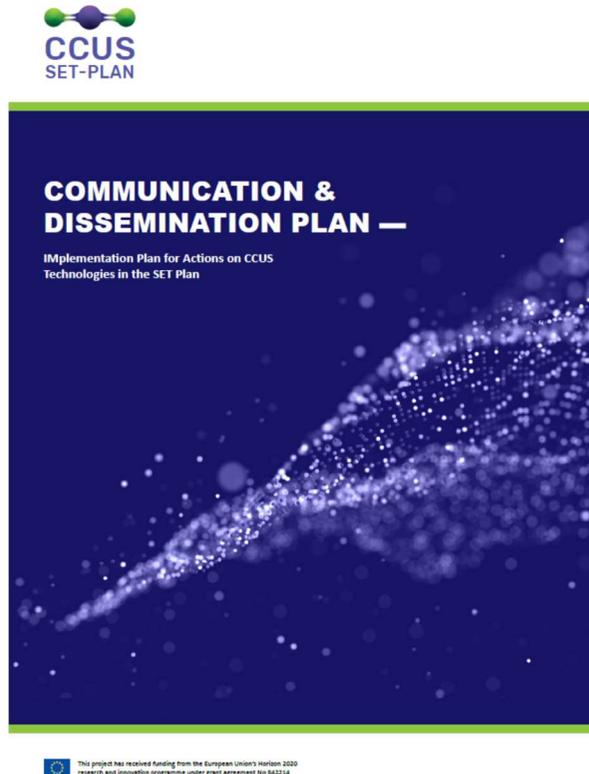
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+32 (0) 999 9999 | info@impact28.org | www.impact28.org

CONTACT DETAILS  
CO, Value Europe ASBL  
Avenue de Tervuren 138A  
B-1150 Brussels  
Belgium

## Deliverable



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 +32 (0) 999 9999  info@impact2030.org  www.impact2030.org

CONTACT DETAILS  
CO, Value Europe ASBL  
Avenue de Tervuren 155A  
B-1350 Brussels  
Belgium

## Generic (e.g. newsletter)



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 +44 (0) 20 3031 8750  [info@ccsassociation.org](mailto:info@ccsassociation.org)  [www.ccus-setplan.eu](http://www.ccus-setplan.eu)

**CONTACT DETAILS**  
**Carbon Capture & Storage Association**  
 10 Dean Parry Street, 8<sup>th</sup> Floor  
 London SW1H 0DD  
 United Kingdom

**CO<sub>2</sub> Value Europe ASBL**  
 Avenue de Tervuren 118A  
 B-1120 Brussels  
 Belgium

## Generic (e.g. internal memo)



## MEMO

To: [Click here and type name]  
 From: [Click here and type name]  
 CC: [Click here and type name]  
 Date: [Month DD YYYY]

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**CONTACT DETAILS**  
**Carbon Capture & Storage Association**  
 10 Dean Parry Street, 8<sup>th</sup> Floor  
 London SW1H 0DD  
 United Kingdom

**CO<sub>2</sub> Value Europe ASBL**  
 Avenue de Tervuren 118A  
 B-1120 Brussels  
 Belgium

## Agenda



### AGENDA

Date & Time: [Month DD YYYY] [Hour]  
 Location: [Click here and type name]  
 Attendees: [Click here and type Name, Name, Name, Name, Name, Name, Name]  
 Meeting Type: [Click here and type Name]

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+44 (0) 20 3031 8750 | [impact@ccsassociation.org](mailto:impact@ccsassociation.org) | [www.ccus-setplan.eu](http://www.ccus-setplan.eu)

**CONTACT DETAILS**  
**Carbon Capture & Storage Association**  
 10 Dean Parke Street, 6<sup>th</sup> Floor  
 London SW1H 0DE  
 United Kingdom

**CO<sub>2</sub> Value Europe ASBL**  
 Avenue de Senningen 185A  
 B-1150 Brussels  
 Belgium



Time - Calibri Bold - 10pt	Topic - Calibri Bold - 10pt	Name Surname
00:00 - 00:00	Introduction	Name Surname
00:00 - 00:00	Topic - 1	Name Surname
	Subtopic - 1.1	Name Surname
	Subtopic - 1.2	Name Surname
	Subtopic - 1.3	Name Surname
00:00 - 00:00	Break	
00:00 - 00:00	Topic - 2	Name Surname
	Subtopic - 2.1	Name Surname
	Subtopic - 2.2	Name Surname
00:00 - 00:00	Lunch	
00:00 - 00:00	Topic - 3	Name Surname
	Subtopic - 3.1	Name Surname
	Subtopic - 3.2	Name Surname
	Subtopic - 3.3	Name Surname
00:00 - 00:00	Q&A	
00:00 - 00:00	Close	

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**Carbon Capture & Storage Association**  
 10 Dean Parke Street, 6<sup>th</sup> Floor  
 London SW1H 0DE  
 United Kingdom

**CO<sub>2</sub> Value Europe ASBL**  
 Avenue de Senningen 185A  
 B-1150 Brussels  
 Belgium

## Minutes



## MINUTES

To: [Click here and type name]  
 CC: [Click here and type name]  
 From: [Click here and type name]  
 Date: [Month DD YYYY]

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 +44 (0) 20 3031 8730 | [impact@ccsassociation.org](mailto:impact@ccsassociation.org) | [www.ccus-setplan.eu](http://www.ccus-setplan.eu)

CONTACT DETAILS  
**Carbon Capture & Storage Association**  
 10 Dean Parke Street, 6<sup>th</sup> Floor  
 London SW1H 0DR  
 United Kingdom

**CO<sub>2</sub> Value Europe ASBL**  
 Avenue de Tervuren 158A  
 B-1150 Brussels  
 Belgium



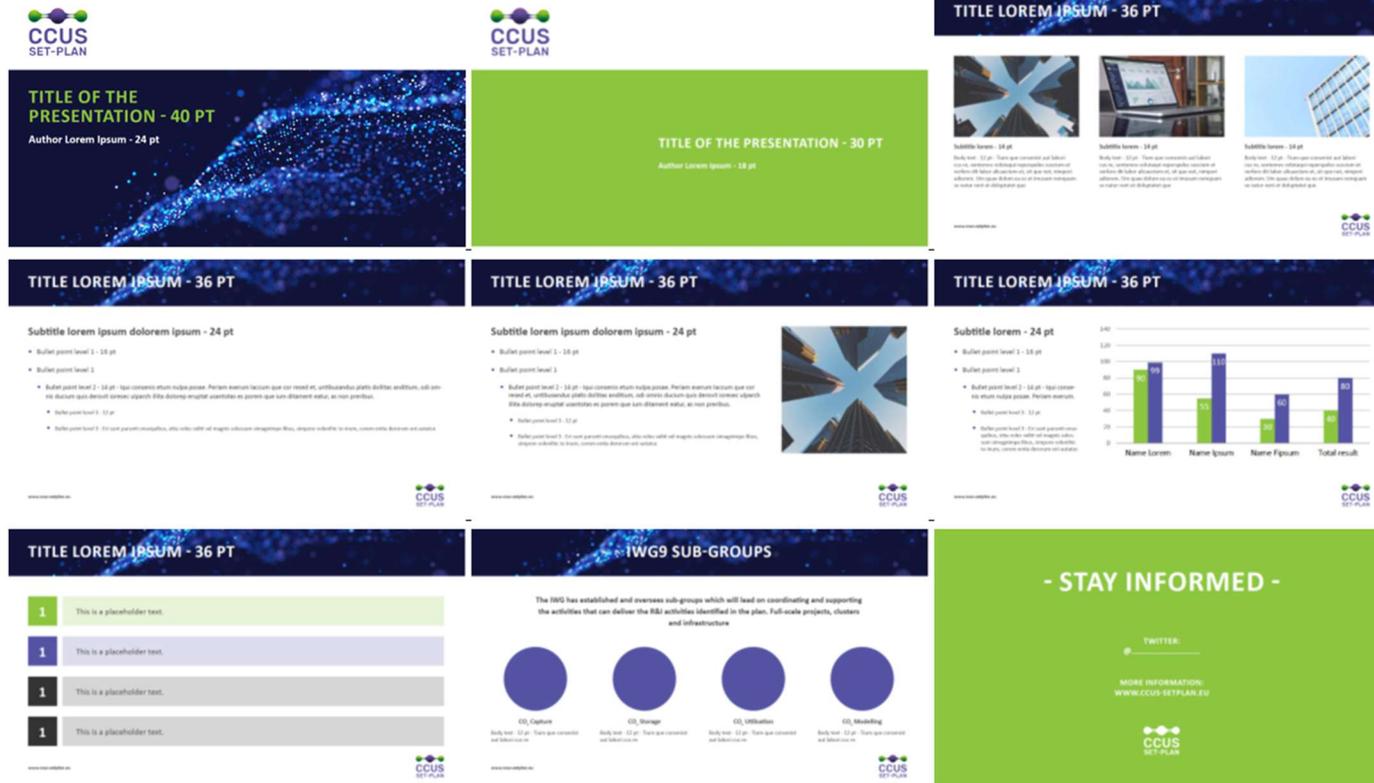
Agenda Item - Calibri Bold - 10pt	Purpose	Reference
Agenda Item/Topic Explanation of agenda item if relevant - discussion or comments	Purpose lorem ipsum dolorem	Doc. reference
Agenda Item/Topic Explanation of agenda item if relevant - discussion or comments	Purpose lorem ipsum dolorem	Doc. reference
Agenda Item/Topic Explanation of agenda item if relevant - discussion or comments	Purpose lorem ipsum dolorem	Doc. reference
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**CO<sub>2</sub> Value Europe ASBL**  
 Avenue de Tervuren 158A  
 B-1150 Brussels  
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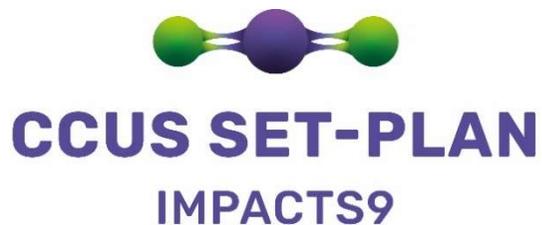
## Presentations



The presentation templates include the following elements:

- Slide 1 (Dark Blue):** CCUS SET-PLAN logo, Title of the Presentation - 40 PT, Author Lorem Ipsum - 24 pt.
- Slide 2 (Green):** CCUS SET-PLAN logo, Title of the Presentation - 30 PT, Author Lorem Ipsum - 18 pt.
- Slide 3 (Dark Blue):** Title Lorem Ipsum - 36 PT, three image placeholders, three subtitle placeholders (18 pt), CCUS SET-PLAN logo.
- Slide 4 (Dark Blue):** Title Lorem Ipsum - 36 PT, Subtitle Lorem Ipsum Dolorem Ipsum - 24 pt, three bullet points (18 pt, 12 pt, 12 pt), CCUS SET-PLAN logo.
- Slide 5 (Dark Blue):** Title Lorem Ipsum - 36 PT, Subtitle Lorem Ipsum Dolorem Ipsum - 24 pt, three bullet points (18 pt, 12 pt, 12 pt), image placeholder, CCUS SET-PLAN logo.
- Slide 6 (Dark Blue):** Title Lorem Ipsum - 36 PT, Subtitle Lorem - 24 pt, three bullet points (18 pt, 12 pt, 12 pt), bar chart, CCUS SET-PLAN logo.
- Slide 7 (Dark Blue):** Title Lorem Ipsum - 36 PT, four numbered placeholder boxes (18 pt each), CCUS SET-PLAN logo.
- Slide 8 (Dark Blue):** Title Lorem Ipsum - 36 PT, IWG9 SUB-GROUPS, text: "The IWG has established and oversees sub-groups which will lead on coordinating and supporting the activities that can deliver the BEI activities identified in the plan. Full-scale projects, clusters and infrastructure", four circular icons for CO<sub>2</sub> Capture, CO<sub>2</sub> Storage, CO<sub>2</sub> Utilization, and CO<sub>2</sub> Marketing, CCUS SET-PLAN logo.
- Slide 9 (Green):** - STAY INFORMED - (Large Green background), TWITTER icon, MORE INFORMATION: WWW.CCUS-SETPLAN.EU, CCUS SET-PLAN logo.

## Annex 8 – logos



### Primary colours



#### GREEN

PANTONE: 577 C  
CMYK: 22/0/53/22  
RGB: 141/198/63  
HEX: #8dc63f



#### PURPLE

PANTONE: 7667 C  
CMYK: 31/31/0/36  
RGB: 85/84/164  
HEX: #555484



#### GREY

PANTONE: 425 C  
CMYK: 0/0/0/80  
RGB: 51/51/51  
HEX: #333333

## Annex 9 - Template for reporting of communication activity

This template should be used by Project partners to report on each specific communication and dissemination activity they are implementing or responsible for.

Name	Email address
Name of event	
Location	
Date	
Type	<ul style="list-style-type: none"> <li>- Seminar</li> <li>- Workshop</li> <li>- Conference</li> <li>- Public outreach</li> <li>- ...</li> </ul>
Organiser	
Purpose	
Type of audience addressed	
Weblink to material	

---

IMPACTS9 partner(s) concerned	
Connection to IWG9	
Short summary	
Key communication messages	
Suggestions for follow-up	<ul style="list-style-type: none"><li>- Include in CCUS SET-Plan website's newsfeed</li><li>- Press release</li><li>- Contact with organisers for common action</li><li>- ...</li></ul>