

MISSION STATEMENT

Taskforce on Public Communication

The Taskforce on Public Communication (TF Com) is asked by the Advisory Council (AC) to develop an action plan in compliance with the Terms of Reference, to be approved by the CG/AC.

Background

Public support for CCS is key to its implementation and research has shown that the more people understand the rationale for it (i.e. the severe threat of climate change and the need for immediate and drastic action), the more positively they feel about it.

Objectives

The TF Com is therefore charged with developing a communication 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.

The task includes:

1. 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
2. Initiating and executing communication tasks, including distributing information and organizing events such as press conferences, stakeholder meetings and seminars in different EU Member States.

Organization

The Task Force consist of a Core Group that shall coordinate the work and drive the process of developing the communication strategy. Different subgroups are established as required. Relevant groups and responsibilities could be:

- a) Toolbox: charged with producing a range of communication tools that can be used to educate the public on CCS and answer common questions/concerns. It will be an evolving toolbox, depending on campaign activity and funding.
- b) Events: charged with organizing events which inform, educate and engage the public. Cooperation with Member States, universities, NGOs etc. will be considered.
- c) Demo projects: follow up on communication issues related to relevant demo projects.
- d) Etc. other and intermediate groups will be established, as required.

Core group			
Toolbox	Events	Demo	Etc.

The level of activity will depend on how successful the Taskforce is in securing funding.