



Minutes

European Technology Platform on “Zero Emission Fossil Fuel Power Plants” (ETP ZEP)

11th Meeting of the Taskforce on Public Communication

Final Agenda

Date and time: 30th March 2009 from 10:30 to 16:00hrs

Venue: Bellona / ZEP Office

Rue du Trône 61, B-1050 Brussels

1	Welcome (co-chairs)	10:30
2	AC Meeting feedback and next steps for 2009/10 (Eric, Klaus)	10:45
3	ZEP Communications plan/activities 2008 update (Eric)	11:30
4	Revised ZEP Brand Guidelines update	11:45
	<i>lunch</i>	12:00
5	ZEP Website - Overview - Why CCS? Animation discussion - What is CCS? Section discussion - Content groups (creation/delegation)	13:00-16:00 13:00 13:30 14:30 15:30
6	Miscellaneous	16:00

I Background:

Apologies had been received from TPCom members Anne Guerin Moens, Damian Müller, Nathalie Simon de Kergunic, and Samuela Vercelli.

A list of participants can be found in Annex I to this note.

The agenda was made available via the Taskforce Public Communications web page of the platform website zero-emissionplatform.eu, menu option Organisation > Bodies > Taskforce Public Communication (or directly <http://www.zero-emissionplatform.eu/website/organisation/tpcom.html>). Documents with status work in progress are distributed to the TF members prior to the meeting.

II Decisions List of the 11th TPCom Meeting

No	Decisions
1.1	The minutes of TPCom10 (15Dec08, Brussels) were unanimously approved.
1.2	Working documents of the taskforce should be made available to ZEP members only if not agreed for public distribution via ZEP website.
3.1	Next General Assembly is most likely to be organised in October 2009.
3.2	For COP-15 (7-18Dec09, Copenhagen), it is envisaged that ZEP's contribution will at least consist of a dedicated booth / stand and an appealing / high quality event. Options for complementary major public awareness activities will also have to be included.
5	Current (revised) time-table: <ul style="list-style-type: none"> ❖ <= 10Apr09: organise building blocks for assigned section of the website (<i>separate e-mail to all members on the subject sent out on 31Mar09</i>); ❖ 04-06May09: review of draft animations by members; ❖ 15-18Jun09: review of final animations by members; ❖ 06-11Jun09: review of pre-launch website by members; ❖ 17Jun09: present website to CG; ❖ 01Jul09: present website to AC; ❖ 14Jul07: new website live. <i>Note: All comments to be send to Eric Drosin directly</i>
6	Next meeting of the Taskforce is planned for June to be held at the Bellona offices

III Action List of the 11th TPCom Meeting

No	Actions	Action on
2.1	To monitor the payment process regarding the 2009-2010 Communications Plan in their organisations to avoid cash flow compromising planned activities.	TPCom members
3.2	A creative and well performing agency will be contracted to prepare ZEP's contribution	Eric Drosin
4	CG-chair Heinz Bergmann will be consulted for the approval of the logo change envisaged prior to the AC meeting 1July09	Klaus Willnow
5	For relevant website content, the Taskforces on Policy & Regulations and Technology must be consulted also.	Eric Drosin
6	To fix next meeting	Co-leads

IV Report of the Meeting

1. Welcome (co-chairs)

The Taskforce Public Communication meeting was opened by its co-lead Klaus Willnow also on behalf of (acting) co-leads Paal Frisvold and Anne Guerin-Moens.

The minutes of TPCom10 (15Dec08, Brussels) were unanimously approved.

It was reconfirmed that working documents of the taskforce should be made available to members only if not agreed for public distribution via ZEP website. All current documents pertaining to the new website are to be considered working documents until further notice.

2. AC meeting feedback and next steps for 2009/10 (Eric, Klaus)

At its last meeting of 10Mar09, the AC decided to support the new Communications Plan at level A funding, i.e. € 1 mio in total for 2009-2010. The adequacy of this funding level will be reviewed by the AC in the second half of 2009. AC members are expected to commit to a funding share by 31Mar09.

It was stressed at the AC and again now that experience has taught that commitment unfortunately does not necessarily imply swift payment. Members were asked to monitor the corresponding payment process in their organisations to avoid cash flow compromising planned activities.

3. ZEP Communications Plan / activities 2008 update (Eric)

Eric reviewed the main events in 2009 from a Public Communications perspective. In addition the ongoing "routine" communications activities, including specially staged events targeting the EP, the GA and COP-15 were specifically discussed.

General Assembly

In one way or another, the GA should further involve the member states and "educate" the new EC. National CCS bodies like IZ Klima should be considered to show the link to national activities. As a suggestion for the focus, Eric proposed to jointly address CCS, efficiency and renewables. Envisaged advantages of such a portfolio approach would be a perception of inclusiveness and outward looking. Dilution of ZEP's message was mentioned as a potential disadvantage. The meeting tended to perhaps adopting such an approach, but only for part of the GA.

The GA 2009 will have to be organised somewhere in the second half of 2009. The entry in office of the new EC on 1Sep09 and COP-15 (starting 7Dec09) essentially determine the window. Allowing sufficient separation with the latter to avoid overshadowing, suggests October as the best period for the GA. The CSLF ministerial meeting of 12-14 October (London, UK) should be taken into account; an option might be to combine both events time-wise, although Brussels is probably the better place for the GA given its objectives.

News media will definitely be invited, but which ones and how much energy to invest on ZEP's part remains to be determined as very much depending on the final focus under discussion.

Eric and the co-leads will produce plan for discussion at the Coordination Group meeting of 13May09. A draft will be circulated to the taskforce members before that date.

UN Climate Change Conference (COP-15)

A creative and well performing agency will be contracted to prepare ZEP's contribution, both to provide specialist knowledge and to do the time-consuming coordination. It is envisaged that the contribution will at least consist of a dedicated booth / stand and an appealing / high quality event at COP. Options for complementary major public awareness activities will also have to be included.

Highlights of the discussion:

- ❖ The preparation by a professional media agency for public communications activities is expected to cost about k€ 20-30 (*update: final cost of €13k*), with the actual contribution at COP to range from k€ 100-500 depending on extent and intensity. Co-financing for participation will be sought. Options might be to combine actions with ZEP members and share costs and/or to have a focus on individual demo projects for which the owners would bear the costs.
- ❖ Despite intention to team up, a separate action by ZEP is warranted as every organisation has its own objective.
- ❖ Getting press attention is not easy in such a big event. An option would be to involve the high level members in the AC and use their names.
- ❖ Visibility is best achieved during the last 2 days of the event, to have the optimal lasting effect.
- ❖ The international dimension (CSLF, GCCSI, etc) will have to be brought out by ZEP in one way or the other.

Miscellaneous

- ❖ A comprehensive calendar of relevant events is now maintained on the website.
- ❖ A communications newsletter for internal purposes, summarising recent and planned activities, is in preparation.

4. Revised ZEP Brand Guidelines update

Eric reviewed some advertising campaign options, based on the selected process oriented logo and colouring. He stressed that logo and the platform's full name must always be combined to convey the overall picture. A comprehensive brand toolkit will be available by end of April and send to the AC members and taskforces' co-leads. Based on this documentation, the final approval for the logo change will be sought by AC prior to the AC meeting on July 1. To prepare the AC approval Klaus Willnow will contact Heinz Bergmann for a discussion in the Coordination Group on May13.

5. ZEP Website

Further to the branding proposals of Karakas discussed at the previous meeting, Chris Barton and Eric now presented the ideas for the site appearance and to be included videos on "The hard facts" and "Inside CCS".

Discussion not described in detail here as still under development. Access to related information separately provided to all TFPCom members; requests by others to be directed to Eric Drosin.

For relevant website content, the Taskforces on Policy & Regulations and Technology must be consulted also.

Current (revised) time-table:

**Minutes of the 11th Meeting of the Taskforce Public Communication,
30 March 2009, Brussels, Belgium**

- ❖ <= 10Apr09: organise building blocks for assigned section of the website (*separate e-mail to all members on the subject sent out on 31Mar09*);
 - ❖ 04-06May09: review of draft animations by TFPCom members;
 - ❖ 15-18Jun09: review of final animations by TFPCom members;
 - ❖ 06-11Jun09: review of pre-launch website by ZEP TF P&R and Technology members;
 - ❖ 17Jun09: present website to CG;
 - ❖ 01Jul09: present website to AC;
 - ❖ 14Jul09: new website live.
- Note: All comments to be send to Eric Drosin directly*

6. Miscellaneous

Next meeting of the Taskforce is planned for June to be held at the Bellona offices.

16:45 Adjourn

Hans Modder, ETP ZEP Secretariat

24 April 2009

ANNEX I

Participants in the 11th TPCom Meeting

TPCom members		
Willnow, Klaus (co-lead)	Siemens	klaus.willnow@siemens.com
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Observers / associates / other		
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