



## Minutes

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

## 12<sup>th</sup> Meeting of the Taskforce on Public Communications

### Final Agenda

Date and time: 16<sup>th</sup> June 2009 from 10:30 to 16:00hrs

Venue: Bellona / ZEP Office

Rue du Trône 61, B-1050 Brussels

|   |   |   |
|---|---|---|
| 1 | <b>Welcome (co-chairs)</b>  | 10:00   |
| 2 | <b>ZEP Communications Update (Eric+Klaus)</b><br>- ZEP Phase II Objectives<br>- CG/EC decisions<br>- Financial Status   | 10:15   |
| 3 | <b>ZEP Website (Eric)</b><br>- Update<br>- Timing and planning<br>- TF Assistance   | 11:15   |
|   | <i>lunch</i>  | 12:00   |
| 4 | <b>Web Animations (Eric)</b><br>- Overview<br>- The Hard Facts (final animation – for information)<br>- Inside CCS (final animation – for review)<br>- Safe Storage (animatic – for review) | 13:15-15:30<br>13:15<br>13:30<br>14:00<br>14:30 |
| 5 | <b>Events (Eric)</b><br>- 2009 GA<br>- COP 15   | 15:30   |
| 6 | <b>Miscellaneous</b>  | 16:00   |

## **I Background:**

Apologies had been received from TPCoM members Frank Bao, and Michael Donnermeyer.

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](http://www.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; other can send a request to Eric Drosin.

## **II Decisions List of the 12<sup>th</sup> TPCoM Meeting**

| <b>No</b> | <b>Decisions</b>  |
|-----------|---|
| 1         | The minutes of TPCoM11 (10Mar09, Brussels) were not treated so should be considered approved. |
| 5         | Next General Assembly will take place on 20 October 2009 at Brussels                          |
| 6         | Next meeting of the Taskforce is planned after summer break to be held at the Bellona offices |

## **III Action List of the 12<sup>th</sup> TPCoM Meeting**

| <b>No</b> | <b>Actions</b>   | <b>Action on</b>                       |
|-----------|--|--|
| 3         | Understanding the AC need for its 1 July meeting to evaluate a website that gives a good indication of the product to be launched by 1 August, TPCoM will do the best possible in the remaining 2 weeks by properly involving all experts in the platform        | <b>TPCoM members</b><br><b>Others</b>  |
| 4         | All suggestions made by the members to optimise the 1) Hard Facts, 2) Inside CCS and 3) Safe Storage animations in terms of clarity, correctness and consistency will be considered. Depending on time and resources the changes will be made in the animations. | <b>Eric Drosin /</b><br><b>Karakas</b> |
| 5         | To consider the invitation by Bellona to join forces for COP15   | <b>Co-leads</b>                        |
| 6         | To fix the date for next meeting in due course   | <b>Co-leads</b>                        |

## 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. Given some new faces, a short tour the table was made first.

The minutes of TPCom11 (10Mar09, Brussels) were not treated so should be considered approved.

The proposed agenda was adopted.

### 2. ZEP Communications update (Eric+Klaus)

#### *ZEP Phase II objectives*

Klaus reviewed the background to and choices ZEP made for its phase II objectives, which are to be finalised by the Advisory Council meeting on 01Jul09. Most relevant for the communications work is the explicit role for ZEP to become the respected communicator on CCS. This reaffirms the TPCom approach aiming to i) educate, and ii) provide trusted, implying non-commercial, information to NGOs, media and politicians.

#### *CG/ACEC decisions*

In addition to the objectives, the Advisory Council Executive Committee (ACEC) approved the new logo and branding (agenda topic 3&4), the COP15 activities with a budget of k€ 130 and the GA approach (agenda topic 5). Heinz Bergmann stressed that the logo change was approved on condition that it was only to be used in combination with the full name of the platform to stress the fossil fuel power connection; in addition, there will be an evaluation by Eric Drosin after 6 months of use.

#### *Financial Status*

Eric showed that while the commitment of the ZEP partners to support financially the planned communication activities was impressive and appreciated, the consequent payments will more or less still have to start. In response to a question of Paal, it was explained that the commitment to the package, still could mean that the actual budget could be less as the contribution remains an individual decision.

Heinz Bergmann warned that in addition to the financial crisis, a factor for smaller than hoped for individual contributions was the fact that not all industries were fully convinced of the need for communications activities at the EU-level.

### 3. ZEP Website (Eric)

Eric gave an overview of the work done since mid February to update and augment the website, explaining once more that the concept very much was based on a first out reach through three animations. He indicated that the envisaged launch was moved from 17Jul09 to 01Aug09 to allow the proper checks by the co-leads of all taskforces and other experts, to ensure correctness of the provided information.

Heinz Bergmann commented that in order to convince the AC of 01Jul09 forthcoming, only a structure with animations would not be good enough. Klaus assured that already then a number of text boxes should be filled to such an extent that a proper evaluation should be

possible. Heinz also stressed that the website should provide answers to common questions; indicative content addressing that aspect is imperative to the AC.

Subsequently, the members spent much time weighing the importance of the contents in general and now against the time it takes to produce. Several suggestions were put forward to optimise the balance. General conclusion was an understanding of the AC needs and to do the best possible in the remaining time by properly involving all experts in the platform.

#### **4. Web Animations (Eric)**

Guided by Eric, the members reviewed 1) the near final animation of the Hard Facts, 2) the animation elements of Inside CCS and 3) the animatic for Safe Storage. All focused strongly on a clear, undisputed and consistent messaging.

*Discussion not described in detail. Access to related information separately provided to all TFPCom members; requests by others to be directed to Eric Drosin.*

#### **5. Events (Eric)**

##### *2009 GA*

Eric explained the approach chosen for this year's general assembly, where in addition to the "standard" ZEP elements a focus would be on inclusiveness, i.e. interaction with other technology platforms. He however stressed that it would be the ZEP show and only aspects other had in common with CCS were to be addressed. Planning-wise only 20 or 21 October were viable options (*Note: after next day's Coordination Group selected 21 October 2009, the final date had to be changed to 20 October 2009 because of unavailability of key EC representatives on the former date*) for GA to be held at Brussels.

##### *COP15*

ZEP will have two objectives, i.e.:

1. Promote CCS as a key solution;
2. Maximise its visibility and position as the leading EU authority on the subject.

Eric reviewed the media plan matching the agreed budget decision, involving general advertising, presence at the Bright Green event and a dedicated ZEP event.

*Discussion not described in detail. Access to related information separately provided to all TFPCom members; requests by others to be directed to Eric Drosin.*

Art-Gøran Hartvig finally got the floor to introduce Bellona's own approach to COP15. He ended by inviting ZEP to join forces for part of the programme. The invitation was appreciated but no decision was taken / recommendation developed given the lack of preparation time. It was agreed to present the proposal at the CG meeting on July 17.

#### **6. Miscellaneous**

Next meeting of the Taskforce is planned after summer break to be held at the Bellona offices. The co-leads will fix the date for TPCOM13 in due course.

16:30 Adjourn

**Minutes of the 12<sup>th</sup> Meeting of the Taskforce Public Communications,  
16 June 2009, Brussels, Belgium**

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Hans Modder, ETP ZEP Secretariat

26 June 2009

**ANNEX I**

**Participants in the 12<sup>th</sup> TPCom Meeting**

|                                       |                             |   |
|---------------------------------------|-----------------------------|---|
| <b>TPCom members</b>                  |                             |   |
| Willnow, Klaus (co-lead)              | Siemens                     | klaus.willnow@siemens.com                 |
| Frisvold, Paal (acting co-lead)       | Bellona Europe              | paal@bellona.org                          |
| Bergmann, Heinz                       | RWE Powewr                  | Heinz.bergmann@rwe.com                    |
| Blisson, Natacha                      | Statoil                     | NBLI@statoilhydro.com                     |
| Drosin, Eric                          | ZEP                         | edrosin@zero-emissionplatform.eu          |
| Hartvig, Arnt G.                      | Bellona                     | arntg@bellona.no                          |
| Meredith, Dan                         | E.On Energie                | Dan.meredith@eon-energie.com              |
| Müller, Damian                        | Vattenfall Europe AG        | Damian.mueller@vattenfall.de              |
| Pegger, Anja                          | GE Power and Water          | anja.pegger@ge.com                        |
| Rondot, Yolande                       | IFP                         | yolande.rondot@ifp.fr                     |
| Schreurs, Harry                       | SenterNovem NL              | harry.schreurs@senternovem.nl             |
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| St.Leger, Hermione                    | Shell                       | h@stleger.demon.co.uk                     |
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| <b>Observers / associates / other</b> |                             |   |
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