

ZEP Task Force on Public Communication Conference Call – 3 November 2008 Notes

Attendees:

Klaus Willnow	Siemens
Samuela Vercelli (partly)	Rome University
Eric Drosin (partly)	ZEP Communication Director
Peter Radgen	E.ON Germany
Natalie Simon de Kergunick	Air Liquide
Yolanda Rondot	IFP
Vit Hladik	Czech Geological Survey
Katelijne Stevens	ZEP secretariaat/ PricewaterhouseCoopers

Agenda

1. Communications Plan
2. GA 2008
3. Poznan participation
4. Date & venue of next meeting

1. Communication Plan

A short overview of the communication plan was given by Klaus Willnow and Eric Drosin¹. The communication plan for 2008-10 was sent to the AC members after the discussion in the AC meeting Sept 10. Some of the members confirmed financial support for 2008.

The following comments and questions were made during the conference call:

- Will the ZEP message at EU level be the same as the messages of the National CCS bodies at Member State level?
- What will happen if there are no CCS bodies established at national level?
 - ZEP can have a role by helping with the establishment of national bodies, providing best practices, etc.
 - ZEP will not take the responsibility for national activities
- Does ZEP know who the 5 million opinion leaders are?
 - ZEP has a list of opinion leaders at political, media and NGO level, but the group is much bigger. A wider environment will be taken into account, to identify more opinion leaders.

¹ See ZEP_TFCom 03Nov2008 V03.ppt, ZEP Ad Outline.pdf and ZEP 2008-2010 Comms A3 v6.doc

- Which message does ZEP wants to get across with the CCS films, since it wants to address all the different opinion leaders?
 - It is not just for information about CCS. The CCS films are used to raise awareness and interest and creating involvement in CCS.
- The activities are not specified enough, what is ZEP really going to do? Like; what will be on the internet site?
 - Further level of detail will be provided in a later stage.
- At the last meeting the TFPCOM itself wasn't completely in favour of the communication campaign mentioning for the mid- and optimal-level, why is it presented in the communication plan?
 - The TFPCOM didn't want to give just one option, but a set of options between which the AC can choose. This was presented to the AC on Sept 10.
 - The minimum level with work packages of basic communication needs was agreed as a necessary level
 - In the mid- and optimal-level it seems more appropriate to rearrange the work packages so that each package can be chosen in a step-by-step approach. It should be given more financial rooms so that the step from minimum to next level is not too high.

Action Items:

- 1) Klaus Willnow will discuss with Eric how the rearrangement of work packages could be done for a better step-by-step approach
- 2) TF Members check the material for further questions and discusses within their organizations. The respective AC members have to be informed prior to the AC meeting on Nov 26. Comments and feedback to TF co-chairs and Eric shall be given until Nov 15.
- 3) Eric Drosin and TF co-chairs will inform the AC members about the communications plan 2008-10 with pre-reading material on Nov 17 to give sufficient time prior to the AC meeting on Nov 26.

2. GA 2008

Eric Drosin gave an update of the GA 2008 preparation, this is progressing well. A message has been send to the companies, to restrict the amount of people they are going to send to the event. The event will be smaller than last year.

3. Poznan participation

Eric Drosin explains the ZEP participation in Poznan is rethought. It is decided that there will not be a separate ZEP side-event, but a ZEP speaker will be provided to the Polish CCS event and the CCS dinner debate. Besides this there will be ZEP hostesses present at the whole COPMOP meeting, spreading a short brochure on CCS and ZEP. The small brochure (leaflet) will be made specifically for this event, and includes brief messages. The TF members will be informed about the leaflet before production

Comments and questions concerning the ZEP participation in Poznan can be send by mail to Eric Drosin and Klaus Willnow.

4. Date & venue of next meeting

The next TFPCOM meeting will be held after the next AC meeting on 26 November 2008.
The exact date will be determined as soon as possible.