

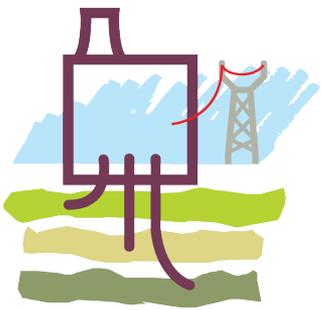
ZEP
Technology Platform
Zero Emission Fossil Fuel Power Plants

ZEP Communication Task Force Update #4

Philippe Lacour-Gayet

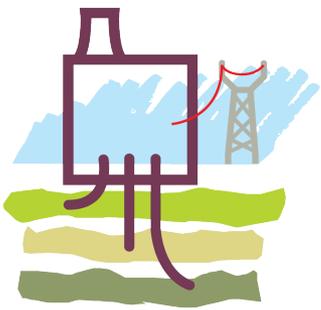
ZEP AC#10

Brussels, March 14th 2007



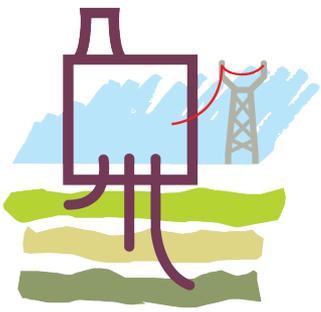
Progress so far...

- First plenary meeting of Communication Task Force held in Paris on December 18th, 2006 (20 participants)
- Two workgroups formed:
 - “Toolbox”. Met February 8th, 2007 (4 participants)
 - “Campaign”. Met February 15th, 2007 (8 participants)
- Second plenary meeting of Communication Task Force held in Paris on March 1st, 2007 (15 participants)



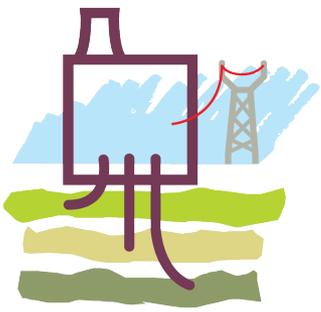
First conclusions

- Our long term goal is to make our Task Force irrelevant by gaining a wide acceptance of CCS in the EU
- But... we have to act quickly: Global Warming is in the mind of the Public now and the fight for CCS will be won or lost in the coming 2/3 years.



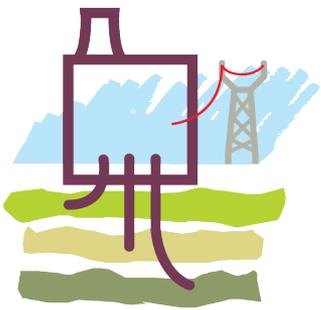
First actions

1. Design a web site dedicated to CCS only (separate from the main ZEP web site): people learn as they go deeper and deeper into the web site. Estimated budget 80,000€
2. Organize debates in universities with "pros" and "cons" panels. Would be a way to test how good the CCS case is to help write FAQs. First debate could be on 12 June in Berlin right after ZEP meeting and before Ketzin launch.
The task force thought this may be too early...



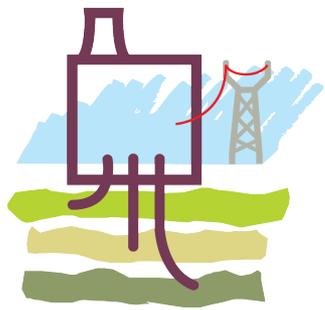
What is next

- Need to address specifically 3 communities, who have different profile and great influence
 - NGO
 - Journalists
 - Policy Makers
- Formed 3 workgroups on how to reach effectively each community
- Next plenary meeting: May 23rd, Brussels



Issues

- Co-Chairs: P. Lacour-Gayet is the only co-chair. Need at least 2 more: a communication person, a NGO person.
- Task Force membership. 35 people have been invited. 25 showed up at least once. WWF and Greenpeace absent. Still more candidates...
Guidance?



Pending applications to the TF

György Falus	ELGI	Hungary
Frank Farnel	GE	France
Vane Gosnik	Holding Elect.	Slovenia
Luc van Nuffel	Electrabel	Belgium
Fedora Quattrocchi	INGV	Italy
Roberto Venafro	ENEL	Italy
Samuela Vercelli	U. Of Rome	Italy
Shahia Zare Azirani	ESSEX Energy	UK