

TFPC Strategy Meeting

Draft concept GA 2014

Thursday 17 April, Brussels

General Assembly 2014 1/3



Objective:

After last year's successful GA and ongoing transition, it is important we do not loose ground and **maintain our position as the voice and leading advisor on CCS in the EU**



Strategic approach:

Continue to advocate for our policy position in 2030, as ZEP. This time, **elevate impact by contributing to the wider industrial policy agenda and '*joining forces*' with the EnII**

Proposed concept GA 2014 2/3



Alongside the 2030 f/w released in Jan '14 the EC also released a communication for a '*European Industrial Renaissance*'.

ZEP/CCS can gain further ground if we work **together** with EnI and showcase that CCS is a critical factor for European industrial growth, while ensuring climate change mitigation!

For this we will to have on board senior rep from the EnI industry - resulting a **broadened political base** from ENER, CLIMA, RTD to now also actively include ENTR.

European Commission Vice President Antonio Tajani, responsible for industry and entrepreneurship, said:
“Europe is still far from the 20% target of industry’s share in Europe’s GDP by 2020. That is why industrial competitiveness has to be at the heart of the March 2014 European Council political agenda.”

Proposed concept GA 2014 3/3

Upon decision on below - WS will
revert with a detailed concept to
TFPC co-chairs

What → Similar to last year (but longer in time) a half day session, with high level speakers, linked to the EU policy agenda (two panels) featuring a strong focus on EnII, together with the launch of a ZEP report/study to contribute on a public policy level

When → c/w 10 or 17 November (tentative dates) after new College takes place, after European Council 2030 meeting, ongoing ETS discussions in the EP etc.

Where → European Parliament option a. committee room option b. Member salon (2 rooms). This will also be web streamed, akin to last year to ensure that those who cannot attend can follow online

Why → to build on position gained so far, no venue costs, credible location, best way to have MEP attend an external event.

- Speaking with more voices on CCS
- Spur a wider debate on the importance of CCS
- Provide a forum for high level discussions on the importance of CCS in the EU climate and energy framework and the importance of CCS for long term EnII investment in Europe
- Ensure continued support for CCS from policy makers

Suggested speakers → Commissioner/Cab Level ENTR/ENER/CLIMA, Chairs of ITRE/ENVI, key rapporteurs, senior industry from EnII (i.e. Gordon Moffat, Director General, Eurofer), senior ZEP representative (Graeme and ZEP report lead), ETUC rep (as that was well received last year)

Audience → 80-120 persons (depending on room): MEPs, EC, third parties, media, ZEP AC members etc.

2014 GA - Media Support



The 2014 GA is an opportunity to proactively engage with media - releasing new ZEP reports or findings and presenting to key members of the Brussels press corps the benefits of CCS for Europe. It is also a valuable platform for engaging in dialogue with key influencers via social media tools.

For the 2014 GA we would suggest the following activities in addition to the current scope of work:

- **A series of media pre-briefings** for the ZEP Chairman with key influencer journalists:
 - 3-4 briefings
- **A “curtain-raiser”** piece of editorial content:
 - One op-ed article or blog post
- **Outreach with key journalists** to ensure their attendance:
 - Target attendance of 4-5 journalists
- **Live tweeting** of developments from the conference:
 - 6-8 Tweets

Media activities Oct/Nov/Dec



Month	Date	Activity
October	October 2	Editorial opportunity around European Voice “Energy Infrastructure” special report
	October 14	Editorial opportunity around Financial Times “Energy in Europe 2014” special report
	23-24 October	European Council to discuss 2030
	TBC	Media engagement around COM legislative proposals on 2030
November	Ongoing	[ZEP General Assembly]
	November 12	Reactive media activities (i.e. letters to the editor)
	November 26	World Energy Outlook 2014
		Special Report: Energizing Tomorrow’s World, EurActiv.com
December	December 1-12	COP20 meeting in Peru
	December 2	Editorial opportunity around Financial Times “Mitigating Climate Change 2014” special report



THANK YOU!

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engaging, always.