ZEP Advisory Council 59

05th June 2019

Agenda Item 12: External Relations Group update

12.a. ERG Update

Appended to this paper is an update for the ZEP External Relations Group.

12.a.i. External engagement

Appended to this paper is a summary note of the HLG EIIs meeting that took place in March.

12.a.ii. EU Parliament vote on the EU Taxonomy for Sustainable Finance

Appended to this paper is an analysis of the EU Parliament vote on the EU Taxonomy for Sustainable Finance and its relevance to ZEP.

12.a.iii. ZEP website re-design Request for Proposals

Appended to this paper is the ZEP website re-design Request for Proposals.

12.a.iv. Joint CCUS event at EU Sustainable Energy Week (June)

Appended to this paper is the final concept and agenda for the ZEP joint CCUS session at the 2019 EU Sustainable Energy Week.

12.a.v. Extraordinary call on the ZEP narrative

Appended to this paper is the recap note from the extraordinary ERG call on updating the ZEP narrative.

12.a.vi. Updated twitter playbook

Appended to this paper is the updated ZEP twitter playbook.

12.a.vii. New Industrial Strategy Landscape

Appended to this paper is a note on the EU Council proposal to develop a new EU Industrial Strategy.

ZEP Advisory Council 59

5th June 2019

Agenda Item 12.a.: ERG update

ERG Co-chairs: Jonas Helseth (Bellona) & Helen Bray (Shell)

External engagement

Since the last AC58 meeting, the Secretariat has taken part in the following meeting with key stakeholders:

- 28th March: DG Grow High Level Group on Energy Intensive Industries.

A summary note of this meeting can be found as pre-read 12.a.i.

EU Parliament vote on the EU Taxonomy for Sustainable Finance

On the 28th March, the European Parliament agreed its position on the European Commission's proposal for an EU Taxonomy for Sustainable Finance.

An analysis of this vote and its relevance to ZEP can be found as pre-read 12.a.ii.

Article for European Energy Innovation

European Energy Innovation published their spring 2019 issue in March. This includes an article from Dr Graeme Sweeney, Chairman of ZEP, entitled "*CCS and CCU – the opportunity that Europe cannot afford to waste*".

The article can be found here.

ZEP website re-design Request for Proposals

As part of the current ZEP grant from the EU Commission, funding has been allocated for a re-design of the ZEP website. A Request for Proposals was sent on the 27th March to six design agencies and all six agencies submitted bids. Two agencies were shortlisted and invited to present their proposals at a meeting on the 23rd May. It is expected that a final decision will be made soon.

The Request for Proposals can be found as pre-read 12.a.iii.

Joint CCUS event at EU Sustainable Energy Week (June)

ZEP will be hosting a joint session at this year's EU Sustainable Energy Week, together with GCCSI and CO_2 Value Europe, supported by IOGP and Energy Technologies Europe. The session "*CCS and CCU for a climate neutral Europe*" will take place on the 20th June, 16.00 – 17.30, in the Charlemagne building (Jenkins room).

The final concept and agenda can be found as pre-read 12.a.iv. and the session page can be found here.

We encourage all AC members to register via https://eusew.eu/policy-conference-2019.

Extraordinary call on the ZEP narrative

On the 8th April, the ERG held an extraordinary call on updating the ZEP narrative.

The recap note from this call can be found as pre-read 12.a.v.

Updated twitter playbook

Ahead of the last ERG strategy call, Weber Shandwick circulated an updated twitter playbook, based on the current budget and comments from the ERG.

The updated twitter playbook can be found as pre-read 12.a.vi.

New Industrial Strategy Landscape

Ahead of the last ERG strategy call, Weber Shandwick circulated a note on the EU Council proposal to develop a new EU Industrial Strategy.

The note can be found as pre-read 12.a.vii.

High Level Expert Group on Energy Intensive Industries (March 2019)

The High Level Expert Group on Energy Intensive Industries (HLG EIIs) met on the 27th and 28th March. The HLG EII has established three sub-groups to develop the "Industrial Transformation Masterplan for Climate-neutral Industry by 2050". The three sub groups are;

1. Sub-group 1: Creation of markets for climate neutral, circular economy products
2. Sub-group 2: Developing climate neutral solutions and financing their uptake
3. Sub-group 3: Resources and deployment

The Commission continues to be very positive about this agenda and believes that views on industrial policy are changing. They drew attention to the 22nd March Council conclusions which called for action on "building a sustainable and competitive industrial base" and invited the Commission "to present, by the end of 2019, a long-term vision with concrete steps for the EU's industrial future". The meetings were chaired by Peter Handley, DG Grow. The meetings were primarily an opportunity for participants to present reflections on the proposed work programmes before they begun work in earnest.

There were a number of positive interventions on CCS and CCU positioning this as a cross cutting issue that impacts on multiple sectors. These included the Netherlands, Belgium and Cembureau. CEFIC were also relatively supportive of CCS. In response the Commission noted the need to address how industry will access the infrastructure, investment requirements, etc for CCS and CCU. They also noted the importance of PCIs for infrastructure. They also made reference to "investment leakage" citing Tata investment in Hisarna in India despite initial EU funding for the pilot project.

The other two material cross cutting issues are low-carbon electricity and gas. Some sectors noted that decarbonisation was to some extent beyond their control given need for large volumes of clean electricity. Reference was made to the need to supply the equivalent of seven times Germany's power demand in clean, affordable supply. Limitations to decarbonised electricity supply could also require a need for a merit order of clean electricity demand, e.g. which sectors should have first use of clean electricity.

There was also repeated discussion on the need for renewable gas despite recognition that a very marginal source of supply. Eurogas made positive interventions on hydrogen, the link to the Madrid Forum and need to remain joined up on these initiatives. The Commission referenced its sector coupling work looking at the future of the gas market which is in the analytical phase at present. Climate Action Network made a strong intervention and was uncompromising on the need for only renewable generated electricity and gas.

The Commission made an intervention on circularity stating that it will always be lower carbon than alternatives.

The ZEP Secretariat, Luke Warren, participated in the meeting. There was the opportunity to make a number of interventions, including on;

- The importance of effective coordination for enabling CCS and CCU investment including both in terms of infrastructure investment with capture and the different funding instruments available.
- The need to focus on low carbon gas as better fits with the goal of climate neutrality.
- How access to sustainable resources (e.g. low carbon electricity and sustainable bio-gas) will be finite resource and therefore need to develop multiple decarbonisation options for sectors including CCS and CCU.
- Noted that while CCS and CCU has not progressed at the scale desired in Europe there has been good progress outside of Europe

The next meetings of the sub-groups will be on the 24th and 25th June and it is understood that these will be to comment on the draft reports. The final sub-group meetings will be held in September before being presented to the HLG EIIs.

At present it is not clear whether there is an opportunity to contribute to the sub-group reports ahead of the June meetings. It also appears that CCS and CCU is not yet being treated in a cross-cutting manner. ZEP will continue to see how it can input effectively to this work.

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Carbon Capture and Storage Association
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www.zeroemissionsplatform.eu

EU Parliament vote on the EU Taxonomy for Sustainable Finance

On the 28th March, the European Parliament agreed its position on the European Commission's proposal for an EU Taxonomy for Sustainable Finance.

In particular two amendments (new insertions to the Regulation) were adopted of relevance to ZEP:

Amendment 74

Bas Eickhout on behalf of the Verts/ALE Group

Proposal for a regulation Article 14 – paragraph 2 b (new)

2 b. The technical screening criteria shall ensure that economic activities that contribute to carbon intensive lock-in effects are not considered environmentally sustainable economic activities.

Amendment 104

Dimitrios Papadimoulis, Stefan Eck, Luke Ming Flanagan, Stelios Kouloglou on behalf of the GUE/NGL Group

Proposal for a regulation Article 14 – paragraph 2 a (new)

2a. The technical screening criteria referred to in paragraph 1 shall ensure that power generation activities that use solid fossil fuels are not considered environmentally sustainable economic activities. That technical screening criteria shall ensure that economic activities that contribute to carbon intensive lock-in effects are not considered environmentally sustainable economic activities.

The amendments seek to discard activities that lead to carbon intensive lock-in effects and power generation activities that use solid fossil fuels. They modify Article 14 which outlines the requirements for the technical screening criteria to be developed by the Commission via level 2 acts. The text does not give a definition of lock-in effects or how to measure it.

The next step is for the Council to vote on the file. This is likely to take place in April, after which trilogue negotiations can begin.

Once trilogue negotiations begin, it will be important for ZEP to engage with member states to ensure the above amendments are either removed, or CCS is not considered as leading to carbon lock-in effects.

Carbon Capture and Storage Association (CCSA)
Request for Proposals

For services to the CCSA in delivering the Horizon 2020 project, Support Stakeholders in zero emission fossil fuel power plants and energy intensive industry (SSFZEP)

ZEP website redesign

Published: 27 March 2019

Introduction

The Carbon Capture and Storage Association (CCSA) is seeking the services of a website design agency to redesign the website of the European Zero Emission Technology and Innovation Platform (ZEP).

Founded in 2005, ZEP is a unique coalition of stakeholders united in their support for Carbon Capture and Storage (CCS) as a key technology for combating climate change, achieving net-zero emissions and enabling a sustainable future for key European regions. ZEP serves as advisor to the European Commission on the research, demonstration and deployment of CCS technologies.

ZEP aims to draw together a broad, effective and inclusive network of CCS stakeholders to support the development of carbon capture and storage (CCS) in industry, heat, power and transport.

ZEP also acts as a membership body, with a number of members that set the overarching direction of ZEP and provide input to the development of ZEP conclusions and recommendations.

The CCSA currently provides secretariat and support services to ZEP under a Grant Agreement with the European Commission (SSFZEP project) and is therefore seeking website design services from an external design agency subcontractor.

The current website (www.zeroemissionsplatform.eu/) was launched in 2009. The content is extremely out of date and the website is very complicated to navigate. It is also running on an out of date CMS (joomla 1.5) and is difficult to manage from an admin perspective.

Objectives

As an advisor to the European Commission on CCS, ZEP's key role is to develop advice and recommendations on the research, demonstration and deployment of CCS technologies in Europe. ZEP is required to ensure that the conclusions and recommendations of the

platform are widely and effectively disseminated, in particular through a simple and clear website.

The website should be targeted at EU Politicians and MEPs, EU media, ZEP members and potential new members, as well as users who want to understand about CCS in more detail.

ZEPs greatest asset is the website library – a repository of all ZEP reports and publications. This needs to be front and center of the new website, enabling users to navigate easily through ZEPs conclusions and recommendations.

At the same time, the website needs to act as a repository of information for ZEPs existing members whilst presenting an attractive proposition to other companies and organisations that may wish to join ZEP.

A recent survey of a broad group of ZEP stakeholders concluded that a vision for ZEP in the future is that "ZEP should become the go to reference for CCUS, providing reliable information and influencing policy". The website should be a core resource to facilitate this future – enabling ZEP to become the go to reference point for information on CCS in Europe.

Project scope

The CCSA is first and foremost interested in proposals to redesign the ZEP website to ensure it is modern, secure, simple and easy to navigate.

The current website includes a number of explainer videos, and we are keen to ensure that video and other visual content (such as infographics) are retained on the new ZEP website. The project should therefore include an element of video production and graphic design.

Whilst ZEP's logo and visual identity are well established, the project will require an element of brand re-fresh based on the current colour palette, logos and typography (this should include web-branding as well as other branded content such as reports and presentations).

For the purpose of in-house management and budget constraints, the project must include the following:

- The new ZEP website must be built on an open-source CMS
- The new ZEP website must enable non-proprietary add-ins
- The new ZEP website must be fully integrated with mailchimp
- A level of training must be included – for CCSA staff/ZEP secretariat
- The new ZEP website must be accompanied by a suitable warranty period
- The new ZEP website must be fully responsive across all devices

Timeline

The CCSA would like to launch the new ZEP website by the 1st September 2019.

Website structure

As stated above, the current ZEP website structure is extremely complicated, making it very difficult to navigate. It is also difficult to identify the key content that ZEP wishes to showcase, meaning the content effectively becomes 'lost'. Finally, there is a large amount of (out of date and unnecessary) information on the website, and there is therefore a need for

significant simplication. CCSA staff/ZEP secretariat will be responsible for cleaning up the content, however some guidance from the successful design agency would be helpful.

The ZEP website needs to be split between two core areas:

- Public area
- Members area (not private)

Public area

The public area of the website should be aimed at a wide group of users (as mentioned above) and should be the reference point for reliable information on CCS, as well as showcasing ZEPs reports and publications.

The homepage should be simplified considerably (compared to the current homepage) and should enable users to easily navigate to the following main menu headings:

- What is ZEP
- About CCS
- ZEP library
- News and press
- Contact us

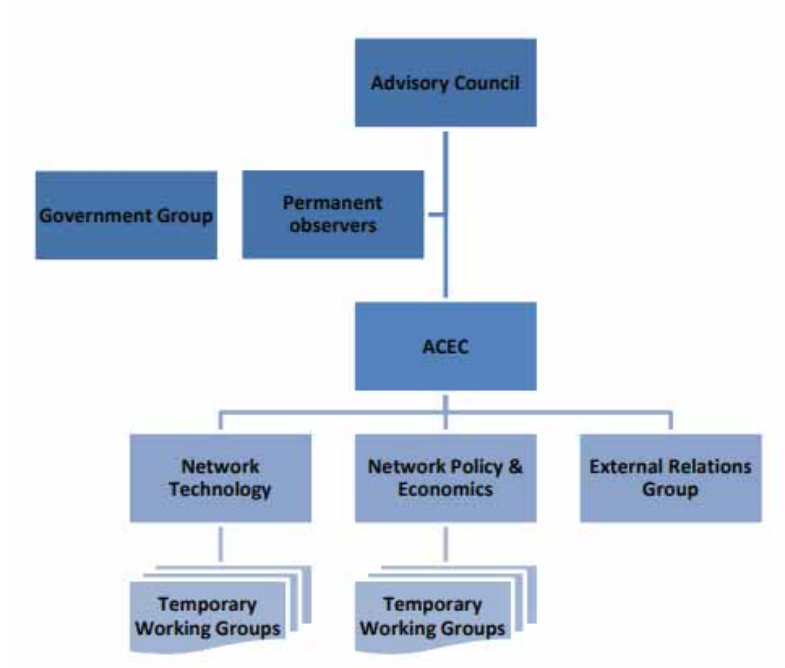
The homepage should also include a rolling twitter feed, as well as tabs for “subscribe to the ZEP newsletter” and “Become a ZEP member”.

Members area (not private)

Under its Grant Agreement with the European Commission, the CCSA is required to ensure that the work of ZEP is transparent and clearly communicated. This particularly relates to the work of ZEPs Advisory Council (AC), AC Executive Committee (ACEC), Networks and Temporary Working Groups.

The ZEP website does currently include a members area, however this is difficult to navigate. The distinction between the public area and the members area is also unclear – and it is difficult to navigate between the two.

The members area on the new ZEP website should be simplified considerably and should be based on the following structure of ZEP:



Each of these headings should take the user to a page where they can view information about the AC, ACEC, Networks or Temporary Groups – including upcoming meetings, previous meeetings, minutes, presentations and any other relevant documents.

To ensure the transparency requirements of the European Commission are met, the members area will never be private or restricted, however it should be clear that it is seperate from the public area and intended for ZEP members. Navigation between the public area and the members area should be kept simple.

Details for submission

The CCSA is inviting bids from website design agencies, and bids will be assessed on the basis of agency experience, relevant projects and design.

Bidders are encouraged to include examples of existing work.

All submissions should be sent via email to Judith Shapiro, Communications Manager at the CCSA/ZEP secretariat, to judith.shapiro@zeroemissionsplatform.eu. **The deadline for submission of bids will be 12pm (BST) Friday 5th April 2019.**

The CCSA may invite short-listed bidders to present their proposals at a meeting in London during the week commencing 8th April 2019. A teleconference or webinar can also be arranged.

Further information

For any clarifications relating to this request for proposals, please contact Judith Shapiro, on the email address above.

EU Sustainable Energy Week Session:
CCS and CCU for a climate neutral Europe
20th June 2019, 16.00 – 17.30

CONCEPT AND FOCUS

In 2018, the IPCC 1.5°C Special Report and the European Commission's strategic long-term vision "A Clean Planet for All" set the backdrop for discussions on how Europe can deliver on the ambitions of the Paris Agreement. Carbon capture and storage (CCS) and carbon capture and utilisation (CCU) will both be a necessary part of the solution to deliver deep emission cuts in hard-to-abate sectors and to support the decarbonisation of Europe's energy system. These technologies will be needed to reach net-zero emissions by the second half of the century.

This session is jointly hosted by the European Zero Emission Technology and Innovation Platform (ZEP), the Global CCS Institute and CO_2 Value Europe – with support from IOGP and Energy Technologies Europe. The event aims to raise awareness and increase visibility of CCS and CCU to policymakers, as well as broadening the debate to a wide range of stakeholders. The session will highlight the role of CCS and CCU in the fight against climate change and why these safe, proven and available technologies must be supported and deployed by Europe today.

The session will begin with a number of presentations, which will focus on the potential, value and benefits of CCS and CCU for a number of vital sectors of Europe's economy; in particular energy and emission-intensive industries. This part of the session will also look at the importance of low-carbon hydrogen, which will help to decarbonise natural gas, heat and transport.

The key thread that pulls all of this together is the development of shared CO_2 transport and storage infrastructure, leading to the creation of CO_2 clusters in major industrial European regions, such as the Port of Rotterdam and the Port of Antwerp. The audience will hear from representatives of these two clusters regarding their current thinking on CCS and CCU and project proposals.

The session will start with remarks by Graeme Sweeney, Chairman of ZEP, the Secretary General of CO_2 Value Europe and the Global CCS Institute. The presentations will then be followed by a short panel discussion, chaired by the Global CCS Institute. All speakers will be invited to take part in the panel and the audience will be given the opportunity to ask questions.

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AGENDA

1. **Welcome and introductory remarks (10 mins)**

   - Dr. Graeme Sweeney, Chairman of ZEP
   - Damien Dallemagne, Secretary General, CO2 Value Europe
   - Guloren Turan, General-Manager, Advocacy and Communications, Global CCS Institute

2. **Presentations**

Chair: Damien Dallemagne, Secretary General, CO2 Value Europe

The role of CCS and CCU in the low-carbon transition of industrial clusters
- The CO2TransPorts PCI project – Tim Bertels, Port of Rotterdam (5 mins)
- CCUS strategy in the Port of Antwerp - Anne-Frédérique Demaerel, Port of Antwerp (7½ mins)
- The Porthos CCS project - Tim Bertels, Port of Rotterdam (7½ mins)

Supporting the energy transition
- Delivering low-carbon natural gas with hydrogen – Gunhild Reigstad, SINTEF and Paula Coussy, IFPEN (10 mins)
- E-fuels and decarbonising transport – Carl Berninghausen, Sunfire (10 mins)

Delivering net-zero emissions in process industries
- CCS and CCU in the cement industry – Rob van der Meer, Heidelberg Cement (15 mins)

3. **Panel (20 mins)**

Chair: Guloren Turan, General-Manager, Advocacy and Communications, Global CCS Institute

- All speakers to take part
- Q&A with the audience

4. **Closing remarks (5 mins)**

   - Dr. Graeme Sweeney, Chairman of ZEP

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ERG EXTRAORDINARY CALL ON ZEP NARRATIVE RECAP NOTES

8 April 2019

17 April 2019

An extraordinary ERG call was held to define the starting point for an update of ZEP's narrative. Ideally, this would be used in the context of the EU elections and after. Such an update was considered necessary in light of the changing nature of the debate around climate action at EU level and the socio-economic ramifications of the transition towards a climate neutral economy.

The different roles and nature of of CCS, CCU, BECCS and blue hydrogen technologies in climate action policy is still not fully recognized by European policy-makers. The upcoming elections are an opportunity for ZEP to 'set the stage' for a new story that addresses any existing weaknesses.

The following points on the updated narrative were agreed on the call:

1. **The goals for the updated narrative**
   - *Internally:* To align how and on what we communicate.
   - *Externally:* To inform the new legislature, raise awareness, understanding and acceptance of the importance of CCS as an essential climate change mitigation technology.
   - The objective for the narrative should be linked back to ZEP's overarching goal.

2. **Direction for overall narrative**
   - Highlight both the technology and the state of society in the transition.
   - Refer to the just transition (e.g. maintaining current levels of welfare).
   - Address the impact of all policy measures and technologies on all layers of society.
   - In particular the distribute effects of the transition and preventing high cost burden for the poor.
   - Link back to achieving climate neutrality by 2050.
   - Frame CCS as an opportunity and a mutually beneficial action.
   - Focus more on outcomes and less on input.

3. **Messages on CCS, CCU, CCUS and Clean Hydrogen**
   - Need to have separate messages on CCS, CCU, CCUS and Clean Hydrogen, with a focus on the economic activity, rather than a CCUS narrative.
   - CCU and CCS have a different nature. While CCU is embedded in existing economic activities, CCS can be applied separately as a 'stand-alone' economic activity.
   - Need to address the question whether the whole system to which CCS is applied (pre-combustion hydrogen) is considered sustainable. Post-combustion possibly not.

4. **Messages on BECCS, Direct Air Capture**

- ZEP is inputting on biomass sustainability criteria in the taxonomy to use for BECCS.
- It is incumbent upon ZEP not to support geo-engineering and that this should be differentiated from negative emissions technologies.
- It was agreed that ZEP should determine whether or not to speak about Direct Air Capture.

  - **ACTION/WS:** Prepare a draft messaging guidebook and share with ERG for review, including how it will be used with different audiences, as well as examples.

###

Message pillars as updated by Theo:

- **CCS and clean Hydrogen technologies are safe, readily available, scalable and can deliver major economy wide impact**
  - **CO2 infrastructure as mutually beneficial:** CO2 T&S Infrastructure is an opportunity to deliver societal benefits and can contribute towards a just transition to a net-zero economy.
  - **CCS and clean Hydrogen as enablers:** Climate neutrality is a key objective for Europe and CCS and Hydrogen infrastructure can play a major role by enabling emissions reduction in multiple sectors.
  - **CCS, CCU and clean Hydrogen for European prosperity:** CCS, CCU and Hydrogen can de-stress the transition by delivering economic growth and resilience, while creating jobs that benefit citizens.

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ZEP TWITTER PLAYBOOK

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NOTE: The current playbook is develop to reflect the existing Weber Shandwick scope of work and budget. The activities which require additional budget are highlighted.

Objectives

Weber Shandwick has developed the following playbook to support ZEP's social media activities as part of the 2019-2021 work programme. The objectives of ZEP's social media activities are to:

1. Position ZEP as the leading voice on CCS and CCU in Brussels.

2. Drive awareness of CCS, CCU and blue hydrogen technologies as safe, readily available, scalable and able to deliver economy wide impact.

3. Build and maintain a community of CCS, CCU and hydrogen supporters among policy and media representatives on social media.

4. Build awareness, understanding and acceptance of the importance of CCS, CCU and blue hydrogen as essential climate change mitigation technologies.

Audiences

ZEP's social media activities will continue to target the individuals who have direct or indirect influence on the environmental, energy and climate policy-making process in Europe. Our primary audience consists of Brussels-based policy-makers and their staff (MEPs, MEP assistants, European Commissioners, cabinet members), policy experts and managers working in the EU institutions (Heads of Units, services, political group advisors), and media outlets and correspondents with a focus on relevant policy areas.

The secondary audience consists of national and Brussels-based policy experts working in climate, energy and environmental policy fields, private sector and civil society stakeholders who may be considered potential allies or members, and governmental authorities in the EU member states responsible for developing national action plans (e.g. on emissions) or exerting influence over relevant decision making processes.

While the secondary audience will remain largely constant over the next 12 months, the primary audience is expected to see some significant changes as a result of the European elections that will shape the composition of a new European Parliament, and by extension, the successor to the College of Commissioners led by President Jean-Claude Juncker. As such, a phased approach to audience and followership mappings should be employed that will account for the distinct audiences that will exist before and after the elections, and then again once the new Commission is confirmed and their cabinets formed.

Followership audit

While ZEP's Twitter handle already has a robust followership from both audience segments, our activity should continue to target additional stakeholders in order to expand ZEP's visibility in the social media conversation.

In order to grow organic followership, it is recommended for the ZEP account to be more active on the platform, by retweeting, replying, and generally engaging with the targeted stakeholders. To this end, monitoring hashtags, trending topics, and engaging in the daily conversation is crucial.

In the following table, Weber Shandwick identified a list of relevant stakeholders' Twitter accounts who are not yet following ZEP. Successors to key MEPs and Commissioners are considered among those listed.

Name	Function	Twitter handle	Twitter followership
EU stakeholders			
Horizon 2020		@EU_H2020	95.8K
EUScience&Innovation	DG RTI	@EUScienceInnov	71.6K
Carlos Moedas	Research, Science & Innovation Commissioner	@Moedas	57.6K
Market,Industry&SMEs	DG GROW	@EU_Growth	48K
EU Climate Action	DG CLIMA	@EUClimateAction	42.4K
Maroš Šefčovič	Vice-President for the Energy Union	@MarosSefcovic	41.5K
EU ScienceHub	JRC	@EU_ScienceHub	26.4K
Energy4Europe	DG ENER	@Energy4Europe	25.5K
EU Eco-innovation	Climate Action (H2020) at EASME	@EU_ecoinno	17.6K
CEPS		@CEPS_thinktank	39.8K
Dominique Ristori	DG at DG ENER	@ristori20	12.4K
ITRE Committee Press	EP Industry Committee	@EP_Industry	13.9K
Horizon2020 Efficient Energy		@H2020EE	14.2K
Energy Solutions EU	European Parliamentary Network on Energy Solutions	@EnerSolutions	2.1K
ENGO Network on CCS		@ENGONetworkCCS	295
Philippe Moseley	H2020 at EASME	@PhilippeMoseley	2.4K
Ivo Schmidt	Šefčovič cabinet member	@ivoschmidt	66
Renata Goldirova	Šefčovič cabinet, Communications adviser	@RenataGoldirova	904
Paula Pinho	HoU, Energy Policy, DG ENER	@Pinhopau	463
Paul Hodson	HoU, Energy Efficiency, DG ENER	@PaulHHodson	4.1K
Damien Meadows	Adviser, Carbon Markets, DG CLIMA	@damien1841	473
Peter Handley	HoU, Resource Efficiency, DG GROW	@peterhandley3	157
Thomas Nowak	SG, EHPA	@ehpabrussels	1.8K
Patrick Child	Deputy DG, DG RTD	@childp_child	705
Mission Innovation		@MICleanEnergyRD	3.1K
Mark Johnston	Senior adviser on energy and climate change, EPC	@mark_johnston	6.9K
EU journalists			
Stian Reklev	Carbon Pulse	@StianReklev	2.7K
Peter Teffer	EU Observer	@peterteffer	2.3K
Frederic Simon	Euractiv	@FredSimonEU	2.5K
David Sheppard	Financial Times	@OilSheppard	16.7K
Dave Keating	Forbes/France 24	@DaveKeating	15.8K
Kostis Geropoulos	New Europe	@energyinsider	1.3K
Kalina Oroschakoff	Politico	@MaKaOro	1.7K
Ryan Heath	Politico	@PoliticoRyan	61.4K
Florian Eder	Politico	@florianeder	16.7K

John Kemp	Reuters	@JKempEnergy	29K
Anton La Guardia	The Economist	@AntonLaGuardia	24.5K
Sonja van Renssen	The Energy Post	@SonjavanRenssen	3K
Arthur Neslen	The Guardian	@ArthurNeslen	3K
Bruno Waterfield	The Times	@BrunoBrussels	33.4K
Emre Peker	Wall Street Journal	@wsjemre	28.6K
Industrial, policy and civil society stakeholders			
Oil & Gas UK		@oilandgasuk	45.7K
BDEW	Bundesverband der Energie- und Wasserwirtschaft	@bdew_ev	7.6K
EUGCC Cleanergy Net		@EUGCC_cleanergy	826
François-Régis Mouton	IOGP EU Affairs	@FRegisMouton	512
Total		@Total	758K
Engie		@ENGIEgroup	54.8K
Brian Sullivan	Executive Director of IPIECA	@ipieca_brian	574
Susanne Dyrbøl	President, European Alliance of Companies for Energy Efficiency in Buildings (EuroACE)	@SusanneDyrboel	436
Brad Page	CEO at Global CCS Institute	@GlobalCCS_Brad	635
Climate Action Network		@CANEurope	15.3K
Eurogas	European Gas Industry	@Eurogas_Eu	3.5K
RenewableUK	UK Renewable Energy Trade Association	@RenewableUK	30K
Energy Saving Trust		@EnergySvgTrust	43.9K
Francesco La Camera	DG at IRENA	@flacamera	1.8K
Mechthild Wörsdörfer	Director for sustainability at IEA	@MWorsdorfer	3.7K
Rodolfo Lacy	Environmental Director, OECD	@RODOLFOLACY	2K
National experts			
National authorities (government)			
Greg Clark	Secretary of State for Business, Energy & Industrial Strategy, UK	@GregClarkMP	27.3K
François de Rugy	Ecology Minister, France	@FdeRugy	59.3K
Peter Altmaier	Economic Affairs & Energy Minister, Germany	@peteraltmaier	242K
Mona Keijzer	Economic & Climate Minister, Netherlands	@MonaKeijzer	39K
Davide Crippa	Undersecretary for Energy, Italy	@crippa5stelle	9.3K
Andrea Cioffi	Undersecretary for Energy Infrastructure, Italy	@andrea_cioffi	11.9K
Claude Turmes	Minister for Energy, Luxembourg	@ClaudeTurmes	8.8K
Michał Kurtyka	Secretary, Ministry of Environment, Poland	@KurtykaMichal	4.5K
Chris Stark	Chief of the Committee on Climate Change, UK	@ChiefExecCCC	2.6K
John Deben	Chairman Climate Change Committee	@lorddeben	10.1K
Doug Parr	Greenpeace UK Chief Scientist	@doug_parr	9.4K
Kevin Anderson	Professor of energy and climate change	@KevinClimate	20.4K
National media			
Stanley Pignal	Paris correspondent, The Economist	@spignal	24.9K

Megan Darby	Climate Home, London	@climatemegan	8.6K
Adam Vaughan	Energy correspondent, The Guardian, London	@adamvaughan_uk	34.1K
Damian Carrington	Environmental Editor, The Guardian, London	@dpcarrington	46.3K
Nabil Wakim	Energy Correspondent, Le Monde	@NabilWakim	20.6K
Ben Garside	Co-Founder, Carbon Pulse, London	@BenJGarside	9.4K
James Murray	Editor, Business Green, London	@James_BG	27.9K
Michael Holder	Business Green, London	@michaelholder	1.4K
Karl Mathiesen	Editor-in-chief, Climate Home, London	@KarlMathiesen	5.7K
Leo Hickman	Editor, Carbon Brief	@LeoHickman	18.9K
Roger Harrabin	BBC Environment and Energy Analyst	@RHarrabin	26.2K
Robert McSweeney	Science Editor, Carbon Brief	@rtmcswee	2.1K
Antonio Cianciullo	Energy Reporter, La Repubblica	@AntCianciullo	2K
Daniel Wetzel	Energy Reporter, Die Welt	@Wetzelstrom	2.3K
Jakob Schlandt	Energy Editor, Tagesspiel	@JakobSchlandt	2.3K
Miguel G. Corral	Environmental reporter, El Mundo	@miguelgcorral	4K

Tone of voice and style

Consistency is key to maintain and strengthen a recognisable voice for our audience. To ensure ZEP's messages cut through the noise and provide an engaging platform for our followers, our content should have the following characteristics:

- **Authoritative and expert.** As a coalition of business, civil society, academia and policy stakeholders, ZEP is uniquely positioned as a respected, expert voice on CCS and CCU technology. When intervening in the public arena, our statements should be supported by evidence, either by ZEP's own research or by recent reports published by other (respected) organisations, and should ideally provide the base for subsequent statements by stakeholders.

Example: According to our latest report… / Our recent findings highlight…

- **Informational and educational**. Although our audience certainly includes some experts, we shouldn't underestimate the power of a simple yet effective style. Our content should provide our followers with new information, interesting insights, and offer food for thought for debate. Our language should avoid acronyms and jargon and be explanatory where possible.

Example: In addition to cutting emissions, CCS and CCU technology in Europe enables companies to… / ZEPs modelling shows that deployment of CCS and CCU could create and preserve jobs by…

- **Collaborative and providing guidance.** ZEP is the platform that brings together diverse members and experts and shows the path forward for the EU energy and climate sector. Our tone should be constructive and encouraging, weighing in on

policy and technology developments and providing viable solutions to Europe's future challenges in decarbonisation.

Example: CCS and CCU are a key technology to meet the Paris Agreement goals… / We welcome policymakers' efforts to accelerate investment in…

Key language features

- **First person plural** and **collective voice** and content (We are proud to… / Our research shows…)
- **Medium register** – not very formal but still accurate and professional. The choice of words should be accessible to the general public in addition to the industry experts. Avoid acronyms and jargon. (Example: Cutting harmful emissions is not only important to minimize climate change. It will also create jobs and economic opportunities by…)
- **Short, simple sentences** going straight to the point, preferably in the active voice. (Our findings highlight that […]. This means…)
- **Selective use of hashtags** – not more than three or four per post and always preferring issue-specific words, or targeting key campaigns and debates. (#CCS, #NetZero2050…)
- **Include a call-to-action** when relevant. (Example: Read our latest report to find out more… / Have a look at our findings on…) Reference current evidence from other respected organisations when relevant.
- **Visuals should be included** whenever possible and should be relatable and catching the attention of our audience.

Sources of content and messages

All of ZEP's social media content will come from the following sources of content:

- ZEP publications, reports and articles
- ZEP approved messaging
- ZEP members and advocates
- Relevant third-party content (i.e. studies, media articles)
- EU policy debates where ZEP messaging exists
- Relevant external events
- Milestones connected to priority dossiers (e.g. EC's LTS)

These sources will be 'mined' for proof points to support our message that:

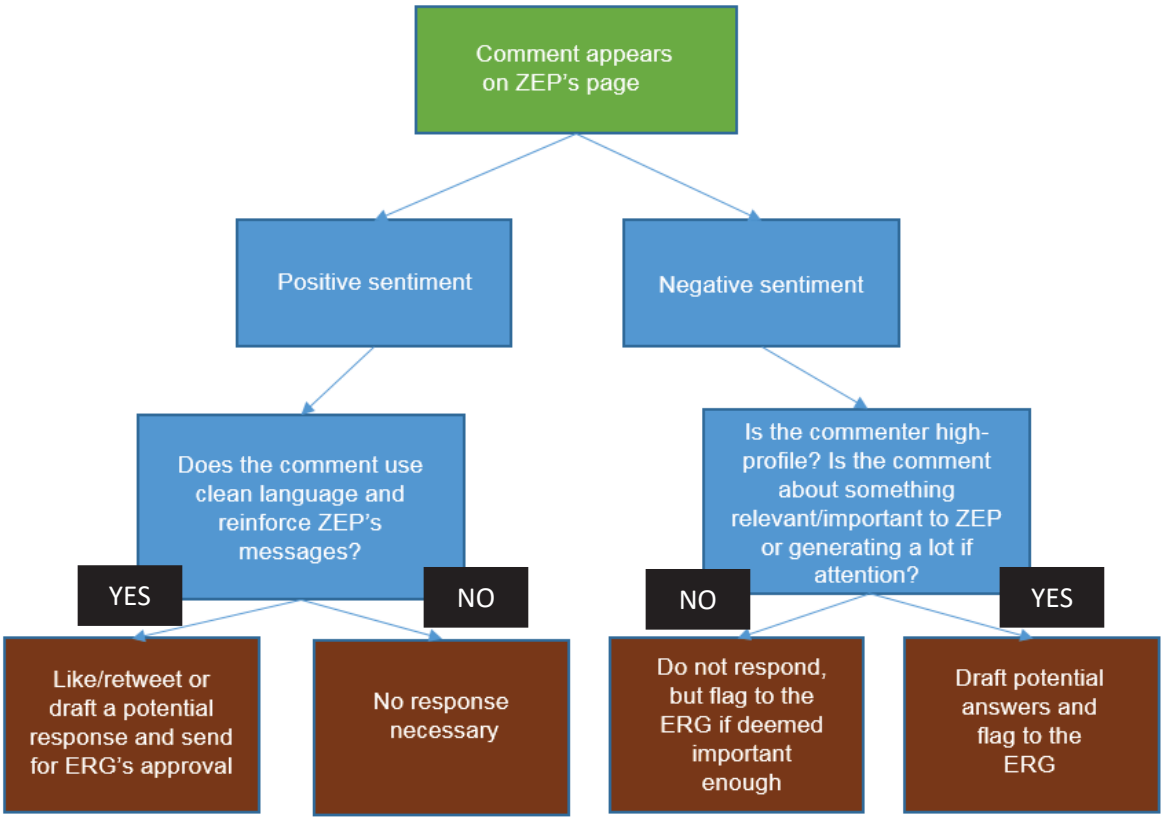
- **CCS, CCU and clean Hydrogen technologies are safe, readily available, scalable and can deliver major economy wide impact**
  - **CO2 infrastructure as public:** CO2 T&S Infrastructure delivers societal benefits and can contribute towards a just transition to a net-zero economy.

- **CCS and clean Hydrogen as enablers:** Net-zero emissions is a key objective for Europe and CCS and Hydrogen will infrastructure can play a major role in reducing emissions to net-zero.
- **CCS, CCU and clean Hydrogen for the economy / European prosperity:** CCS, CCU and Hydrogen can deliver economic growth and resilience, boosting GDP, growth, and creating jobs.

Rapid response decision tree

While proactive engagement is important, having a solid and well-defined social media crisis and issue management plan that can be implemented when needed is also necessary.

Should an issue arise, Weber Shandwick recommends using the rapid response decision tree below to consider further steps.



Format of Twitter calendar

In order to improve the quality of ZEP's communications, we agreed to transition to a split content planning system. Weber Shandwick now shares a weekly Twitter calendar containing 1-5 pre-planned tweets (depending on key milestones) every Monday morning. Twitter content on days for which no tweets are scheduled would then revert to a daily drafting and approval process for individual tweets. This would aim to accomplish the following:

- Allow for maximum flexibility vis-a-vis daily trends, breaking news or unanticipated developments.
- Signal to individual ZEP communicators (e.g. Secretariat members, advocacy leaders) when they would be able to leverage their personal accounts to best effect, both in terms of timing and by reinforcing the messaging of the ZEP account.

Measurement

In order to measure the success of ZEP's Twitter activities, Weber Shandwick recommends providing a quarterly digital report, which will monitor and assess the following KPIs:

- An increase in engagements with the content (i.e. likes, shares, clicks, comments).
- Link clicks.
- Engagements with key stakeholders i.e. MEPs, EU Commissioners, etc.
- Reach of content.

ZEP's Twitter strategy is regularly adjusted according to insights gained via digital reports and strategic discussions at the monthly ERG calls.

Ways of working (within the current budget)

Weber Shandwick, the Secretariat and the ERG co-chairs will all participate in ZEP's Twitter activity. The division of responsibility will be as follows:

Weber Shandwick

- Provide a Twitter calendar in a flexible format (see format of Twitter calendar p. 7)

The Secretariat

- Post tweets once approved
- Engage with stakeholders by answering to and writing comments, retweeting and liking their content
- Flag engagements, comments and direct messages together with draft responses and next steps to ERG co-chairs using the rapid response
- Prepare a monthly Twitter activity report

ERG co-chairs

- When possible, post tweets from ZEP's account around events, conferences and meetings.

Further recommendations (requires additional budget)

Digital communications continue to have a growing impact on the political decision-making process in Brussels. ZEP's Twitter handle has secured a formidable followership in the past years and it is now important to evolve your social media strategy from a broadcast model to a more engaging approach. Therefore, we would recommend these additional activities:

- Develop engaging materials for social media use (videos, quotes, imagery, etc.).

- Launch a webpage showing European CCS and CCU and blue hydrogen projects.
- Enable paid promotion of relevant tweets.
- Undertake targeted social media campaigns around key activities or milestones.

Paid promotion of tweets (requires additional budget)

Promoting your tweets can ensure that they are displayed prominently at the top of your audience's feed. In doing so, you can position yourself above your competitors and capture the attention of your followers by providing engaging content.

Creating a paid Twitter campaign entails the following steps:

1) Determine objectives for Twitter campaign (i.e. awareness campaign, promotion of a report, website launch)
2) Develop a strategy (audience we have)
3) Determine budget based on agreed objectives
4) Set up a Twitter campaign
5) Maintain the campaign

LANDSCAPE OF THE EU'S NEW INDUSTRIAL STRATEGY DEVELOPMENT

A WEBER SHANDWICK NOTE

10 May 2019

The aim of the initiative

The aim is to ensure a globally integrated, sustainable and competitive industrial base in Europe. This implies moving towards a climate neutral European economy and society, while ensuring sustainability, equitability and competitiveness. It is therefore intricately connected with the EU's long-term energy and climate strategy and advocacy should be considered as such.

The idea to build on the 2017 New Industrial Policy Strategy. Or as the European Council (EUCO) framed it, to put in place *"a long-term vision for the EU's industrial future, with concrete measures to implement it. It should address the challenges European industry faces, touching upon all relevant policy areas"* (EUCO Conclusions 22 March 2019).

When it will be published

Commission is expected to submit a proposal by end-2019. In March 2020, the EUCO will hold an overall discussion on strengthening the economic base of the EU – this will also cover other initiatives that the Commission has been tasked with and/or the EUCO wants further discussions on, which will no doubt also feature in the new industrial strategy:

- A long-term action plan for better implementation and enforcement of Single Market rules.
- Recommendation on a concerted approach to the security of 5G networks.
- Measures to further support the European Innovation Council and to facilitate the implementation of Important Projects of Common European Interest.
- Identify before the end of the year how to fill gaps in EU law in order to address fully the distortive effects of foreign state ownership and state-aid financing in the Single Market.
- Continue to push for an ambitious and balanced free trade agenda through the conclusion of new Free Trade Agreements, promoting EU values and standards, and ensuring a level playing field.

- Resuming discussions on the EU's international procurement instrument.

Why the EU is considering a revision of its industrial policy now

This has been an ongoing discussion for several years (timeline). The momentum grew after the Austrian Council Presidency report on the governance and mainstreaming of industrial policy (here) and Competitiveness Council Conclusions in November 2018 (here).

Further momentum was generated after 18 Member States issued a joint statement at the 6th Ministerial Meeting of the Friends of Industry in December 2018 (here). This escalated with the failed Siemens-Alstom merger and the run-up to the EU-China Summit on 9 April 2019.

The European Political Strategy Centre (EPSC), the Commission's in-house think tank that tends to make policy recommendations which are often translated into actual proposal, prepared a dedicated briefing paper (here). It discusses how the EU can combine an open market with protectionism.

Key platforms where the discussion is being held

The formulation of the New Industrial Strategy is part of an extensive consultation and drafting process overseen by the European Commission. Discussions between stakeholders are being held at several forums at the same, which in various cases are expected to deliver their version of an industrial visions as input into the final strategy.

Main platforms:

- High-Level Working Group on Competitiveness and Growth (Member States) – Agreed a framework with indicators to monitor implementation of the current industrial strategy (here). Meets regularly now to prepare for the informal competitiveness ministers' meeting in Helsinki on 5 July (agenda). A specific focus on automotive industries will be on the agenda of the HLG for competitiveness and growth later in 2019.
- High-level Industrial Roundtable 'Industry 2030' (business representatives in individual capacity and Commission) – This is the Commission's pre-eminent touch point with business and is chaired by VP Katainen. It published a 'scoping paper on vision for the European industry until 2030' (here). The paper emphasises the importance of a decarbonised circular economy and linking long-term industrial planning to 2050 energy and climate targets.
- High-level Expert Group for Energy Intensive Industries (business) – Has been tasked to prepare an 'Industrial Transformation Master Plan for climate-neutral industry by 2050'. A draft should be ready by June and final version by October. The HLG has three sub-groups, which are all preparing their input at the moment:
    - Sub-group 1. Creation of markets for climate-neutral, circular economy
    - Sub-group 2. Developing climate-neutral solutions and financing their uptake
    - Sub-group 3. Resources and deployment

- Strategic Forum for Important Projects of Common European Interest (IPCEI) (Member States, Commission, business, international financial institutions) – Identifying strategic value chains is one of the main drivers of the New Industrial Strategy and this Forum aims to align around specific projects that fulfil that condition.
- EPC-led Task Force to develop a pan-European 'Industry Action Plan for the European Union' - The Task Force provides a platform for multi-stakeholder discussions. The findings of the project will be integrated into a final publication (released in the autumn of 2019) setting out concrete recommendations for the newly elected European Commission to drive this agenda forward.

Stakeholder industry visions:

- Orgalim
- FuelsEurope
- Industry 4 Europe alliance
- Alliance for a Competitive European Industry
- European Climate foundation
- Institute for European Studies
- More..