

# **ZEP Advisory Council 61**

**5<sup>th</sup> December 2019**

## ***Agenda Item 12: External Relations Group***

### ***12.a. ERG Update***

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

### ***12.a.i. Draft short-term communication plan***

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Appended to this paper is a draft short-term communication plan.

### ***12.a.ii. ZEP press statement on EU Industrial Strategy***

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Appended to this paper is the ZEP press statement on the EU Industrial Strategy.

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### ***Agenda Item 12.a.: ERG update***

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

#### ***ZEP website re-design update***

The ZEP website re-design is almost complete and it is anticipated that by the date the AC61 meeting takes place, the new [website](#) will have been launched. A final call/webinar took place on the 26<sup>th</sup> November between Global Concept Consulting (the designers), the ERG and the Secretariat. There was overall enthusiasm and approval for the new website design and a desire that this should go live as soon as possible. The designers have focussed on the public area of the website for the moment – the members area will be added in the next few weeks. It has been decided that the new website will be launched via a soft launch – focussing on social media.

**The AC is invited to browse the new website and send any feedback to the Secretariat.**

#### ***Draft ZEP Short-term communication plan***

The ZEP secretariat has drafted a short-term communications plan, in line with the main happenings of the EU political agenda. The plan is a living document and focused on the near-term with some activities also for Q2 2020.

The document can be found as the pre-read **12.a.i.**

#### ***ZEP objectives and messaging workshop, 12th November***

On Tuesday 12th November 2019, the ERG organised a strategic and messaging workshop in Brussels together with the members of the ZEP ACEC. The aims of the workshop were twofold:

1. To update the core objectives of ZEP;
2. To draft a messaging model (an example/template messaging model can be found below).

The workshop followed the discussions at the AC 60 meeting to update the objectives and messaging model and to align with the new political context in Europe. We are witnessing a totally changed landscape with much more ambitious climate targets and a transition to net-zero GHG emissions, involving all parts of society.

A discussion focussed on the drafting of new core objectives for ZEP. After careful considerations, the updated proposed core objectives are the following:

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- To determine and create in the political economy the conditions necessary to reach net zero GHG emissions in Europe by 2050 with a focus on energy and industrial sectors;
- To demonstrate that the implementation of CCS and CCU technologies at scale now is essential to achieve this goal;
- To accelerate the deployment of large-scale CO<sub>2</sub> transport and storage networks, which enable clean, competitive energy and industrial sectors, including early large-scale clean hydrogen and climate positive solutions (negative emissions).

On the basis of these objectives, the ZEP draft messaging model was created, including a communication goal, supporting messages and an overarching umbrella message. The ZEP secretariat will draft proof points to support the messages.



The proposed objectives and messages have been described under **agenda item 4.b.**

## ***EU Industrial Strategy***

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### **ZEP press release on the Strategic Forum on IPCEI's report**

The EC published their Strategic Forum on IPCEI's [report](#) and [recommendations](#), including a range of references to CCS, CCU and hydrogen, recognising their role for the decarbonisation of industry and the great need for coordinated action around e.g. cross-border CO<sub>2</sub> and H<sub>2</sub> infrastructure.

ZEP has reacted to this European Commission's report of the Strategic Forum for Important Projects of Common European Interest with a press statement. The press release can be found as pre-read **12.a.ii.**

### **ZEP and the EU Industrial Decarbonisation Masterplan**

After the Sherpa meeting of the Energy-Intensive Industries Expert Group on 10 September the next meeting planned for the beginning of October was cancelled. A new draft version of the

Masterplan, where “by 2050” was added to the title as a reference to the 2050 climate-neutral law, was added in the text.

Instead of having a new meeting regarding this document, the European Commission introduced a silent written procedure to approve the final EII Transformation Masterplan. ZEP were in contact with the European Commission in relation to this silent procedure to safeguard the previously made input.

The final “[Masterplan for a competitive transformation of EU Energy Intensive Industries enabling a climate neutral, circular economy by 2050](#)” was published on 28 November 2019.

### ***Communication of North Sea storage costs***

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On several occasions, non-project specific cost figures for CO<sub>2</sub> storage have been quoted in public by representatives from the oil and gas community at very high cost-levels, above €200/tonne. At the ACEC on 22 October it was decided that the NWT should prepare a short report, clarifying that the cost of CO<sub>2</sub> storage is much lower than the recently communicated figures and still in the same vicinity as in the ZEP 2011 report. Since this will take some time to prepare, it was also decided to in the short term communicate a piece of short information highlighting the above-mentioned cost, preferably via Twitter.

After discussions with the ACEC members and coordinating with the ERG, this message was communicated via Twitter on 6 November:

*Cost to transport and store CO<sub>2</sub> offshore in the North Sea will depend on many factors – site, distance, volumes, sustainable business model, etc. Indications: storage €3-20/t CO<sub>2</sub>, transport €20/t CO<sub>2</sub> for 500 km pipeline.*

With this text as a picture in the tweet:

**What will it cost to store CO2 offshore in the North Sea?  
Many non-project-specific figures have been mentioned  
in public and we would like to clarify:**



The actual tariffs for transport and storage of CO2 offshore will depend on the site and transport distance, how the market will mature and a sustainable business model, the volumes handled and how transport and storage can be optimised. Indications of what the cost may be, can be found in the 2011 ZEP report 'The Costs of CO2 Capture, Transport and Storage', where €6-20 per tonne CO2 is indicated as cost for storage in saline aquifers (€3-14 per tonne CO2 for depleted fields). The cost for the offshore transport part varies depending on type of transport, distance and if it is new build or reuse of pipelines. Cost indications are approx. €20 per tonne CO2 for 500 km pipeline transport and approx. €10 for CO2 transported the same distance by ship. These cost indications are still valid and in line with other reports, for example 'Summary of Results from the Strategic UK CO2 Storage Appraisal Project' from 2016, indicating that costs for transport and storage are likely to be between £11-30 per tonne CO2.

### ***ZEP presentation at BioEnergy Europe event, 19<sup>th</sup> November 2019***

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On the 19<sup>th</sup> November ZEP was invited to give a presentation at a BioEnergy Europe working group on Biopower and CHP. This was set up to give input to their discussion on whether to have a position on Bio-CCS/BECCS and what would be important to highlight.

Presentations were given by Antti Arasto, VTT, Per-Olof Granström, ZEP, Cato Kjolstad, Fortum and Ross McKenzie, Drax.

The interest in negative emissions and BECCS is growing strongly. There was a great interest in ZEP, many questions were asked, and a good discussion followed the presentation. A lot of the discussion was focused on the possible incentives, on EU/national levels, etc. There was also as expected different views regarding the need for CCS on Bioenergy, but most participants seemed to see this as an opportunity. The interest in mutual exchange and cooperation was highlighted. It was a worthwhile event and a good opportunity to promote ZEP.

### ***Feedback from 8th October Industrial Decarbonisation event***

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On the 8<sup>th</sup> October, ZEP – together with GCCSI, Bellona, Renew Europe. and the S&D group – organised an event “On the road to Net-Zero: Decarbonising industry in Europe’s largest port city Rotterdam and beyond”. The event was aimed at MEPs and assistants and was hosted by Chris Davies MEP and Jude Kirton-Darling MEP. The following speakers gave presentations:

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- Eve Tamme, GCCSI
- Mark Driessen, Port of Rotterdam Authority – Porthos CCS project
- Jonas Helseth, Bellona Europa
- Luke Warren, ZEP
- Benjamin Denis, IndustriALL

Chris Davies MEP and Jude Kirton-Darling MEP introduced the event and emphasised the importance of CCS to ensure the transition for energy intensive industries. Chris Davies particularly highlighted the importance of the Porthos CCS project to decarbonise industry in the Rotterdam region and Europe more broadly. Mark Driessen from the Port of Rotterdam emphasised that CCS technology is available, and it unlocks large volumes of CO<sub>2</sub> reduction in the very short terms and, through CCS clusters, there is the potential to connect to different technologies such as hydrogen. Jonas Helseth from Bellona explained that industry needs to access the means to decarbonise and that a CO<sub>2</sub> transport and storage network should be seen as a public good that benefits the whole of society. Luke Warren from the ZEP secretariat focussed on three key messages:

- the importance of Member States undertaking an assessment of the role that CCS and CCU can play in supporting the transition to a low carbon economy;
- With the right mix of EU and Member State policies, Europe can see initial deployment of CCS/CCU in the early 2020s;
- Collaboration around the development of transport and storage infrastructure is critical, to enable the development of CCS clusters within regions and across borders.

ZEP will also participate with a presentation at an event organised by Chris Davies on 11 December: “Reaching net-zero, removing CO<sub>2</sub> from the air and safely storing it”.

### ***Feedback from 11th October IOGP CCS/CCU campaign meeting***

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On the 11<sup>th</sup> October, the ZEP secretariat attended an IOGP CCS/CCU campaign meeting. The meeting was well attended with approximately 25 people in the room representing NOROG, Hydrogen Europe, MHPS, Shell, GCCSI, Equinor, Air Liquide, Tata steel, BP, ENTSOG, Fluxys, Ervia, Conoco Phillips, Fortum, ENI, Exxon Mobile, Cefic, Total, NHO and IOGP.

During the introduction it was highlighted that: “This is not an IOGP campaign, it is an industrial campaign” and that “IOGP supports the Paris agreement and on carbon neutrality, IOGP will support what the EC suggests.”

After a short background, the campaign was presented. In addition to what had been circulated beforehand (“Political momentum” and “Creating MEPs as champions” for CCS), the campaign also set out a “crossing the street” campaign for the general public in order to tackle public acceptance. The campaign will be run by an external Public Affairs agency over one year.

There was much discussion during the meeting regarding public acceptance as key and the need for a general public campaign.

ZEP made the following points:

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- Cooperation between different stakeholders is the basis for success in driving CCS and CCU forward in Brussels.
- The need to be very careful with who the sender of a message is/who is behind the campaign. If the sender is not trusted, the way forward can be very difficult.
- There has never been a better time than now to get support for Carbon Capture and Storage, but there is a need to embrace the European Green Deal and net-zero to 2050 in order to be credible.
- Broadcasting (bigger campaigns focused on the general public) is most probably not a cost-efficient way – It is more about clearly defined target audiences.
- Member States are another matter; the focus should be on what can be achieved in Brussels.

The conclusions of the meeting

- To tread carefully and start with coordination – exchanging/sharing information.
- To invite this group to another meeting, where also other stakeholders/NGOs are to be invited, in order to try to find a better balance/broader base.

### ***London Protocol amendment – final approved text***

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On October 11th, the Contracting Parties of the London Protocol met to discuss a number of items, including the barrier to CCS. The Norwegian and Dutch Governments had proposed an interim solution to unblock this barrier, which was supported by ZEP (the ZEP position paper can be found [here](#)).

At the October meeting, the contracting parties adopted a resolution to allow provisional application of an amendment to article 6 of the Protocol, which means that transboundary export of CO<sub>2</sub> for the purpose of CCS, can now be provisionally allowed under certain circumstances.

The resolution to allow provisional application of the 2009 amendment as an interim solution, pending sufficient acceptance by Contracting Parties, enables countries who wish to do so, to implement the provisions of the amendment in advance of entry into force. To do this, the Parties concerned will need to deposit a declaration of provisional application and provide notification of any agreements or arrangements with the Secretary-General of the International Maritime Organization (IMO).

*"The adoption of the resolution will remove a barrier for countries who wish to make use of carbon capture and storage - but which do not have ready access to offshore storage sites within their national boundaries,"* said Fredrik Haag, Head, Office for the London Convention and Protocol and Ocean Affairs, IMO.

### ***Chris Davies' meeting with Frans Timmermans***

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On 20 November Chris Davies gathered a small group of individuals, among which ZEP was represented, to prepare for a meeting with Frans Timmermans. The meeting with VP Timmermans was held on 26 November and we will give an oral update on feedback from this at the AC meeting.

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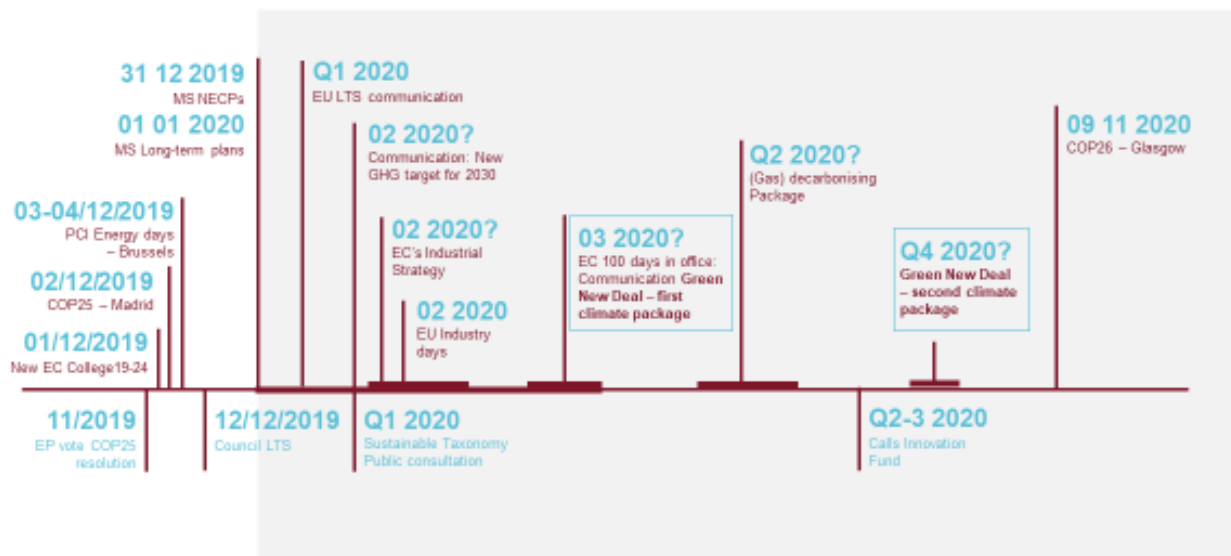
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### 12.a.i Draft short-term communication plan

Q4 2019 and Q1 2020 will be eventful times for ZEP. We have prepared a summary of key happenings on the EU agenda and ZEP communication activities. The plan is supposed to provide an indication of ZEP activities for the short term. It is a living document, hence subject to changes.

This is combined with a strong engagement plan with the EU institutions.

### EU Political agenda – some highlights





When	Events	ZEP communications activities
November 2019	Ahead of the COP25 (EP vote on COP25 resolution (including 2 CCS amendments).	Tweet Newsletter (Internal and External)
1 December 2019	New European Commission taking office	Tweet Letters of Congratulation Newsletter (Internal and External)
2 December 2019	Kick-off of COP25	Tweet Newsletter (Internal and External)  Possible hosting of ZEP material on CO2GeoNet COP25 webpage  Possible press statement highlighting positive developments for CCS (depending on the outcomes of COP25).
11 December 2019	Announcement: European Green Deal	Tweet Newsletter (Internal and External) Press statement
Mid-December 2019	New issue of Parliament Magazine	Text about ZEP and the importance of CCS on the new issue of the Parliament Magazine (to be released in mid-December 2019)
December 2019	European Council on Net-zero Long-Term Strategies	Tweet Newsletter (Internal and External)  Blog post: 5 takeaways from the European Council  ZEP response and tweet about the response Newsletter (Internal and External) Possible op-ed (highlighting ZEPs role in this debate)

2020		
Early 2020 (January)	National Energy and Climate Plans + MS Long-Term Strategies	Tweet Newsletter (Internal and External)
January/February 2020		ZEP Conference?
Q1 2020	EU Long-Term Strategy communication	Tweet Press release Newsletter (Internal and External)

		Possible op-ed on the importance of CCS and CCU to achieve the Long-Term Strategy
February 2020 TBC	Communication: New GHG target for 2030	Tweet
February 2020 TBC	EC's Industrial Strategy	Tweet Press release Newsletter (Internal and External)
Q1 2020	Sustainable Taxonomy public consultation	Tweet Press statement Newsletter (Internal and External) Possible op-ed (highlighting ZEPs role in this debate)
March 2020	EC 100 days in office: European Green New Deal – first climate package	Press statement on European Green New Deal Newsletter (Internal and External) Tweet Possible blog post
Q1/Q2 2020	PCIs Energy Days	Coverage of event on Twitter – possibly a fringe meeting or ZEP event.
Q2 2020	EU Sustainable Energy Week	ZEP fringe event at EUSEW Twitter coverage

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### 12.a.ii ZEP press statement on future-proof EU Industry

#### PRESS STATEMENT

#### CCS, CCU and Hydrogen to play a key role in transforming EU industry

**Brussels, 18 November** – The European Commission has released a report on “Strengthening Strategic Value Chains for a future-ready EU Industry” to follow up on the Strategic Forum on IPCEI. This document outlines a series of recommendations to boost Europe’s competitiveness and global leadership in six sectors including hydrogen technologies and systems, and low-carbon industry. It recognises the critical role of carbon capture and storage (CCS), carbon capture and utilisation (CCU) and hydrogen technologies for the decarbonisation of EU industry and advocates for greater coordinated action around e.g. cross-border CO<sub>2</sub> and hydrogen infrastructure.

Commenting on the report, Dr Graeme Sweeney, Chairman of ZEP, said:

*“We are delighted that the European Commission has recognised the importance of CCS, CCU and hydrogen in its new report, with particular emphasis on the hydrogen and low-carbon industry strategic value chains. Indeed, our research shows that CCS will be essential to achieve EU carbon neutrality across a number of key industrial sectors and will also play a critical role in creating a low carbon hydrogen economy for Europe.*

*Energy-intensive industries provide the backbone of Europe’s economy and many of these industries cannot reduce emissions substantially without CCS. The key to unlocking the cross-economy benefits of CCS and hydrogen lies in the development of cross-border CO<sub>2</sub> transport and storage infrastructure. This will establish CCS and hydrogen clusters in key European regions, creating the clean industries of the future and making Europe attractive for sustainable investment. It is vital that investment in this infrastructure starts now if Europe is to have any hope of achieving a net-zero goal”.*

#### ENDS

#### Notes to Editors:

##### ZEP

Founded in 2005, the European Zero Emission Technology and Innovation Platform (ZEP) is a unique coalition of European oil and gas companies, equipment suppliers, scientists, academics and environmental NGOs united in their support for CO<sub>2</sub> Capture and Storage (CCS) as a key technology for combating climate change. ZEP serves as advisor to the European Commission on the research, demonstration and deployment of CCS.

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