



Grant Agreement Number:
657263

Action acronym:
GATEWAY

Action full title:
Developing a Pilot Case aimed at establishing a European infrastructure project for CO₂ transport

Type of action:

H2020-LCE-19-2014-2015

Starting date of the action: 2015-05-01
Duration: 24 months

D1.1 GATEWAY Communication plan applicable to the Pilot Case

Estimated delivery date: 01 Dec 2015
Actual delivery date: 20 Apr 2016

Organization name of lead participant for this deliverable:
SINTEF Energi AS

Project funded by the European Commission within Horizon2020		
Dissemination Level		
PU	Public	x
CO	Confidential , only for members of the consortium (including the Commission Services)	



Deliverable number:	D1.1
Deliverable title:	Communication plan applicable to the Pilot Case
Work package:	W1 Project Management and coordination
Lead participant:	SINTEF ER

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Abstract

This document presents the plan for dissemination, exploitation and communication within GATEWAY, and will be used as a handbook by the consortium members during and after the project period. The objective for dissemination is twofold: (i) to facilitate project development by ensuring optimal information flow within the consortium, and (ii) to maximize impact of GATEWAY by obtaining high visibility within the CCS community, the scientific audience, decision makers and the generally interested public. Activities planned in order to achieve this includes arranging workshops and high level meetings, presenting information on relevant events and conferences, on internal and public webpages, write newsletters and blog posts.



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1 BACKGROUND AND GOAL

The GATEWAY project is funded by Horizon 2020. Partners in the project include SINTEF Energy Research (Norway – Coordinator), TNO (Netherlands), Forschungszentrum Julich (Germany), University of Leeds (UK), Progressive Energy Limited (UK), Queen Mary University of London (UK), and Ecofys (Netherlands).

CCS is not profitable under the current energy regime, and will depend on the regulatory framework, incentives and the future cost of emissions. The GATEWAY project will address this by:

- Developing a Pilot case for European CO₂ transport infrastructure
- Providing a model for establishing European CO₂ transport infrastructure
- Defining a Project of Common Interest
- Developing a business case for the Pilot Case
- Addressing the risk associated with the Pilot Case and propose measures for de-risking
- Assessing the funding needs and propose possible financing mechanisms for the Pilot Case

1.1 The current situation for the communication activities

The project concept and goals have been presented at several events. The main ones being:

1. June 2015 - Project kick off (Brussels)
2. Sept 2015 - COM meeting on PCI (Milieu report)
3. Oct 2015 - Decision gate 1 WS (Amsterdam)
4. Nov 2015 - Public kick off (Brussels) – see Appendix 1 for invitation list to External stakeholders
5. Febr 2016 - Decision Gate 2 WS (Amsterdam)
6. April 2016 – Meeting with EC COM regarding 'PCI Masterplan CO₂'

The status for the project was presented as part of the EB meeting in February 2016, namely the presentation 'H2020 GATEWAY 'State of the Union' by coordinator Marie Bysveen.

The public kick-off in November 2015 attracted a lot of attention, and the communication was a success. This resulted in a number of blogs and Tweets, among other things. The key external stakeholders participating in this event received an e-mail thanking them for the participating and informing about the further process of the project.

The SET Plan process for Action 9 influences the GATEWAY project, as does the work with the 'PCI Masterplan for CO₂' developed in cooperation between EC and the North Sea basin Task Force (NSBTF). This also influences the Communication activities.

GATEWAY has a Twitter account, which has limited activity at present. A LinkedIn account should be considered.

Conclusion: In order to meeting its ambitions, GATEWAY needs to become more visible – especially in order to succeed in the dialogue with external stakeholders.



1.2 Goals for GATEWAY communication

From the proposal:

WP1, Task 1.4: Public relations and dissemination

This task concerns how ideas and project results can best be communicated to the public. A successful communication requires a dedicated communication plan for meetings, presenting ideas and project results to the public and local authorities. The target group will be invited to express their views. Past experience from several European CCS initiatives has shown that open information, involving expertise from the project as well as from third parties and NGOs is required to create trust and to enhance the public awareness. Against this backdrop, Task 1.4 shall provide the basis for public relations, as required to pursue the Pilot Case (cf. Work Package 4), notably

- to provide a communication plan applicable to the Pilot Case.

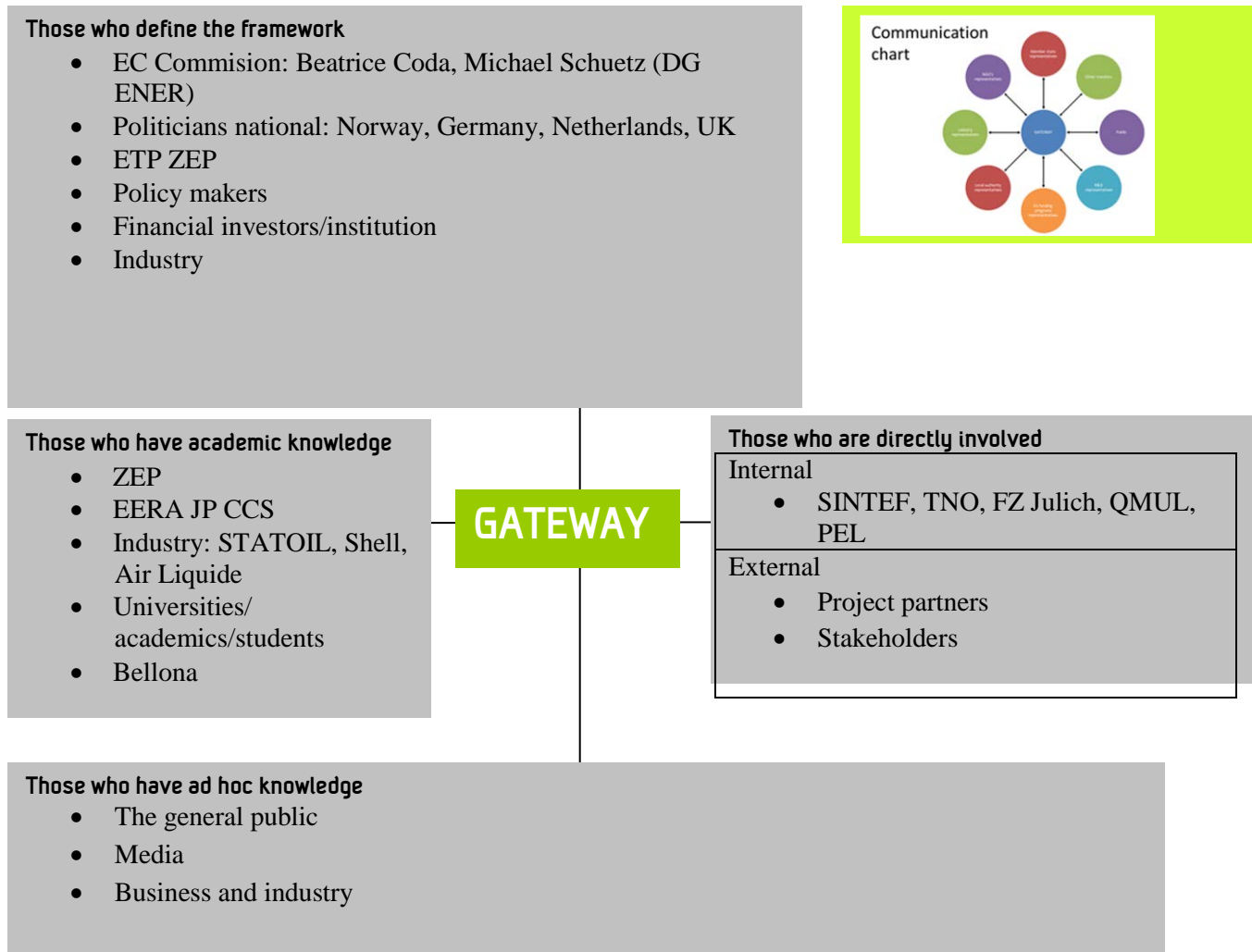
Organising and attending outreach meetings may be required under this task. Such meetings will mainly cover generic matter, in addition to specific issues depending on the needs.

→ This task will produce **deliverable D1.1, entitled *Communication plan applicable to the Pilot Case***.



2 STAKEHOLDERS FOR COMMUNICATION ACTIVITIES

Government agencies, organizations and individuals have different relationships to the GATEWAY project and CCS. An analysis of these audiences will provide answers to: Who is important to us, and to whom are we important? Who can influence us, and whom we can influence?





1.1 Explanation of the Communication Chart

Those who define the framework

Parties who have formal authority to decide directly on political and economic objectives as well as the framework for the organization, or who, through their decisions, will indirectly influence the activities.

Those who are directly involved

Parties associated with day-to-day activities who have a key role in performing the organization's tasks (internal) or using its services (external). We distinguish between internal and external relationships.

Those who have ad hoc interests

Parties who have an interest in specific cases or situations in our activities or certain aspects of a complex issue. Examples of such parties include media, professional interest organizations, activist groups, individuals.

Those who have academic knowledge

Parties who influence academic standards relevant to the activities. These may be research institutions, universities, international organizations and professional groups. We can also include organizations that are or have been in the same situation as we have.

2.2 Communication principals

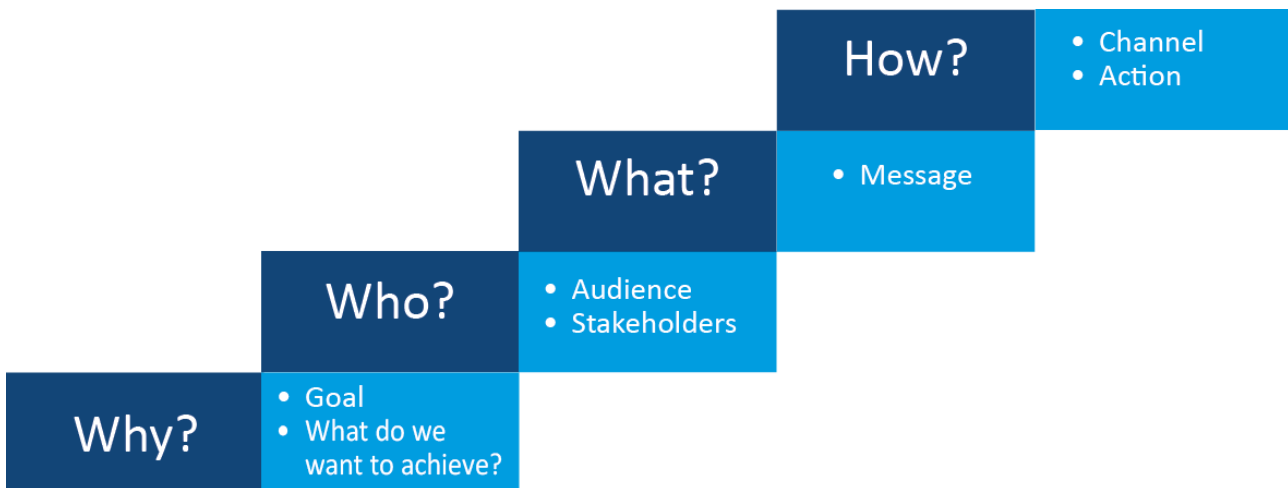


Figure 1: Principles for communication at SINTEF

2.3 Priority messages

- Europe needs a robust infrastructure in order to implement CCS
- Europe needs a legal framework to implement CCS
- Europe needs a feasible economical model for CCS
- We can make CCS possible and an important part of reaching climate goals in Europe
- We need to accelerate CCS R&I efforts nationally and in Europe



3 ACTION PLAN

3.1 General

The landscape for CCS in Europe is continuously changing. See Figure 2 below for an illustration made by EERA JP CCS in 2015:

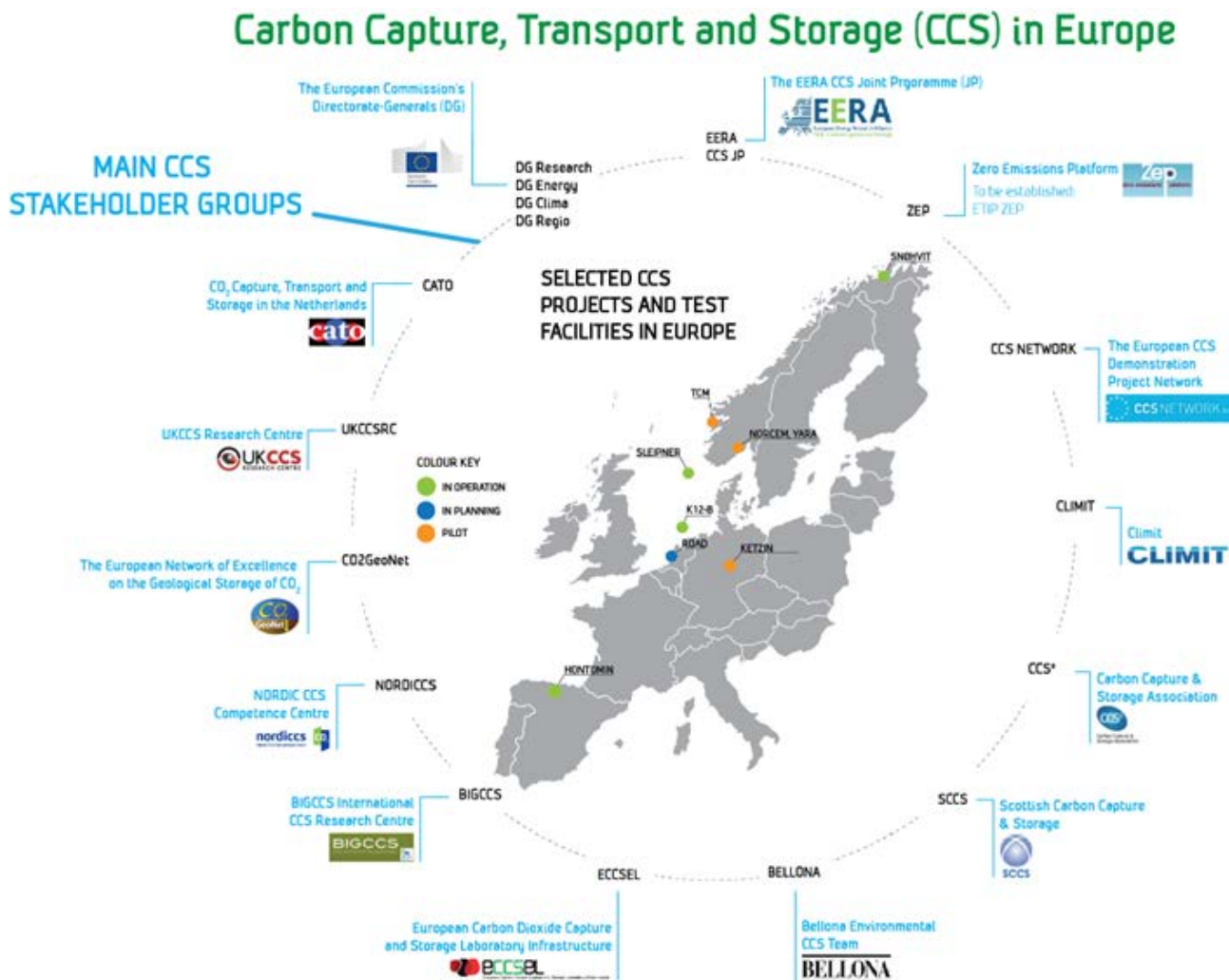


Figure 2: The CCS landscape in Europe per 2015.

Also the SET Plan process related to the Issues paper for CCUS, and the following Implementation will strongly influence the actors. The GATEWAY project will follow these processes closely, and also be active in this process through its participating partners.

3.2 Communication activities - responsibility

Communication is a leadership responsibility. The Project Management Team (PMT) is responsible for providing the foundation for and quality assurance of research dissemination and internal communication. All the GATEWAY partners have a responsibility for being engaged with external stakeholders, and to report into the Project Management team about events taking place and to report important, relevant messages to the other project partners.



Each PMT leader is responsible for planning and implementation of its communication tasks internally and externally. The project manager has a responsibility to ensure frequency and quality of the communication.

3.3 Resources and responsibilities

Name	Responsibility
Coordinator	Communicate with EC and Norwegian government
WP 1 lead	Social media, Newsletters
WP 2 lead	Monthly reporting on WP2 issues
WP 3 lead	Monthly reporting on WP3 issues
WP 4 lead	Monthly reporting on WP4 issues

3.4 Priority channels

- Webpages
- Events/relevant meetings/workshops
- Blogs
- Social media
- Media
- Newsletters
- Intranet (eRoom)

3.5 Work plan for communication activities

3.5.1 Webpages

- New webpages **with good/relevant/updated content:** <https://www.sintef.no/projectweb/gateway/>

3.5.2 Events/meetings/workshop

- Actively invite politicians and influential stakeholders to meetings, events and workshops, to inform and involve in the GATEWAY project
- Hold presentations at CCS events and workshops
- Presentation or poster at CCS conferences

3.5.3 Blog

- Blogs (update on status/activities/workshops etc.) available on website.

3.5.4 Social media

- Social Media: Spread the word from blog/website through twitter, Facebook and LinkedIn, to involve and engage influential stakeholders and politicians

3.5.5 Media

- Op-Ed: Try to publish op-eds in national newspapers around Europe in co-operation with the partner on the importance of CCS.



3.5.6 Newsletters

To be produced quarterly. All partners to contribute.

3.5.7 Intranet (eRoom)

The responsibility of WP1.

4 EVALUATION AND INDICATORS

Communication efforts will be evaluated and reported continuous and systematic feedback will form the basis for regular revision of the communication plan.

The evaluation of communication activities is based on the following:

- feedback received in the daily work should be reported to the project manager, so that necessary adjustments can be undertaken. Responsible: Project manager
- Statistics of hits on websites. Responsible: SINTEF
- Annual media analysis / daily media monitoring, responsible: Communication Manager SINTEF/Project manager



Appendix 1: GATEWAY KICK-OFF 12.nov 2015 INVITATION LIST

Canada

- Mike Monea

UK (DECC, Whiterose, Peterhead, National Grid, Crown Estate, CCSA, BGS)

- Chris Davies (Energy and Climate Foundation)
- DECC: Paul Durant (SET plan SG group), Tony Ripley
- Crown Estate: Ward Goldthorpe
- National Grid: NN
- CSSA: Luke Warren/ Theo Mitchell
- R&D :Julia Race, Jonathan (BGS)
- UKCCSRC: Jon Gibbins
- Whiterose: NN
- Peterhead: Tim Bertels (Shell)
- Edinburgh: Stuart Hazeldine

EU COM (DG ENER, DG RTD, DG CLIMA, PCI)

- DG RTD: Vassilios, Philippe Vansson
- DG ENER: Beatrice Coda, Policy Officer, Internal market, Networks & Regional Initiatives)/PCI,
- DG ENER Michael Schuetz
- DG CLIMA: Marie Velkova

NORWAY (OED, Gassnova, EC)

- OED: William Christensen
- OED/EC: Rakel Hunstad
- North Sea Task Force: NN
- CLIMIT: Tove Mustad, Aage Stangeland
- Gassnova: Tore Amundsen, Niels Peter Christensen
- TCM: Roy Vardheim
- Gassco: Torbjørn Svendsen, Tor Otto Lohne

GERMANY

- Hubert Hoevener, Julich/Cooretec.

NETHERLANDS (ROAD, TNO, Dept. ?)

- TNO: Ton Wildenborg, Svein van der Gijp, Phillip, Maurice Haanegraaf
- ECN: Jaap Vente (Stålprosjektet)
- Gerdi Breenbroek (Dept, Trade and industry)

INDUSTRY (Shell, Statoil, Taqa Energy)

- Tim Bertels (Shell), Chris Gittings (Taqa Energy)
- Tata Steel: NN
- Statoil: Olav Skalmerås, Lamberto Eldering
- Heidelberg: Rob van der Meer, Per Brevik
- MAN: Frank Wedermann

GATEWAY project

- ULeeds, PEL, Ecofys, Julich, SINTEF, TNO, QMUL

ZEP (AC, ACEC, T&S)

- Graeme, Charles Soothill (Alstom), Gardiner Hill (BP)

OTHERS



- Bellona/ZEP: Jonas Helseth, Frederic Hauge
- Patrick Clerens (EPPSA)
- Global CCS Institute: Benjamin Court
- IEA GHG: John Gale