



Stakeholder Engagement Toolbox (initial version) D6.9

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STRATEGY CCUS (H2020-LC-SC3-2018-2019-2020/H2020-LC-SC3-2018-NZE-CC)



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V2	17 Sep 2019	STRATEGY CCUS Toolbox initial version v2.docx	Addition of: Executive summary, Overview, Toolbox content.

Authorisation

This document requires the following approvals:

AUTHORISATION	Name	Signature	Date
WP Leader or co-leader	Romain F H Viguier		17/09/19
Project Coordinator	Fernanda de Mesquita Lobo Veloso		18/09/19

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Executive summary

- This document describes and presents the initial version of the Stakeholder Engagement Toolbox (D6.9) which, together with the final version of the toolbox, forms part of the communications and dissemination work in Work Package M2-6 - Strategic communication and dissemination for CCUS development.
- The toolbox is a set of digital resources that will be developed and tested during the project by the project partners during a set of Regional Events (D6.11) for stakeholders in the eight defined “promising regions”.
- The toolbox will be made available for use at the end of the project via the project’s collaborative platform and packaged for sharing with external stakeholders.
- The final version of the toolbox will feature a variety of media, some of which are included as templates in this document.
- The initial toolbox includes: project branding guidelines, a report template with guidance; a slide pack; a project poster featuring information on the promising regions.



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Stakeholder Engagement Toolbox (initial version) D6.9

1 Overview

The Stakeholder Engagement Toolbox (D6.9), together with the final version of the toolbox (D6.10, due in Month 35), forms part of the strategic communications and dissemination for CCUS development work in Work Package M2-6 of the STRATEGY CCUS project.

The toolbox is a set of digital resources that will be developed and tested during the project by the project partners during a set of Regional Events (D6.11) for stakeholders in the defined “promising regions” for CCUS development.

The toolbox is considered a key means of engaging effectively with regional stakeholders and will be of benefit to project developers and local and regional governments, who are seeking to develop CCUS.

The final version of the toolbox will feature a variety of media, some of which are already available in the initial version, as described in this document.

The toolbox will then be made available for use at the end of the project via the project’s collaborative platform and packaged for sharing with external stakeholders.

The content of the different media will derive from project outputs as the project progresses.

2 Stakeholder Engagement Toolbox content

Content is being developed for the Stakeholder Engagement Toolbox, which will be used by the STRATEGY CCUS project partners to engage with stakeholders at seven regional events and the final project event.

This initial version of the toolbox will be developed and tested during the project, mainly at the regional events mentioned above, resulting in a final version, D6.10, to be used by other stakeholders, such as project developers in the promising regions, after the project ends.

The final version toolbox, predominantly a digital resource, will feature:

- A set of themed, non-technical briefings featuring key project outputs
- A set of briefing cards on how to run knowledge exchange/public engagement activities
- Webinar template and guidance
- Media pack featuring key messaging and photos/images/infographics
- Guide to using social media
- Researchers’ blog
- Branded project templates for Powerpoint, posters and flyers
- Outputs such as webinar recordings, reports and newsletters



The final version will feature links to all project outputs and materials, such as posters and infographics, which will be disseminated in the public domain. Certain elements, such as newsletters, will be translated into the languages of the eight identified regions.

3 Initial version content

The following media have already been developed and are available within this initial version of the stakeholder toolbox.

3.1 Project branding

A dedicated project logo and associated branding has been developed for use in all project materials and outputs, from reports and presentations to the project website and associated social media accounts. *See Appendix 1*

3.2 Report template

This template will be used by the project partners to present research outputs and other useful information resulting from each of the Work Packages. *See Appendix 2*

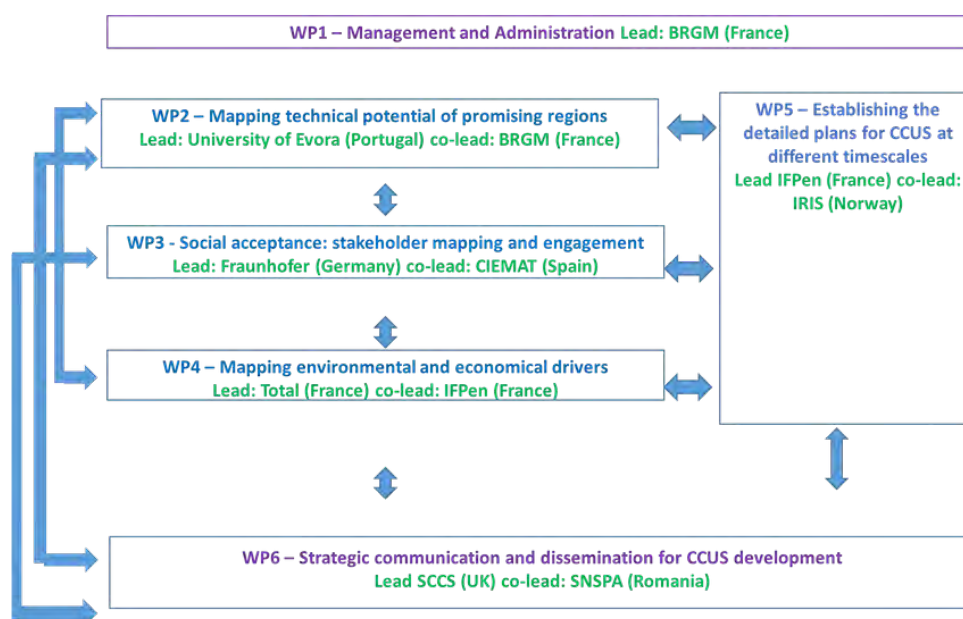


Figure 1: Synergies between work packages, and showing how results will feed into the WP6 strategic communication and dissemination for CCUS development

3.3 Presentation slide pack

A set of Powerpoint slides has been created, providing a variety of formats and styles for use during conferences, regional events and other stakeholder engagement opportunities. *See Appendix 3*



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3.4 Project poster

A high-resolution portrait format poster PDF has been produced, which provides an overview of the STRATEGY CCUS project and a description of each of the eight promising regions. This can be used in digital format or printed at appropriate size. *See Appendix 4.*

4 Regional Events

Six regional events will take place in selected regions and will aim to attract the participation and support of local stakeholders (industry bodies, local/regional/national enterprise agencies and local/regional/national government agencies).

In addition, there will be a final dissemination event, held in Brussels, at the close of the project, which will serve to share all outputs from the work packages with a target group of stakeholders.

The events will be organised starting with Month 12 until the end of the project with the frequency of one event every three months.



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Appendix

Branding guidelines

Template guidance and project report template

Slide pack

STRATEGY CCUS Poster



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OUR BRAND RULES



STRATEGY-CCUS
A viable **solution** for a **sustainable** future

Logotype

The Strategy-CCUS logo is the first point of contact for the project.

The logo must be used as is, and not be modified under any circumstances without permission.

The logo shouldn't be used within body text.

The Master Logo must always be used when possible.

If the logo area is less than 80mm or 226 pixels wide, use the secondary logo as the tag line may not be legible at that size. This exact width ensures that the tag line is no less than 10pt.

At no point should the tag line be altered unless given permission.



Clear space

Observe the area around the logo and ensure no elements intrude into its space.

The x-height of the blue inner cog should be referenced as the exclusion area outside the logo.

If being used on a co-branded document, place other logos outside the exclusion box either -

1. Above or below and centred
2. Left or right, aligned to the baseline.



Logo Colours

To ensure the logo remains legible, several colour variations have been provided.

Primary logo to be used whenever possible

Secondary logo to be used if the tag line is eligible.

Monotone logo to be used if background conflicts with brand colours.



Logo Usage

To ensure branding remains consistent, follow the guidelines outlined below.

The logo should always be used as is. No elements of the logo may be altered, repositioned, or individually scaled.

The logo must always be used horizontally. For purposes of these guidelines, the logo has a bounding box to show the exclusion area around the logo.

The logo should always be displayed at the proper resolution. Please use the appropriate version or file type to ensure high quality.

The logo should always appear on solid background with sufficient space surround the logo.



Do not add any effects.



Do not use logo on busy backgrounds.



Do not remove parts of the logo.



Do not rotate the logo.



Do not change the colours.



Do use monotone logos on images.

Colours

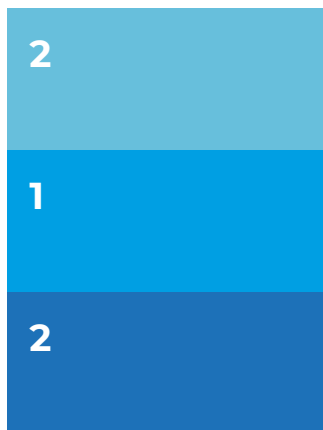
Our colours give us personality. They are bright, bold and inspiring. They position us as being unique amongst other CCUS projects.

1. Primary colours should be used within text, headlines and main design elements.

2. Secondary colours can be used to support primary colours and add variation.

3. Tertiary colours are used to highlight elements of great importance and to contrast primary and secondary colours.

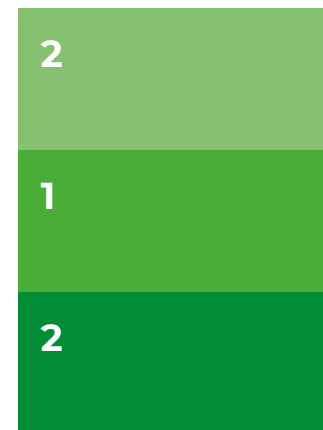
Black, white and greys can also be used as neutral colours sparingly.



RGB 103/192/ 221
CMYK 59/5/11/0

RGB 0/159/227
CMYK 100/0/0/0

RGB 29/113/184
CMYK 85/50/0/0



RGB 133/193/113
CMYK 54/0/69/0

RGB 72/173/55
CMYK 72/0/98/0

RGB 0/141/54
CMYK 85/10/100/10



RGB 214/151/127
CMYK 15/46/48/3

RGB 226/94/15
CMYK 5/73/100/0

RGB 183/72/28
CMYK 21/79/98/11

Typography

We use two fonts to get our messages across.

Montserrat is for all headings, titles & headlines.

Montserrat is best perceived as a heading in bold using the Optical setting for kerning.

Use Karla for all body, captions, annotations and large amounts of copy are present.

Aa

The quick brown fox jumps over the lazy dog.

Aa

The quick brown fox jumps over the lazy dog.

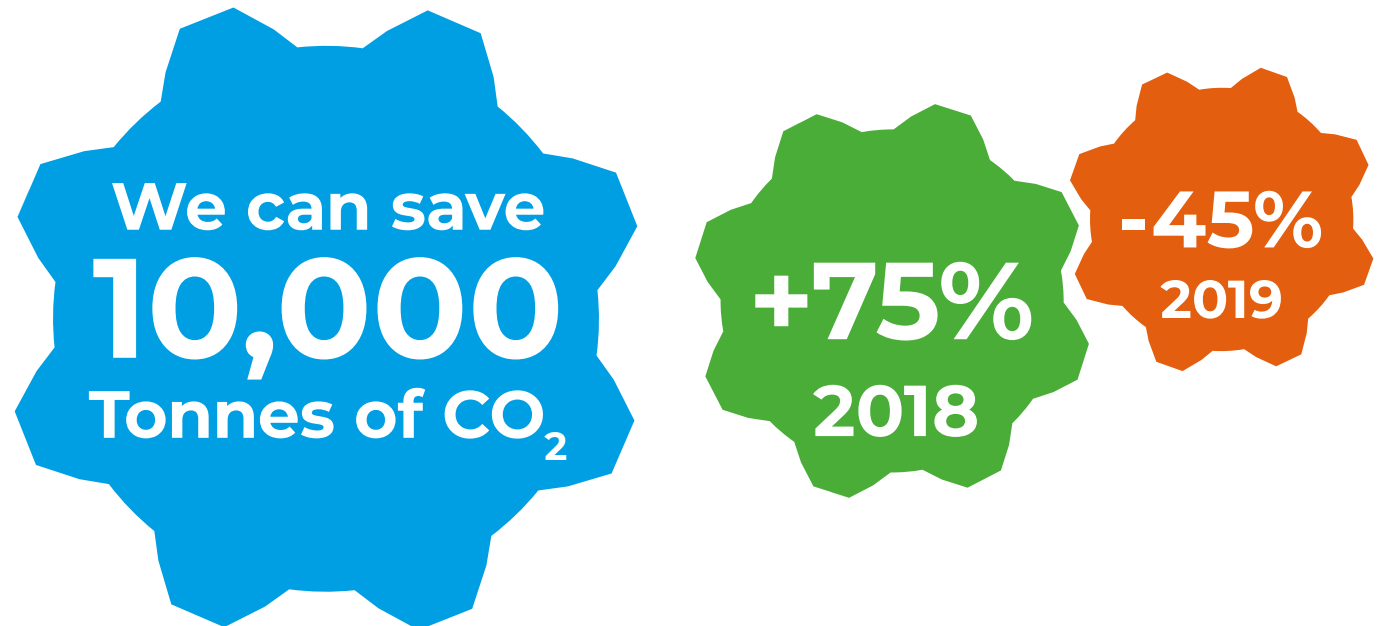
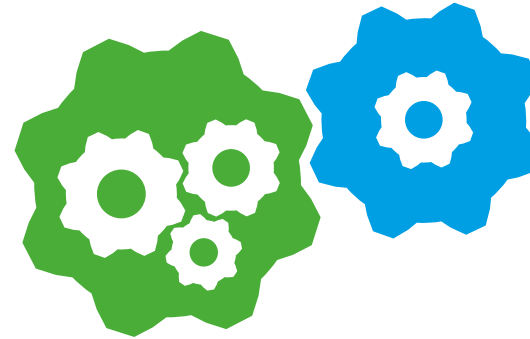
The Gears

The gears is the essence of the project and can be used as a stand alone element.

By no means are the gears a replacement for the logo.

The shape may be altered or combined using the guidelines in this document to create strong visuals.

Any other icons maybe incorporated as long as they match the minimal, flat style of the gears.



Dear partners,

To avoid any problem due to formatting, please follow the template guidelines “How to use the new project template” carefully.

How to use the new project template.

- **Page 1. Complete all yellow highlighted text:**
 - Document title
 - Release status - Please state whether the document is a draft / for comment or final (only final document should be uploaded to the EC portal).
 - Author names
 - Date
 - Filename and version number
- **Page 2. Complete all tables in the Document History.**

The authorisation table must be completed and signed by WP leader and the project coordinator before it can be submitted to the EC.
- **Page 3. Copyrights and Disclaimer must be added to public deliverables**

This is a mandatory disclaimer to be added to any public deliverable.
- **Page 4. Executive Summary.**

Each deliverable must include an executive summary of its content and conclusions (if applicable).

Please note:

- **Deliverables** should be sent to the project coordination a minimum of **one week** before submission deadlines, to give enough time for reviewing and/or potential correcting and final formatting.
- The new **Project Report Template with Guidelines** will be available on the SharePoint /Intranet of the project.



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Document

Title

Release Status: DRAFT/FOR COMMENT/FINAL

Author: Author Name(s)

Date: DD Month 20YY

Filename and version: STRATEGY-CCUS-Template-v8.docx

Project ID NUMBER 837754

STRATEGY CCUS (H2020-LC-SC3-2018-2019-2020/H2020-LC-SC3-2018-NZE-CC)



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AUTHORISATION	Name	Signature	Date
WP Leader or co-leader			DD/MM/YY
Project Coordinator	Fernanda de Mesquita Lobo Veloso		DD/MM/YY

For Deliverables, the Project Coordinator should receive the final version at least one week prior to the due date.

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Executive summary

Normal style has font Calibri (Body) 11pt, line spacing 1.1, left aligned, with 6pt space before and after paragraph.

Donec ac tortor tortor. Pellentesque tristique urna odio, ac efficitur lorem tincidunt luctus. Fusce cursus sed libero sit amet sollicitudin. Nunc nulla lacus, elementum eu eleifend feugiat, auctor vitae turpis. Curabitur consectetur bibendum facilisis. Mauris ipsum justo, tincidunt eu erat vel, aliquet viverra ipsum. Morbi eu hendrerit velit, eu luctus ex. Donec a imperdiet erat, id ornare diam. Mauris in sapien vitae mi pharetra ornare. Vivamus volutpat est ut.



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5.1.1	Heading 3	11
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Report title repeated

1 Heading 1

1.1 Heading 2

1.1.1 Heading 3

1.1.1.1 Heading 4

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Hyperlink format

Or can just leave as URL

<http://www.strategyccus.eu/>

Use Insert/Cross-reference to refer and link to numbered sections or figures, tables, etc., and then they will update numbering if you move them.

Figure 2-1

2.1.1

etc.

Referencing format is not defined. Use footnotes, endnotes or in-text referencing (Author Date) as preferred/appropriate to document.



2 Heading 1

Use a page break to separate the start of a new chapter/main section

2.1 Heading 2

2.1.1 Heading 3

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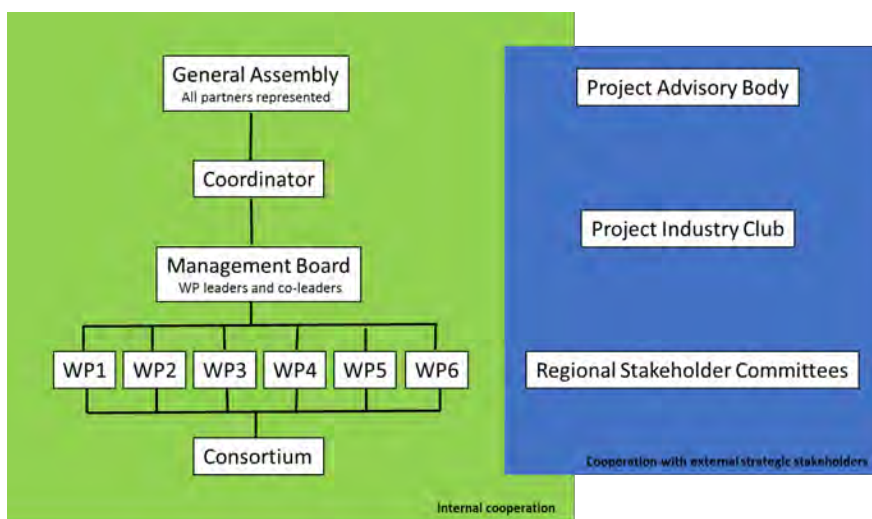


Figure 2-1 Use Insert/Caption to create titles for figures, tables, charts, equations. Place captions below for figures and charts, captions above for tables and equations.

Figure header – Style if not using captions, but then you will need to number manually.

Use page breaks to adjust layout for figures and tables



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Table header – Style if not using captions

Table 2-1 Table caption

Header			
Text			

Chart 2-1 Chart caption if needed (or just call them figures)

Equation 2-1 Equation caption if needed

3 Heading 1

- Standard bulleted list
 - A
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 - A
 - Three different indent levels, then repeats
- Use “indent” buttons to increase/decrease level

- Branded bulleted list, small
- Use Format/Bullets and numbering/List Styles and select “STG Bullet points small”
 - Branded bullet at top level only
 - E
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Suggest using the standard or small branded bullets where needed in main document text, the large/cog branded bullets may be useful in summaries or text boxes for emphasis of a limited number of points.

- ⚙ Branded bulleted list, large
- ⚙ Use Format/Bullets and numbering/List Styles and select “STG Bullet points cogs”
 - Branded bullet at top level only
 - R
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- List paragraph a
- List paragraph b
- List paragraph c
- List paragraph d

Back to Normal style

[Table 3-1 Another table heading](#)



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4 Heading 1

4.1 Heading 2

Section with page set up in landscape format

Table header – Style if not using captions

Table 4-1 Inserted table caption

Column				
Text				
Text				

Make sure you keep the section breaks in place to separate the section in landscape format



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5 Heading 1

Section returned to portrait format

5.1 Heading 2

5.1.1 Heading 3

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5.1.2 Heading 3

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6 Conclusion

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7 Bibliography or Reference List

Make this a separate main section.

OK to adapt paragraph layout and font size for efficient use of space if list is long.

Use a single, formal reference format appropriate to the type of most sources used.

Order reference list logically with a single system most appropriate to sources (e.g by date, or by author surname).



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STRATEGY CCUS

A viable **solution** for a **sustainable** future

A Showcase of Slides





The Carbon Problem.

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Our Strategy





Europe's 2050 CO2 target

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Think Green

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Offshore Energy

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Strategy-CCUS





Towards a more sustainable future

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A large, dark green gear graphic is positioned on the left side of the slide. It has a circular cutout in the center, and the entire gear is filled with a solid dark green color. The gear's teeth are visible on the right and bottom edges.

**Join us for a more
sustainable future.**



STRATEGY CCUS



Thanks for listening.

@Strategy-CCUS

Strategy-CCUS@mail.com



STRATEGY CCUS
A viable **solution** for a **sustainable** future

STRATEGY-CCUS

Strategic planning of Regions and Territories in Europe for low-carbon energy and industry through CCUS Coordination and Support Action (CSA)

Budget: 3 M€

Coordinator contact: Fernanda M.L. Veloso (f.veloso@brgm.fr)



ABSTRACT

STRATEGY-CCUS aims to develop strategic plans for CCUS development in Southern and Eastern Europe in the short term (up to 3 years), medium term (3-10 years) and long term (more than 10 years).

Specific objectives are:

- Elaborate local CCUS development plans, with local business models, within promising start-up regions;
- Develop connection plans with transport corridors between local CCUS clusters, and with the North Sea CCUS infrastructure, in order to improve performance and reduce costs, and contribute to build a Europe-wide CCUS infrastructure.

Eight promising regions, within 7 countries (ES, FR, GR, HR, PO, PT, RO) representing 45% of the European CO₂ emissions from the industry and energy sectors (EEA, 2016). These regions satisfy CCUS relevant criteria: presence of an industrial cluster, possibilities for CO₂ storage and/or utilization, potential for coupling with hydrogen production and use, existing studies, and political will. The methodology starts with a detailed mapping of CCUS technical potential of the regions together with a comprehensive mapping of local stakeholders and a process for their engagement. This will pave the way for CCUS deployment scenarios including assessment of 'bankable' storage capacity, economic and environmental evaluation. CCUS development plans will be elaborated in close cooperation with stakeholders, through the Regional Stakeholder Committees and the Industry Club, to ensure plans can be implemented, i.e. socially acceptable.

WP1 – Management and Administration

Lead: BRGM (France)

WP2 – Mapping technical potential of promising regions

Lead: University of Evora (Portugal)
Co-lead: BRGM (France)

WP3 - Social acceptance: stakeholder mapping and engagement

Lead: Fraunhofer (Germany)
Co-lead: CIEMAT (Spain)

WP4 – Mapping environmental and economical drivers

Lead: Total (France)
Co-lead: IFPen (France)

WP6 – Strategic communication and dissemination for CCUS development

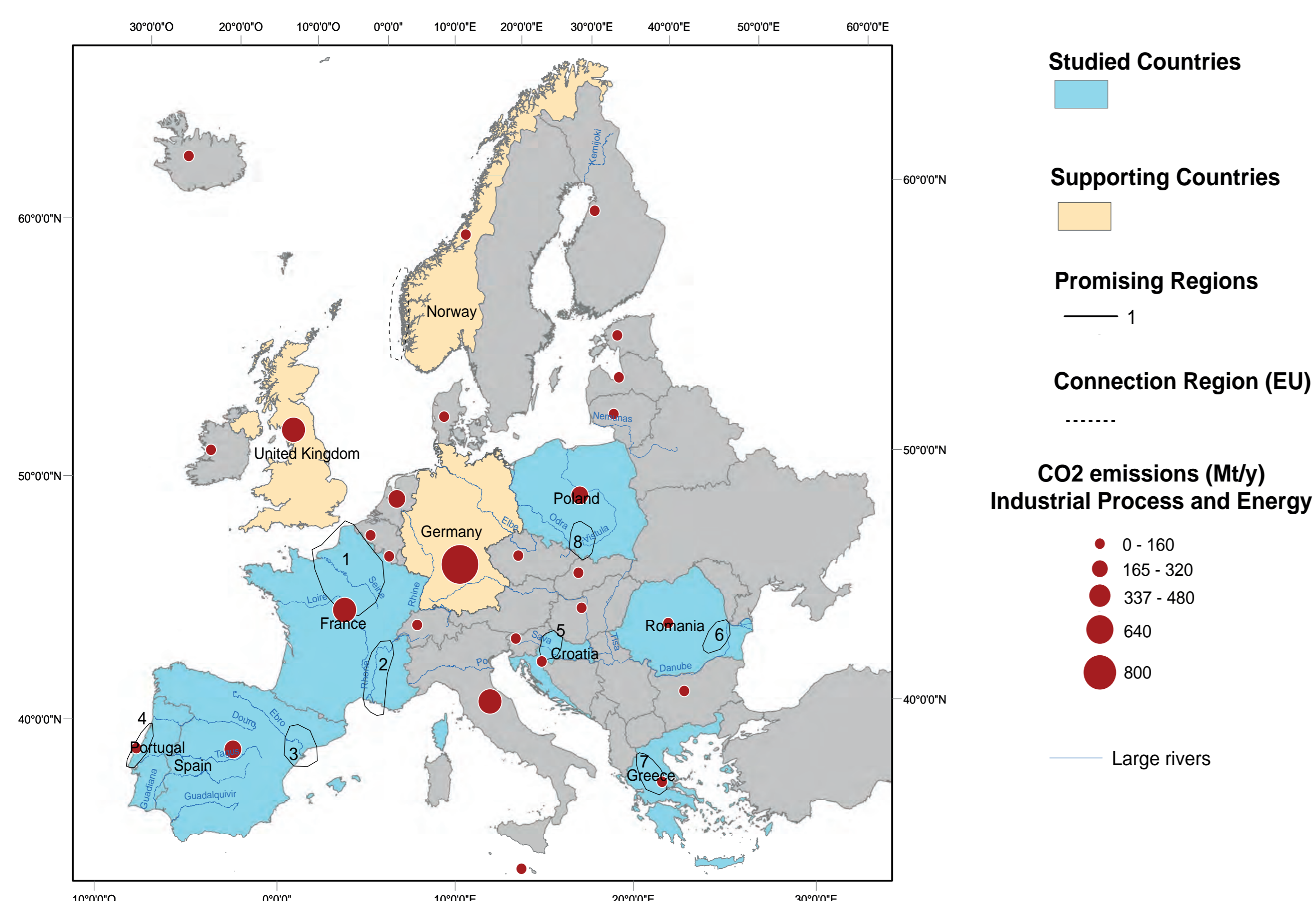
Lead: SCCS (UK)
Co-lead: SNSPA (Romania)

WP5 - Establishing the detailed plans for CCUS at different timescales

Lead: IFPen (France)
Co-lead: NORCE (Norway)

START UP REGIONS

1. Paris basin in France (including Le Havre CCS cluster targeted SET Plan Action 9, Dunkerque, Paris urban area and Orleans agricultural area)
2. Rhône valley in France (including the Fos-Berre/Marseille CCU cluster targeted by the SET Plan Action 9 (as a Flagship Project), and Lyon metropole)
3. Ebro basin in Spain (including Tarragona industrial area, North Castellón and North Teruel areas)
4. Lusitanian basin in Portugal (including the CO₂ sources in the Leiria - Figueira da Foz axis, and extending to the Lisbon industrial region)
5. Northern Croatia (including Zagreb and the Croatian part of Pannonian basin)
6. Galati area in Romania (including Galati, a port town on the Danube river, and its surroundings)
7. West Macedonian area in Greece (including the Kozani and Ptolemaida industrial areas).
8. Upper Silesia in Poland (including the industrial areas of Katowice, Rybnik and Będzin)



PLANNED OUTCOMES AND IMPACTS

STRATEGY CCUS output	Short-term (<3 years) expected impacts	Medium-term (3-10 years) expected impacts	Long-term (>10 years) expected impacts
Detailed plans at national and Transnational scales	Assessment of costs and impacts of CCUS to reach National targets of greenhouse gases reduction goals of the country	Investment opportunities Inclusion of CCUS in the National Determined Contributions (NDC) of countries	Connections between regional CCUS clusters at national and transnational scales Lower decarbonisation cost than if CCUS is not applied
Detailed plans and Roadmaps at regional scale	FEED study for pilot or demonstrator Providing enabling actions Including CCUS in regional plans for climate, energy and industry	Design infrastructure for hubs and clusters Full chain CCUS pilot/demo projects operating	Regional CCUS clusters in operation
Methodology and Best Practices for CCUS assessment at local scale	Defining standard, key data and challenge issues	Policy support and Regional incentives	Adapted regulatory framework
Local business models Techno-economic assessment (TEA) MRIO analyses LCA analyses	Common European methodology to estimate economic and environmental drivers	Easy update of economic evaluation Same methodology used or the potential assessment in new regions	Deployment of CCUS whole chain
Public acceptance findings	Improved perception of the technology Avoiding stranded assets	Policy support and Regional incentives	Strong and sustained government support for the development of CCS, including policy incentives

