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**Subject:** RE: Feedback Requested: Draft Comms Plan

Sally and H+K,

I am very impressed with this first draft package of communications materials.

Those who know me will not be surprised that I have some suggestions.

### Slide Deck:

Slide 3, Objectives, which in second bullet refers to “dual challenge” should state there what the dual challenge is rather than waiting to do so in Slide 4, “Draft Key Messages”.

Slide 4, Second bullet would be more accurate if it said: “Smart Congressional policies have helped START the way to DEVELOPING AND demonstrating that CCUS can perform at scale.”

Slide 6, Areas of Attack, 12<sup>th</sup> bullet should read: "You said fracking was safe BUT IT polluted groundwater and caused earthquakes."

### Key Messages:

In the first bullet under the “Effective carbon management” I would delete “lifting billions out of poverty” because the reference to this in the Report’s Finding 1 is tied to a doubling of GDP and not to CCUS.

In the second bullet would following language make more sense: “Investment to bring CCUS to scale **ALLOWS** a significantly broader range of industries to expand their decarbonization strategies beyond conservation,...”?

The third bullet is accurate but goes beyond much of focus of study. My preference would be to have a different third bullet in this first "Key Message". If we want to have *negative emissions* in the first key message, would following be more understandable and accurate: DIRECT AIR CAPTURE AND BIOENERGY WITH CCS ARE ASPECTS OF CCUS that can take industry beyond net-zero GHG emissions to *negative emissions*."

The second Key Message needs to be changed to reflect the additional financial incentives that will be required to get to at scale deployment. Thus it could read as: "Smart Congressional policies have helped START the way to DEVELOP and DEMONSTRATE that CCUS can perform at scale. Incremental adjustments to existing policies will remove uncertainties AND FURTHER FINANCIAL INCENTIVES will enable the U.S. to fully deploy CCUS at enormous scale, while stimulating economic growth and prosperity."

Would all agree that the tax changes being requested are "Simple" or should the first word of the second bullet re changes in the tax code be deleted?

The fourth bullet needs to be changed to include the fact we are recommending substantial financial incentives or the idea should be elsewhere in the same Key Message. As modified the bullet would read: "Our study found that WITH FINANCIAL INCENTIVES OF ABOUT \$110 PER TON OF CO2 CAPTURED, CCUS deployment at scale could increase carbon containment by more than 2,000% ...."

A new bullet is needed in this message to indicate the need for increased RD&D. Such a bullet might read: "Expanded RD&D support amounting to about \$1.5 billion per year will enhance the country's ability to achieve a carbon management goal, potentially at lower costs."

The last bullet about transforming the low carbon runway into an interstate super-highway is a colorful, enthusiastic statement which may not be positively received by some audiences. An alternative bullet could be: "Enacting the recommendations in this report will enable American industry to pursue our common purpose of reducing the risks of climate change."

I hope these suggestions are useful.

Regards,  
Jan

Jan W. Mares | Senior Advisor | Resources for the Future

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**From:** Kolenda, Sally [REDACTED]@bp.com>

**Sent:** Friday, November 01, 2019 11:44 PM

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**Subject:** Feedback Requested: Draft Comms Plan

**Importance:** High

Team,

During the October Steering Committee meeting, we agreed that one of our high priority deliverables is a draft communications plan to share in the upcoming Study Committee meeting. Attached is the initial draft of materials for your review. I recognize this is the weekend, but we wanted to give you a chance to provide feedback. The Study Committee pre-read will go out on Thurs., Nov. 7.

#### **How we got here**

After the Steering Committee endorsed the draft report, we organized a group of people for a meeting in Washington, where we discussed key messages, engagement and the forward plan. We agreed that an outside resource was needed to lead the effort. Using a comprehensive scope of work, we engaged and reviewed proposals from five agencies, and decided to hire Hill+Knowlton Strategies (H+K) for the job.

Using the executive summary and work from the Washington meeting, H+K has pulled together the attached draft. Clearly, this is a first draft and is and is a living document. We've already had discussions about the need to balance messages consistent with what we've done over the last 18 months (i.e., markets and market drivers/dual challenge), so we will work this. We are trying to do a couple of turns on this document prior to sharing it for a CSC call on Wed., Nov. 6. With that in mind, we'd appreciate your early thoughts and perspectives.

#### **Plan for next week**

##### **Mon., Nov. 4**

This group will provide feedback to H+K by COB on Mon., Nov. 4.

##### **Tues., Nov. 5**

H+K will produce an updated draft to send to the entire CSC by COB on Tues., Nov. 5.

##### **Wed., Nov. 6**

H+K will join a CSC call to hear feedback and answer any questions on the updated draft.

##### **Thurs., Nov. 7**

H+K will make any adjustments needed before providing the final draft for the Study Committee pre-read.

As always, thanks for your continued support of the study. We look forward to your feedback. Have a great weekend.

Regards,

Sally