

Theory of Change

What is the problem you are trying to solve?	Who is your key audience?	What is your entry point to reaching your audience?	What steps are needed to bring about change?	Measurable effect of your work?	What are the wider benefits of your work?	What is the long term change you see as your goal?
<p>Greenhouse gas emissions are driving the global warming and climate change that is impacting the life of humans and animals on earth. Carbon capture and storage (CCS) is a technology to reduce emissions and slow down/reverse climate change. The problem is that it is not being implemented quickly enough. We need to accelerate the design, planning and safe implementation of these projects.</p>	<p>Heavy Industry - Manufacturing plants such as steel, cement - Powerplants (coal, natural gas) - Amonia production plants - Refineries</p>	<p>Industry Network Inbound/outbound sales and marketing Technology marketplaces Strategic partnerships</p>	<p>Industrial deployment of CCS - Helping industry and government to de-risk these projects, economically and environmentally</p>	Less GHG emissions	Confidence for wider adoption and technology success	<p>Enabling capture and sequestration of 1 gigaton of GHG</p>
				Measurable effect?	Wider benefits?	
				More CCS projects	Climate change slowdown/reversal	
				Measurable effect?	Wider benefits?	
					The CCS industry will create thousands of new jobs	
Key assumptions	Key assumptions	Key assumptions	Key assumptions	Key assumptions	Key assumptions	Stakeholders
<p>GHG emissions are causing climate change. We can reverse the climate change with energy transition and deep decarbonization of heavy industry and energy systems.</p>	<p>Regulatory and financial environment will be more suitable for CCS projects.</p>	<p>We will succeed with marketing/sales strategy</p>	<p>Enough incentives for the industry to take on these projects. Policy and private finance will participate</p>	<p>Emission reductions will not be countered with increase in new sources of emissions</p>	<p>The theory for global warming and climate change is valid</p>	<p>Government Operators (CCS developers) Oil and Gas industry Heavy Industry Finance Sector</p>