



GLOBAL
CCS
INSTITUTE

INSTITUTE STRATEGY 2017 - 2022

[OUR VISION]

CCS is an integral part
of a low emission future

[OUR MISSION]

To accelerate the deployment and
commercial viability of CCS globally

[OUR STRATEGIC IMPERATIVES]

We're a Member led organisation
We're a sensible, but bold, risk taker
We're agile and we embrace change

We're financially sustainable
We expand & leverage the CCS community
Our focus is on Valued & Impactful work

[OUR IDENTITY]

We're recognised and sought
out as the premier CCS body

MEMBER LED | CCS COMMUNITY | BOLD | IMPACTFUL | AGILE | SUSTAINABLE



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CHALLENGES AND OPPORTUNITIES

WHERE WE ARE TODAY

As the premier CCS body the Institute is enormously proud of the work we've undertaken leading to where we are today. We have an enviable position of respect and leadership within the CCS sector which we think uniquely positions us to play a key role in its future. We have excellent leadership, a diverse and engaged Membership and a solid financial foundation.

WHAT'S HAPPENING AROUND US?

The deployment of CCS is slowing with the facility pipeline emptying. Supportive government policies are becoming more difficult to identify while the achievement of the Paris Agreement is unlikely without widespread CCS deployment.

With the technology, and by extension the Institute, facing key strategic challenges and opportunities, we will need to take steps to address these.

WHAT DO WE NEED TO FOCUS ON

- We need to become a leader in advocacy, policy and the CCS economics.
- We need to have a clear focus on valued and impactful work.
- We need to operate with a deep sense of urgency – for both the Institute and climate change.
- We need to be able to react to the dynamic and changing nature of our regions

WHAT WE WILL ACHIEVE

1. In five years we expect: The facility pipeline is replenishing.
2. CCS has policy parity with other climate change technology.
3. Our Membership has grown to include major cities, key governments and a greater array of countries and industries.
4. We're supported by at least two high profile champions.
5. We've closed the revenue gap and are operating sustainably.
6. The Institute is growing in size and influence.
7. CCS has broadened its sector reach and is embedded in the 'mainstream'.

INITIATIVES

Realise change - we need to make changes to what we're focusing on. Specifically, we've identified that over the coming 12 months we will focus on the following strategic initiatives:

1. Revisit and **refresh our Member strategy** to ensure we are led by, and remain a compelling value proposition, to our Members.
2. **Reinvigorate our Advocacy strategy** to take advantage of the shifting global landscape. Ensure we're being bold and being heard.
3. **Establish an advisory group** to ensure the Institute is focusing its resources on Valued and Impactful work.
4. Establish a **strong commercial culture** within the Institute to ensure long term financial sustainability.
5. Identify the **knowledge and thought leadership content** which is valued and will be monetised.
6. Identify where our **leading public and community engagement capability** will be most valued in the CCS space and seek commercial opportunities.
7. Identify where **foundations and grant** opportunities may exist to support our financial sustainability.

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