

CEM15 and MI9 - PROPOSAL FOR A JOINT CEM-MI CAMPAIGN

This first-ever joint CEM/MI campaign proposal follows the format of **CEM Campaigns**, which are typically of a short duration and aimed at raising awareness and/or building a coalition around a specific goal. Their primary purpose is to elevate a prioritised topic (or aspects of existing or past Initiatives) from the technical to the political level. They should be designed to increase public visibility and to capture the attention of Ministers and high-level officials as well as the broader energy community and beyond. Campaigns can take a variety of forms and may be co-branded with other international organisations. They should be coordinated by an appropriate campaign manager with strong communication and convening experience. Sherpas will consider which campaign proposals are most suitable for launching at the CEM15/MI9 Ministerial meeting. Consideration should be given to the timing of the Campaign and whether it can have significant impact in a short space of time.

While this proposal notes specific ways this campaign can operate, the proposal remains flexible subject to discussion with CEM and MI member countries and the development of a workplan to govern the campaign's activities.

A. Introduction

1. Title	Joint CEM/MI Carbon Management Challenge Campaign
2. Thematic area (please select)	Cross-sectoral
3. Which CEM Initiative(s) does the proposed campaign relate to?	CEM Carbon Capture Utilization and Storage (CCUS) Initiative and MI Carbon Dioxide Removal (CDR) Mission

B. Scope

1. What is the purpose of the proposed campaign? What is the specific target or commitment for the campaign?	<p>This campaign complements the Carbon Management Challenge (CMC) by showcasing international collaboration through CEM and MI to reach the CMC's global target: having a pipeline of projects in place by 2030 that will collectively manage at least a gigaton per year of CO₂. The campaign will enhance and elevate policy dialogue amongst ministers and technical experts and support coordination and project implementation related to scaling up deployment of carbon management projects. It will bring the public and private sectors together for more effective carbon management technology deployment.</p> <p>CMC is a call to action by countries worldwide to accelerate the deployment of carbon capture, removal, use, and storage technologies. The target is to advance carbon management projects by 2030 that will reach gigaton scale – that is, collectively managing at least 1Gt or more of CO₂ annually. The gigaton scale target includes projects in the development pipeline and those operational by 2030. The CMC was launched in April 2023 and elevated at CEM14 and COP28 and includes twenty countries plus the European Commission.</p> <p>Currently, global rates of carbon management deployment are</p>
--	---

	<p>substantially less than what the modelled pathways indicate is necessary to keep global warming below 1.5°C. MI CDR Mission’s overarching goal is to enable deployment of 100 million tonnes of removal by 2030 and is compatible with the CMC goal.</p> <p>CEM CCUS members also support rapid scale up of carbon management technologies, accelerating CCUS deployment through knowledge exchanges on technologies, regulations, and policies.</p> <p>A joint Campaign would leverage and conjoin existing efforts on carbon management within CEM and MI while also work, in parallel, towards the CMC’s stated goals. This campaign would, in particular, bring together CDR and CCUS - two critical and related elements of the carbon management value chain that the IPCC recognizes are required to keep 1.5C pathways within reach.</p>
<p>2. What would be the geographic focus of the campaign?</p>	<p>This campaign will be open to any country or organization interested in carbon management. CMC countries which are not CEM/MI members can participate in this campaign as well.</p>
<p>3. What would be the specific focus and key messages of the campaign?</p>	<p>This campaign will drive members towards the CMC’s 1GT target and can support implementation of CMC workstreams, which are expected to focus on project finance, deployment, and communications and engagement. Campaign activities will bring stakeholders together to share best practices on policy and regulatory design, collaborate on pre-competitive research and analysis questions, identify opportunities for private sector and multilateral investment in carbon management projects, and elevate the goals of the CMC at relevant events to reach the initiative’s target by 2030. In addition, the campaign will encourage alignment and participation in the CMC from campaign members.</p> <p>The key messages of the campaign will be:</p> <ul style="list-style-type: none"> -Accelerating carbon management today – alongside scale up of renewables, electrification, and other emissions reductions activities – is essential for meeting the Paris Agreement Goals. -Carbon management technologies are proven as safe and effective but have lacked the policy support that other clean energy technologies have received to date, and thus have not been deployed in a significant way towards climate mitigation targets. -Carbon management is especially important for sectors like heavy industry, power generation, and other areas where mitigating nearly all emissions without the contributions of

	<p>carbon management will be technically and/or economically infeasible between now and mid-century.</p> <p>-More policy and private investment are needed around the globe to ensure that the CMC goals are met, and it is essential that actors from around the world and from civil society have a seat at the table to ensure projects benefit communities and workers and protect the environment.</p> <p>This carbon management campaign is separate from the CMC and will be hosted under CEM and MI. The CMC will not become a part of CEM and/or MI, and this campaign will remain independent of the CMC. If a CMC administrative body or secretariat is established, the Campaign will coordinate with the secretariat to synchronize and prevent duplicating efforts.</p>												
<p>4. What is the expected duration of the proposed campaign?</p>	<p>The campaign should start with an initial three-year term but can last until 2030, in line with the target year of the existing CMC.</p> <p>Given (1) CEM CCUS reviews its workplan annually and (2) the CDR Mission workplan (and its activities under the workplan) goes out until 2026, this campaign will be reviewed annually as CEM CCUS and CDR Mission workplans are reviewed to ensure alignment.</p> <p>After the initial three-year term, campaign members will decide whether to extend the duration of the campaign until 2030.</p> <p>An example timeline is detailed below:</p> <table border="1" data-bbox="616 1245 1390 1839"> <thead> <tr> <th>Date</th> <th>Event</th> </tr> </thead> <tbody> <tr> <td>October 2024</td> <td>Launch of Campaign</td> </tr> <tr> <td>January 2025</td> <td>Agreement on Campaign workplan; agreement on CEM CCUS workplan</td> </tr> <tr> <td>January 2026</td> <td>Review of Campaign workplan; agreement on new CEM CCUS and MI CDR workplan</td> </tr> <tr> <td>January 2027</td> <td>Review of Campaign workplan; agreement on CEM CCUS workplan; discussions on extending Campaign begin</td> </tr> <tr> <td>CEM18/MI12</td> <td>Decision to extend campaign to 2030</td> </tr> </tbody> </table>	Date	Event	October 2024	Launch of Campaign	January 2025	Agreement on Campaign workplan; agreement on CEM CCUS workplan	January 2026	Review of Campaign workplan; agreement on new CEM CCUS and MI CDR workplan	January 2027	Review of Campaign workplan; agreement on CEM CCUS workplan; discussions on extending Campaign begin	CEM18/MI12	Decision to extend campaign to 2030
Date	Event												
October 2024	Launch of Campaign												
January 2025	Agreement on Campaign workplan; agreement on CEM CCUS workplan												
January 2026	Review of Campaign workplan; agreement on new CEM CCUS and MI CDR workplan												
January 2027	Review of Campaign workplan; agreement on CEM CCUS workplan; discussions on extending Campaign begin												
CEM18/MI12	Decision to extend campaign to 2030												
<p>C. Context and Relevance</p>													
<p>1. Why does this topic need increased visibility?</p>	<p>Given the immediate need to reduce emissions, elevating the CMC will raise the public’s awareness of its important and highlight the gigaton scale ambition.</p>												

	<p>According to the IPCC, we cannot reach 1.5C targets without carbon management.</p>
<p>2. Why does the topic need to be elevated from a technical to political level?</p>	<p>There is currently no standing ministerial meeting devoted to carbon management. This campaign will ensure senior officials and ministers are actively working toward the CMC target, promoting and ensuring policies are aligned with deploying carbon management technologies and investments.</p> <p>Carbon management is recognized in the UNFCCC and the Paris Agreement and yet today, there persists a significant gap between the current levels of deployment for both carbon capture and carbon removal technologies and what is required to be on a pathway toward stabilizing temperatures to 1.5°C.</p>
<p>3. Why would the CEM and MI be the most appropriate forum to do this?</p>	<p>CEM and MI’s convening power make them the ideal organization to lead this joint initiative. By creating a space where member countries, the private sector, and technical experts can come together, they can enable these actors to ensure development and deployment of carbon management technologies reaches the CMC’s gigaton target. In achieving this gigaton target, this campaign can also support CMC’s efforts.</p> <p>MI CDR Launchpad encourages countries to pilot CDR projects and would be the appropriate venue for showing how CDR innovation can contribute to the broader carbon management goal set forth by the CMC.</p> <p>CEM supports CCUS policy coordination and would be an appropriate venue to discuss how countries can accelerate policy/regulatory adoption to enable 2030 goal.</p> <p>Together MI CDR and CEM CCUS can advance innovation and deployment for achieving the 1GT goal.</p>
<p>4. Why does the proposed campaign need to be launched in 2024?</p>	<p>CMC was launched in 2023 and highlighted at COP28. Now is the opportunity to leverage the initiative to advance carbon management as countries are not making enough progress to meet the targets to manage 1 Gt by 2030 and reach net-zero by 2050.</p>
<p>D. Impact</p>	
<p>1. What is the desired outcome of the proposed campaign?</p>	<p>Countries can use this campaign as a resource to establish and promote national carbon management policies and technologies.</p> <p>Specifically, the Campaign can support collaboration among countries to develop a series of near-term recommendations regarding critical deployment related deliverables—such as establishing enabling regulatory frameworks in individual countries and in the context of cross-border projects, characterization of geologic formations for CO2 storage, funding</p>

	of feasibility and engineering studies, and establishing multilateral project financing mechanisms—and then can coordinate joint efforts to support implementation of those recommendations.
2. What activities would the proposed campaign undertake? (Please note that there should be a strong focus on communication).	<p>Activities include ongoing CEM CCUS and MI CDR activities that will advance the overall campaign:</p> <ul style="list-style-type: none"> - Bringing stakeholders together to share best practices on policy and regulatory design - Collaborate on pre-competitive research and analysis questions - Identify opportunities for private sector and multilateral investment in carbon management projects - Develop a series of near-term recommendations regarding critical deployment related deliverables - Coordinate working groups aligned with CMC finance, project deployment and communications work streams that include CEM, MI, and CMC members. - Engage with the private sector on carbon management deployment recommendations that align with the CMC targets - Identify opportunities for CMC countries to collaborate in the CEM CCUS and MI CDR workstreams - Elevate the goals of the CMC at relevant global events and ministerial level meetings to reach the initiative’s target by 2030
3. How would the proposed campaign increase:	
a. <i>awareness amongst senior officials/Ministers</i>	The campaign would raise awareness of how carbon management technologies support the clean energy transition amongst senior officials and ministers and specific opportunities for project development and investment to meet the CMC target of having a pipeline of projects in place by 2030 that will manage a gigaton per year of CO ₂ .
b. <i>public visibility and support</i>	By amplifying CMC through CEM CCUS, MI CDR Mission, and the general CEM and MI platforms, the campaign’s participants can showcase the impact of carbon management in a variety of international fora. These venues will highlight CMC and carbon management.
c. <i>engagement with the private sector</i>	As of right now, CEM CCUS is engaged with the private sector from cement/concrete industry representatives and financial players providing input and advice in CEM CCUS. In addition, MI CDR is exploring new ways to engage organizations and the private sector, as the mission has recently published a Stakeholder Engagement Plan and has begun to partner with CDR organizations. Activities surrounding additional private sector engagement will be identified in the workplan.

	CEM and MI can engage with the private sector to highlight opportunities that align with the CMC targets. This campaign can coordinate with organizations like Mission Possible Partnership and the World Economic Forum.
<i>d. engagement with other stakeholders within or beyond energy sector</i>	<p>The campaign will explore potential engagement with a variety of stakeholders.</p> <p>Organizations and Initiatives:</p> <ul style="list-style-type: none"> • First Movers Coalition • Industrial Deep Decarbonization Initiative (IDDI) <p>Industrial and Energy Producer Stakeholders:</p> <ul style="list-style-type: none"> • Hydrogen and hydrogen derivative producers • Ammonia producers • Steel manufacturers • Chemical manufacturers <p>In addition, there is growing interest in the technology companies in carbon management, as seen with the growing number of carbon accounting applications.</p>
<i>e. other</i>	This effort would promote CEM and MI collaboration through this unprecedented joint campaign.
4. What are the metrics/indicators of success?	<ul style="list-style-type: none"> • Increased rate of deployment and/or development of carbon management projects. • Evidence of increased bilateral and multilateral funding and financing commitments. • Increased inclusion of carbon management into global climate and energy communiques • Increased number of high-level government leaders that engage in discussions on carbon management, especially those not previously engaging on the topic • Development of carbon management-related policies and regulations • Attendance at internal campaign meetings/events • Participants contributing to panels/external events to raise awareness of the CMC • Number of leaders engaged from the private sector
E. Stakeholders	
1. Which CEM Members are interested in leading the proposed campaign?	The U.S. is interested in leading and welcomes leadership from other CMC members.
2. Which CEM Members are interested in participating in the proposed campaign?	The U.S. is interested in this campaign and is willing to discuss with partners. The majority of CEM CCUS member countries support CMC, so CEM CCUS members are likely interested.
3. Who are potential partners for the proposed campaign?	CEM CCUS, MI CDR, CMC, CEM IDDI, Net Zero Industries Mission, Integrated Biorefineries Mission

F. Structure	
1. How would the proposed campaign be organised?	<p>This campaign will be managed jointly under the CEM CCUS workstream and MI CDR Mission, all of which should be closely coordinated with the CMC. As indicated in B.4., this campaign will run initially on a three-year term with annual reviews of its workplan, following the campaign’s launch in Fall 2024 at the CEM/MI Ministerial.</p> <p>The campaign manager(s) will organize meetings, panels, and webinars to bring together the public and private sector on carbon management. This campaign would benefit from having one representative from CEM CCUS and MI CDR to work with the campaign manager to ensure members are engaged.</p>
2. What would the resource requirements be for the proposed campaign? Will resources be available at the launch of the campaign?	<p>This campaign should draw from existing resources supporting CEM CCUS, MI CDR, and the general CEM and MI platforms should meet the needs of the campaign. There is the possibility of partners sharing resources for this campaign as well. Certain activities are already being funded and worked on by CEM CCUS and MI CDR. This campaign would bring these activities together.</p> <p>Based on the CEM CCUS and MI CDR workplans, certain activities are already covered by existing resources. These are:</p> <ul style="list-style-type: none"> - Bringing stakeholders together to share best practices on carbon management goal setting and on policy and regulatory design - Collaborate on pre-competitive research and analysis questions - General stakeholder engagement <p>There remains a possibility that this campaign may require additional resourcing if the scope expands from what CEM CCUS and MI CDR already offer, but the members of this joint campaign must agree to additional scope and provide the consequent resources for this scope.</p>
3. Has a draft action plan been developed?	No
4. Who could be a Campaign Manager? Has a suitable option been identified?	Juho Lipponen (CEM CCUS and MI CDR Coordinator) or staff from the Global CCS Institute. Other options are still in discussion.
G. Contacts	
Point of contact for CEM Member proposing this campaign	<p>Name: Adam Wong Title: Senior Advisor E-mail address: adam.wong@hq.doe.gov</p>

Point of contact for CEM Member proposing this campaign	Name: Aaron Ng Title: International Relations Advisor E-mail address: aaron.ng@hq.doe.gov
Point of contact for CEM Member proposing this campaign	Name: Stephanie Hutson Title: Management and Program Analyst E-mail address: stephanie.hutson@hq.doe.gov
Point of contact for MI Member proposing this campaign	Name: Matt Antes Title: Management and Program Analyst E-mail address: matt.antes@hq.doe.gov
Point of contact for MI Member proposing this campaign	Name: Ashley Books Title: International Relations Advisor E-mail address: ashley.books@hq.doe.gov