



Advanced Carbon Capture for steel industries integrated in CCUS Clusters

Innovation Action

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Version log

Version	Date	Released by	Nature of Change
0.1	24/01/2024	Inés H. Jiménez Rodríguez	First draft
0.2	29/01/2024	Inés H. Jiménez Rodríguez	Revised comments
1.0	02/02/2024	Richard Porter	Final version

Definition and acronyms

Acronyms	Definitions
AM	Arcelormittal Belgium Nv
BGR	Bundesanstalt für Geowissenschaften und Rohstoffe
CARM	Carmeuse Research and Technology SA
CEPS	Centre for European Policy Studies
CS	Climate Strategies
CSIC	Consejo Superior de Investigaciones Cientificas
DUIT	Dalian University Of Technology
ERM	Environmental Resources Management (previously Element Energy Limited)
H2020	Horizon 2020
INERIS	Institut National de l'Environnement et des Risques
JM	Johnson Matthey Plc
KISUMA	Kisuma Chemicals
NSP	North Sea Port
POLIMI	Politecnico di Milano
TNO	Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek
SW	SWERIM AB
SKU	Stichting Katholieke Universiteit
UCL	University College London
UMAN	University of Manchester
USFD	the University of Sheffield
WOOD	Amec Foster Wheeler Italiana Srl
C⁴U	Advanced Carbon Capture for steel industries integrated in CCUS clusters
CCUS	Carbon Capture, Utilisation and Storage
CS	Climate Strategies
TRL	Technology Readiness Level (from 1 to 9)
WP	Work Package

1. Introduction

1.1. The C⁴U project

Funded by the European Union H2020 programme, C⁴U is an interdisciplinary research and innovation project aimed at addressing all the essential elements required for the optimal integration of CO₂ Capture, Utilisation and Storage (CCUS) in the iron and steel industry. This spans demonstration of CO₂ capture technologies in the iron and steel sector and detailed consideration of the safety, environmental, societal, policy and business aspects for successful incorporation into the North Sea Port (NSP) CCUS industrial cluster in Belgium and the Netherlands. The C⁴U project, led by University College London (UCL), runs from 2020 to 2025, is funded by the European Union's Horizon 2020 programme and involves 20 partners from a variety of countries.

A key aim of the C⁴U Project is to advance the performance of two highly efficient solid based CO₂ capture technologies, for optimal integration into an iron and steel plant. The project is developing the technology for large-scale deployment in CCUS value chains, whilst also preparing the infrastructure needed to scale up the technology.

In addition to the technical objectives, the C⁴U project aims to understand societal aspects of the implementation of large-scale CCUS projects, in order to **improve the societal embedding** of the development and deployment of industrial climate change mitigation technologies in general and CCUS specifically. To identify enablers and barriers for climate neutrality in industry, and how these reinforce or limit each other, we **map the factors that influence societal embedding of CCUS** and its implementation. This includes the interaction between industry, policy, and society, as it is the mutually interdependent behaviour of all these actors that in the end determines CCUS implementation.

To advance implementation of the technology at steel production sites, and to establish viable pathways for roll-out in high CO₂ emitting industrial clusters, C⁴U focuses on:

Technology Readiness: Elevating two capture technologies from TRL5 to TRL7 to capture up to 90% of the total emission from Steel Plant

C⁴U elevates from TRL5 to TRL7 two highly energy-efficient high-temperature solid-sorbent CO₂ capture technologies for decarbonising blast furnace gas and other carbon containing gases (WPs 1&2). For the first time, in combination, these two technologies will target up to 90% of the

total emissions from the steel plant that come from a variety of sources. In addition, C⁴U analyses the optimal design for full-scale integration of such technologies in industrial plants operated by the world's largest iron and steel manufacturer, ArcelorMittal (WP3).

Transportation, Storage and Utilisation opportunities: Integration into the North Sea Port CCUS industrial cluster

Using a whole system approach, we account for the impact of the quality of the captured CO₂ on the safety and operation of the CO₂ pipeline transportation and storage infrastructure, whilst exploring utilisation opportunities, based on integration into the NSP CCUS industrial cluster (WP4). A candidate for the fourth Union list of Projects of Common Interest.

CO₂TransPorts, aims to establish the necessary infrastructure to facilitate the large-scale capture, transport and storage of CO₂ from three of the most important ports in Europe - North Sea, Rotterdam and Antwerp - and to transport and store up to 10 Mt/yr of CO₂. Approximately 20% (2 Mt/yr) of this CO₂ is planned to be supplied by the C⁴U partner, ArcelorMittal in Ghent (Belgium) via the NSP CCUS cluster.

Economic Impact & Life Cycle Assessment

We perform techno-economic & life cycle assessments across the entire CCUS chain (WPs 3&4) based on the integration of our CO₂ capture technologies into the ArcelorMittal steelworks located in the North Sea Port industrial cluster.

Societal Readiness

Recognising the fact that CCUS will not materialise in the EU without overcoming socio-economic barriers, we explore societal readiness through research and engagement with a variety of relevant end-users, local stakeholders and policy makers (WP5).

Business Models

Given that the greatest barriers to the development of CCUS in Europe are commercial, rather than technological issues, we develop novel business models for facilitating deployment so that the long-term business case can be established through consideration of the concerns of a myriad of stakeholders and identification of optimal scenarios for overcoming financial risks (WP6).

1.2. The aim of the report

Achievement of the C⁴U project's impacts depends on the project's research and findings being exploited to the full extent and disseminated to relevant stakeholders. Media outreach is a crucial avenue through which to achieve this. Through the media outreach activities presented in this report, we have aimed to raise the public profile of the C⁴U findings and engage a wide audience on the questions at stake in this project.

The task of media outreach (7.11) is part of WP7 (*Dissemination through Knowledge Sharing and Public Engagement*), led by Climate Strategies (CS). This task relates to the WP7 Deliverable D7.6: *Media articles: op-ed in European mainstream newspaper (M46), 3 in-depth articles in selected outlets from the pool listed under Task 7.11 (M46). Mentions in 10 articles that discuss CCUS.*

In order to reach a wide variety of audiences, we targeted a diverse media pool comprising both mainstream and specialized media. Mainstream media were approached as sites reaching a large, broad audience via mass communication on a generalised array of topics. Thus, they were crucial in allowing us to engage with a broad audience on the topics of the project, presenting C⁴U in an accessible way to the general public. Conversely, specialised media has a narrower approach in both its specific audience and content, which allowed us to increase our engagement with key target audiences (e.g., from industry, business, and policy circles). Our media pool was also diverse in engaging with as regional, national, and international media sites.

The C⁴U stated that the following media pool was prioritized for the publication of the pertinent deliverables: Financial Times, Business Insider, The Guardian/The Times, Manchester Evening News, de Volkskrant, El País, Die Welt, Handelsblatt, De Standaard, Le Soir, Euractiv, national Chinese media, Carbon Brief, Engineering (UK), The Engineer. While these media sources were prioritized through our activities, our media list also expanded significantly throughout the timeline of the project, since (and as explained in the proposal), the channels of communication for this task were gathered through existing connections brought by the C⁴U consortium, as well as through new connections pursued throughout the work programme. Table 1 presents the target media pool that was engaged throughout the project, featuring the selected media that was presented in the C⁴U project proposal.

Table 1. Targeted media pool.

Tier 1 Media & Business Media			
UK Financial Times, Business Insider, The Guardian, The Times, Manchester Evening News, Business Green, Bloomberg	NL de Volkskrant, de Telegraaf, NRC, Financieel Dagblad	DE WirtschaftsWoche, Handelsblatt	BE De Standaard, De Tijd, Le Soir
	ES El País Levante La Nueva Espana	EU Euractiv, Politico	
Specialised media, newsletters:			
Carbon Capture Journal, Engineering (UK), The Engineer, The Chemical Engineer, Nature, E&E News, Energy Voice, The Fabricator.com, Materials Today, S&P Global, Carbon Brief, Carbon Pulse, CSIC Investiga.			

2. Activities carried out and results.

2.1. Media strategy

While media outreach was an ongoing effort throughout the project's lifetime, it was specifically focused on project outputs and/or major events that may be of interest to the media. Thus, and as the project reached its final stages and increased its number of outputs, we significantly intensified our press and media engagement.

WP7 developed a Media Outreach Strategy to maximise the opportunities brought by this period of intensified activity. Through this strategy, we firstly identified key moments of media engagement, where we expected higher interest in the areas of the project. This included general dates such as COP28, as well as specific events related to C⁴U topics, such as the CCUS Forum hosted by the European Commission in November 2023. For each key media moment that was identified, we set specific outputs to promote C⁴U content. In collaboration with other

Work Packages, we developed press releases as well as pitches for op-eds and in-depth articles, which were then circulated among our targeted media pool. The strategy is presented in Table 2.

Table 2. C⁴U media strategy for 2023–2025.

Date	Activity/media moment	Description and outcome
31 st Aug. 2023	Key C ⁴ U activity	C ⁴ U submission to the European Commission’s Call for Evidence to inform its Industrial Carbon Management Strategy. Outcome: Source of content for later pitches.
Oct.–Nov. 2023	Key media moment.	EU-US global arrangement on sustainable steel and aluminium. Outcome: Press release and published op-ed.
28 th Nov. 2023	Key media moment.	EU CCUS Forum (hosted by the European Commission, within its plan to develop a Industrial Carbon Management Strategy). Outcome: Pitch leading to published op-ed.
Dec. 2023	Key C ⁴ U deliverable	C ⁴ U Policy Briefs (D7.4). Outcome: press release (delayed due to delay in deliverable).
Dec. 2023	Key media moment	COP28. Outcome: pitch (ongoing).
Jan. 2024	Key C ⁴ U activity	Brussels Roundtable, organised by WP5: Policy, Business, and Societal Readiness Model for CCUS in the EU. Outcome: pitch (in development).
March 2024	Key C ⁴ U activity	Site visit to Sheffield and workshop with Sheffield industry stakeholders on CCUS and cluster decarbonisation (Upcoming).
March 2025	Key C ⁴ U activity	Commercialisation event (Upcoming).

2.2. Press releases

Press releases are important public relations and marketing tools that help display expertise and improve social media and website presence. They are also a crucial tool of communication with our media contacts, thanks to which we have promoted key project developments and shared the C⁴U-related expertise of our researchers to respond to current events related to the themes of the project. Thus, it has been a crucial tool to incite interest for media articles on our project.

The following press releases have been published by the C⁴U project:

- (August 21st, 2020). [C4U Press Release: EU invests €13.8m into state-of-the-art carbon dioxide capture technology.](#)
- (September 17th, 2020) Similarly, Swerim (WPI) issued a press release informing about the project in Swedish on 17th September 2020.
- (November 8th, 2021) [Societal consequences will also be addressed in Glasgow.](#)
- (October 25th, 2023) [‘Is society ready for green steel? Leading researchers urge EU leaders to prioritise vital discussions on societal readiness for industrial decarbonisation.’](#)

2.3. Media mentions

As per the project proposal, Deliverable 7.6 stipulates that media outreach for the C⁴U project should achieve **10 media mentions in articles that discuss CCUS**. Throughout its lifetime, the project has exceeded these expectations by achieving 13 mentions across a diverse array of media sources, which are listed below. Figure 1 provides an assessment of C⁴U media mentions according to media type and location, to better understand how this aspect of the deliverable has been met.

As of January 2024, project has been featured in the following sources:

C⁴U has been featured in the following pieces:

1. ER (2020) ‘40 proyectos europeos sobre energía sostenible en los que el CSIC tiene mucho que aportar’. *Energías Renovables*. Available at: <https://www.energias-renovables.com/panorama/40-proyectos-europeos-sobre-energia-sostenible-en-20200622/>

2. García, M. (2020). 'Kick-off meeting of the C⁴U project (Advanced Carbon Capture for Steel Industries Integrated in CCUS Clusters)'. *IEAGHG Blog*. Available at: <https://ieaghg.org/ccs-resources/blog/kick-off-meeting-of-the-c4u-project-advanced-carbon-capture-for-steel-industries-integrated-in-ccus-clusters>
3. Matthis, S. (2020). 'Nytt projekt för reducerade CO₂-emissioner från varmningsugnar'. *Metaller och Gruvor*. Available at: <https://www.metallerochgruvor.se/20200923/7152/nytt-projekt-reducerade-co2-emissioner-fran-varmningsugnar>
4. van Pelt, S. (2021). 'Ook de maatschappelijke gevolgen van klimaatmaatregelen komen in Glasgow aan bod'. *Vox*. Available at: <https://www.voxweb.nl/nieuws/wetenschappers-bespreken-in-glasgow-ook-de-maatschappelijke-gevolgen-van-klimaatmaatregelen>
5. Castaño, P. (2022). 'La captura de CO₂ en la siderurgia para generar hidrógeno se ensayará este año en Gijón'. *La Nueva España*. Available at: <https://www.lne.es/economia/2022/05/17/captura-co2-siderurgia-generar-hidrogeno-66173952.html>
6. García Pastor, E. M. (2022). 'Nuevas patentes para nuevas energías'. *CSIC Investiga*. Available at: [Climate Strategies - CSIC INVESTIGA_03 ENERGIA_01_22-1.pdf - All Documents \(sharepoint.com\)](https://www.csic.es/es/actualidad-del-csic/capturar-el-co2-para-reutilizarlo-en-la-industria-o-almacenarlo-bajo-tierra)
7. Ledesma, M. (2022). 'Capturar el CO₂ para reutilizarlo en la industria o almacenarlo bajo tierra'. *CSIC Investiga*. Available at: <https://www.csic.es/es/actualidad-del-csic/capturar-el-co2-para-reutilizarlo-en-la-industria-o-almacenarlo-bajo-tierra>
8. Lundqvist, M., Cobden, P. (2022). 'Second half of the game for CO₂ storage project'. *Swerim*. Available at: <https://www.swerim.se/en/news/second-half-game-co2-storage-project>
9. Barbiroglio, E. (2023). 'ANALYSIS: EU-US cleaner steel deal to be postponed until after elections amid rules friction'. *Carbon Pulse*. Available at: <https://carbon-pulse.com/242570/>
10. Carbon Capture Journal (2023). 'Achieving emissions reduction targets in the iron and steel industry using CCUS'. *Carbon Capture Journal*, Issue 94, July/Aug 2023, pg. 20-22. Available at: <http://b59d35675b007f59b1d7->

0196d366fe21fa4c957de1aaf4b3fb16.r82.cf1.rackcdn.com/CCJ94web9idds.pdf

11. Cassauwers, T. (2023). 'European steel industry seeks green credentials to match its economic, political weight'. *Horizon: the EU Research & Innovation Magazine*. Available at: <https://projects.research-and-innovation.ec.europa.eu/en/horizon-magazine/european-steel-industry-seeks-green-credentials-match-its-economic-political-weight>
12. Castaño, P. (2023). 'La planta piloto de ArcelorMittal, lista para capturar CO₂ y generar hidrógeno este verano'. *Levante: El mercantil valenciano*. Available at: <https://www.levante-emv.com/economia/2023/05/19/planta-piloto-arcelormittal-gijon-lista-87580088.html>
13. Buchsbaum, L. M. (2024). 'Europe formally embraces Carbon Capture as a climate tool: But is the public aware?'. *Energy Transition: The Global Energiewende*. Available at: <https://energytransition.org/2024/01/europe-formally-embraces-carbon-capture-as-a-climate-tool-but-is-the-public-aware/#more-28825>

As presented in Figure 1 below, C⁴U achieved media attention from EU-level media sources (*Euractiv* and *Horizon: the EU Research & Innovation Magazine*) as well as across several European countries, namely: Spain (*CSIC Investiga*, *Levante*, and *La Nueva España*), the United Kingdom (*Carbon Pulse*, *Carbon Capture Journal*), and Sweden (*Swerim*, *Metaller och Gruvor*).

Media type distribution demonstrates that C⁴U received more media attention from specialised, rather than mainstream media sources. While C⁴U engagement with mainstream media demonstrates our commitment to promote project findings among a wide public audience; the significant attention received from specialised media indicates that C⁴U has incited interest across different target audiences, and therefore demonstrating the relevance of the project for a diverse range of fields – namely industry, technology development and engineering research, and policy.

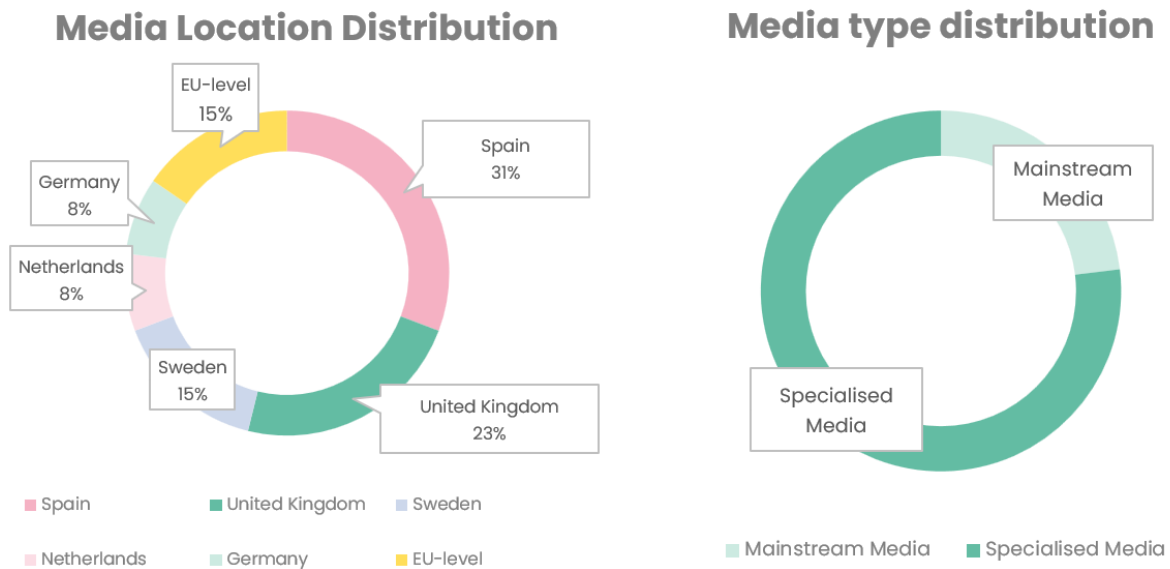


Figure 1. Assessment of C⁴U media mentions, by location and character of media source.

2.4. Publications by or with C⁴U authors

As per the project proposal, Deliverable 7.6 stipulates that the following media articles be published by the project:

- One op-ed in a European mainstream newspaper.
- Three in-depth articles in selected articles.

To achieve this deliverable, WP7 collaborated with researchers from other C⁴U work packages to create pitches for op-eds and articles, promoting project findings or utilizing their C⁴U-related expertise to respond to current events related to the themes of the project: e.g., CCUS and CCS, steel decarbonization, industrial decarbonization policy, etc.

2.4.1. Op-ed in a mainstream European newspaper

Covarrubias, M. (2023). 'CCUS: Do Europe's citizens have a say?'. *Euractiv*.

Op-ed by C⁴U researcher Moisés Covarrubias (Raboud University, WP5 in C⁴U). Available at: <https://www.euractiv.com/section/energy-environment/opinion/ccus-do-europes-citizens-have-a-say/>

SUMMARY:

Five major European countries have just signed a Declaration calling for a European market for Carbon Capture, Utilization, and Storage (CCUS). As ambitions for CCUS deployment ramps up across the world, we urgently need a new perspective on how society can be actively involved in the next steps.

In this op-ed, Dr. Moisés Covarrubias asks us to consider the ethics of decision-making involved in the deployment of decarbonization technologies, particularly CCUS. Drawing from his direct expertise on the development of the EU's Industrial Carbon Management strategy – contributing to the European Commission's public consultation on carbon management, as well as being a participant in the upcoming CCUS Forum plenary session – Dr. Covarrubias will present us with a new way of making decisions on our future, and on the role that Carbon Capture may have in it.

Rather than encouraging society to accept already-made decisions, we require a renewed focus on societal engagement – on building a mutual, consensual relationship to decide on the technologies that will shape our future over the next 27 years. Societal trust in the transition to net-zero – and in particular, addressing green-washing concerns – is a key determinant to building this relationship and, ultimately, shaping the adoption of CCUS in the European Union. To do so, the EU needs to ensure consistent engagement with the communities affected (or soon to be affected) by the deployment of CCUS.

Dr Moisés Covarrubias is a CCUS and Decarbonization Policy researcher at the [C⁴U Project](#), as well as a Research Fellow in the [Earth System Governance Project](#) Network. He has extensive research experience on societal acceptance, policy analysis, and business model innovation for the adoption of industrial decarbonization technologies – including CCUS. His work has been published in a variety of journals, including the 'Journal of Integrative Environmental Sciences', 'Energy, Sustainability, and Society' and 'Springer Sustainability Science'.

The screenshot shows the top of a web page with a yellow header containing the 'EURACTIV' logo and navigation links for 'The Capitals' and 'The Brief'. Below this is a dark blue navigation bar with categories: 'Agrifood', 'Economy', 'Energy & Environment', 'Global Europe', and 'Health'. The main content area has a breadcrumb trail: 'Home / Opinions / Energy & Environment / Industrial decarbonisation / CCUS: Do Europe's citizens have a say?'. The article title 'CCUS: Do Europe's citizens have a say?' is in large, bold, black font. Below the title is a disclaimer: 'DISCLAIMER: All opinions in this column reflect the views of the author(s), not of'. The author information reads 'By Moisés Covarrubias Est. 6min' and the date is '6 Dec 2023'. The content type is 'Opinion'. The main image is an aerial view of an industrial facility with several large cooling towers emitting thick white plumes of steam into the sky. Below the image is a caption: 'Effective greenhouse gas abatement strategies are crucial for achieving net-zero goals in time - and CCUS is increasingly recognised as one of the key technologies in the required portfolio. [Photo credit: timallenphoto / shutterstock.com]'

Figure 2. Op-ed in Euractiv: 'CCUS: Do Europe's citizens have a say?'

2.4.2. Other publications

As explained in section 1.2, the media sources specified in the C⁴U project proposal were prioritized throughout our media outreach activities. Nevertheless, it is not always possible to ensure that one of these specific sources will pick up our content. Thus, and when deemed necessary, we have also pitched to secondary media sources, to broaden our pool list and ensure that the work of C⁴U is recognized through the appropriate channels. This means that C⁴U work has sometimes been published in sources not specified in the original list, but which were nevertheless carefully selected according to the objectives of this deliverable.

The following are publications by or featuring C⁴U researchers, where they discuss our project's work or matters related to the project (CCUS, Industrial Decarbonization policy). While not published by the original media list, they remain impactful instances of media outreach, that have served to raise the public profile of C⁴U findings and engage a wide audience on the questions at stake in this project.

[OP-ED] Kustova, I. (2023): 'COMMENT: US-EU negotiations on sustainable steel and aluminium showed little progress... so, what's left for EU's industry?'. *Carbon Pulse*.

Op-ed by C⁴U researcher Irina Kustova (CEPS). Available at:

<https://carbon-pulse.com/242564/>

SUMMARY:

In a widely expected development, the EU-US Summit on October 20th 2023 resulted in a two-month extension to negotiations for the Global Arrangement on Sustainable Steel and Aluminium (GSA). Having spanned two years already, GSA negotiations have long been mired in disagreements and disparities. Central to these tensions was the EU's Carbon Border Adjustment Mechanism (CBAM), a first-of-its-kind carbon border tax whereby the EU seeks to track and, eventually, assign a carbon price to its imports.

In this op-ed, Irina Kustova delves into the CBAM-related frictions that have led to the current impasse in GSA negotiations. Looking forward, she will defend the case of why – and how – the EU needs to look beyond the GSA to protect its domestic industry and advance decarbonization in time with net-zero targets. This call arrived as the European Commission develops its [Industrial Carbon Management Strategy](#), and hosted a [CCUS Forum on November 27th, 2023](#), gathering EU representatives and all relevant stakeholders to facilitate the deployment of Carbon Capture, Utilisation, and Storage (CCUS).

Irina Kustova is a Research Fellow at the Centre for European Policy Studies (CEPS) in Brussels, where she works on various issues concerned the energy transition and energy security. She is a researcher within the [C⁴U project](#), funded by the European Union Horizon 2020 programme. C⁴U is a holistic interdisciplinary project addressing all the essential elements required for the optimal integration of CO₂ capture in the iron and steel industry as part of the (Carbon Capture, Utilisation and Storage) CCUS chain.



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Americas > COMMENT: US-EU negotiations on sustainable steel and aluminium showed little progress... so, what's left for EU's industry?

COMMENT: US-EU negotiations on sustainable steel and aluminium showed little progress... so, what's left for EU's industry?

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By Irina Kustova, Research Fellow at Centre for European Policy Studies (CEPS)

In a widely expected development, the [US-EU Summit](#) on Oct.20 failed to yield progress on the Global Arrangement on Sustainable Steel and Aluminium (GSA). Introduced over two years ago, GSA negotiations remain stuck in a complex impasse, necessitating substantial concessions that neither party is willing to provide. Nevertheless, and while the extension of negotiations might offer relief, GSA alone will not be enough to shield Europe's steel companies from today's global challenges.

Introduced over two years ago, GSA negotiations started as a bittersweet compromise to halt Trump-era Section 232 tariffs on EU steel and aluminium. They also sought to leverage a Transatlantic 'momentum' to infuse climate ambition into trade relations, within a framework expected to involve an increasing number of like-minded partners.

Figure 3. Op-ed in Carbon Pulse: 'COMMENT: US-EU negotiations on sustainable steel and aluminium showed little progress... so, what's left for EU's industry?'

[INTERVIEW WITH C⁴U RESEARCHER] Boutsma, E. (2021): 'Heleen de Coninck: "People only believe that there is a problem if there is also a solution"'. *C2W / Mens & Molecule*.

Interview with C⁴U researcher Heleen de Coninck (Radboud University). Available at: [Heleen de Coninck: 'People only believe that there is a problem if there is also a solution' | Floor | ScienceLink](#)

[INTERVIEW WITH C⁴U RESEARCHER] Schut, G. (2021): 'Techniek is niet de oplossing'. *TW.nl*

Interview with C⁴U researcher Heleen de Coninck (Radboud University). Available at: <https://tw.nl/techniek-is-niet-de-oplossing/>

[INTERVIEW WITH C⁴U RESEARCHER] Nvde (2021): ‘Heleen de Coninck, Eindhoven University of Technology: Making industry more sustainable now, but together with local residents’. NVDE.

Interview with C⁴U researcher Heleen de Coninck (Radboud University). Available at: <https://www.nvde.nl/heleen-de-coninck-tu-eindhoven-industrie-nu-verduurzamen-maar-wel-samen-met-omwonenden/>

[INTERVIEW WITH C⁴U RESEARCHER] van Pelt (2021): ‘Societal consequences will also be addressed in Glasgow’. Vox.

Interview with C⁴U researcher Vincent de Gooyert (Radboud University). Available at: <https://www.voxweb.nl/english/societal-consequences-will-also-be-addressed-in-glasgow>

[INTERVIEW WITH C⁴U RESEARCHER] As part of Cassauwers, T. (2023). ‘European steel industry seeks green credentials to match its economic, political weight’. *Horizon: the EU Research & Innovation Magazine*.

Interview with C⁴U researcher Richard Porter (University College London). Available at: <https://projects.research-and-innovation.ec.europa.eu/en/horizon-magazine/european-steel-industry-seeks-green-credentials-match-its-economic-political-weight>

2.4.3. Ongoing pitches

The following pitches have been circulated among our media contacts (considering the project’s selected media pool) and are awaiting confirmation for publication.

[IN-DEPTH ARTICLE]: *Climate law is at war against greenwashing – but there is a way to tip the scales.*

Legal challenges against greenwashing are ramping up across the world, but often face the same hurdle: lacking a solid judicial basis on what counts as ‘abated’ or curbed emissions. A clear definition of emissions abatement is needed to hold polluters to account and ensure credible climate action.

In this article, Dr. Moisés Covarrubias will provide an insider view of the efforts undergone by organisations seeking to sue greenwashing companies, and how lacking a legal definition on emissions abatement hinders judicial arguments on this matter. Drawing from his research on CCUS and Industrial Decarbonization Policy as part of the Horizon 2020 project ‘C⁴U’, he will also demonstrate how a clear, shared definition of abatement is pivotal to building societal trust in

the transition to net-zero and ensuring credible, accountable commitments to industrial decarbonisation.

Throughout COP28, the pivotal question on the table was the fate of unabated fossil fuels – a decisive ‘phase-out’ or a nuanced ‘phase-down’ – and, consequently, the possible role of abatement technologies such as Carbon Capture and Storage (CCS) for the race to net-zero. Hitherto, there has been no substantial progress, and, arguably, no effort, towards a strong commitment to fossil fuel abatement under clear definitions.

A clear definition would prevent divergent interpretations by industries and governments on what, exactly, counts as credible progress towards industrial decarbonisation. In doing so, resolving the ambiguity surrounding ‘abatement’ is pivotal for fostering trust in the net-zero transition – and, relatedly, for addressing the [growing concerns over the potential misuse of these technologies to prologue industry’s reliance on fossil fuels](#).

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3. Media impact

To ensure the maximum impact of our media outreach, all press and media engagement activities are promoted throughout the C⁴U project website and social media channels. This has allowed us to (with relevant examples in Figure 4):

- **Maximize the audience of our content**, with news of our media publications generating considerable spikes of engagement across the C⁴U project social media channels.
- **Create moments of significant media engagement**, as we gather the collaboration of the C⁴U consortium by sharing media publications across their networks.
- **And facilitate moments of interaction/recognition among key stakeholders in the field**, for instance, as our work was shared, reposted, or reacted to by research, policy, and industry stakeholders. The positive feedback received through these interactions

(example in Figure 4) demonstrates the relevance of C⁴U research across the current stakeholder landscape and media climate.



Figure 4. (Left) Op-ed by C⁴U researcher Dr. Moisés Covarrubias, reposted with positive feedback on LinkedIn by the Bellona Foundation (influential stakeholder in the field of Industrial Decarbonization and CCS policy research). (Right) Post on the C⁴U Twitter account, announcing the publication of C⁴U researcher Irina Kustova's op-ed on Carbon Pulse. The post reached over 827 impressions, an exceptionally high instance of social media engagement for the C⁴U project.

4. Conclusion

Media outreach has been a key priority throughout the lifetime of the C⁴U project. While activities have not always lined up with the media pool originally specified within the project, the consortium has achieved a long history of impactful media activity, engaging with a wide array of mainstream and specialized media across Europe. In summary, the C⁴U project has achieved:

- 4 press releases.
- 13 mentions in articles discussing CCUS.
- 2 op-eds published by C⁴U authors.
- 5 media articles interviewing C⁴U researchers.

Overall, there has been a continued effort to maintain the public presence of the C⁴U project and, as proven throughout this report, to engage through a wide variety of media opportunities, resulting in multi-faceted project exposure.