



# Strategic communications

Jad Mouawad, Acting Head of the Communications & Digital Office

TCP Universal Meeting. Paris, 19 June 2019

# IEA digitalization strategy

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- The IEA digital strategy aims to expand the reach and impact of IEA work by publishing more analysis and data online.
- The IEA **reaches more people** than ever thanks to our new digital approach.
- Since 2015, the number of visits to our website is **+25% to 14.5 million**.
- Visits to the **Tracking Clean Energy Progress** site has doubled between 2017 and 2018 to nearly 116,000. And this year's edition is on track to beat this record number of visitors.
- The digital **World Energy Investment** report was downloaded 10,000 times and was viewed +23,000 times since launch, x2 last year's figure.

# Digital first approach at the IEA



International  
Energy Agency

About

News & Events

Publications

Our Work

Countries

Statistics & Data



## The global authority on energy

Providing [data](#), [analysis](#) and [solutions](#) on all fuels and all technologies;  
helping governments, industry and citizens make good energy choices.

### The Future of Hydrogen

Seizing today's opportunities

### Tracking Clean Energy Progress

The latest information on how 45 energy technologies and sectors are contributing to global clean energy transitions

### Nuclear power in a clean energy system

A key source of low-carbon power



### News [VIEW ALL →](#)

IEA takes part in G20 Energy and Environment Ministerial in Japan  
16 June 2019

Oil Market Report: 2020 vision  
14 June 2019

International action can scale up hydrogen to make it a key part of a clean and secure energy future, according to new IEA report  
14 June 2019

IEA and African Union hold first ever ministerial meeting on development of Africa's energy sector  
13 June 2019

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# Digital first approach at the IEA

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Home » Topics » Innovation

Innovation

Comprehensive data, rigorous analysis and global partnerships on energy RD&D

Innovation is essential to fight climate change, improve energy security and enhance prosperity. This page brings together for the first time the IEA's comprehensive innovation efforts and partnerships across all energy technologies, serving as an essential and up-to-date resource for government and private-sector decision makers.

[RD&D investment](#)

[Tracking progress](#)

[Innovation gaps](#)

[Technology Collaboration Programmes](#)

[News & events](#)

[Publications](#)

[Commentaries](#)

[Partnerships](#)

Overview

Innovation is a critical driver of clean energy transitions. Through research, investments and collaboration, breakthroughs are happening in a wide variety of energy-technology fields, including solar PV, electric vehicles, hydrogen and battery storage — helping drive down costs, increasing efficiencies and boosting deployment.

But much more needs to be done. The IEA has developed this central innovation repository to provide actionable insights to policymakers, companies, investors and others to accelerate progress towards cleaner energy. The IEA has established unique expertise in tracking energy innovation — from data on research, development and demonstration (RD&D) to analysis on public and private investment trends, from detailed technology roadmaps to timely commentaries, and from identifying “innovation gaps” to our global technology collaboration network.

Investment in innovation

Global public investment in low-carbon energy technology research and development (RD&D) grew again in 2018, by 5%, to \$23 billion. As a share of GDP, public energy R&D funding of the major economies is not growing, yet more innovation in clean energy technologies is needed. Corporate low-carbon energy R&D spending also grew by 5% in 2018. Meanwhile, clean energy VC investment reached its highest ever level at nearly \$7 billion, led by a sharp rise in investment in early-stage clean transport companies.

Public

Private

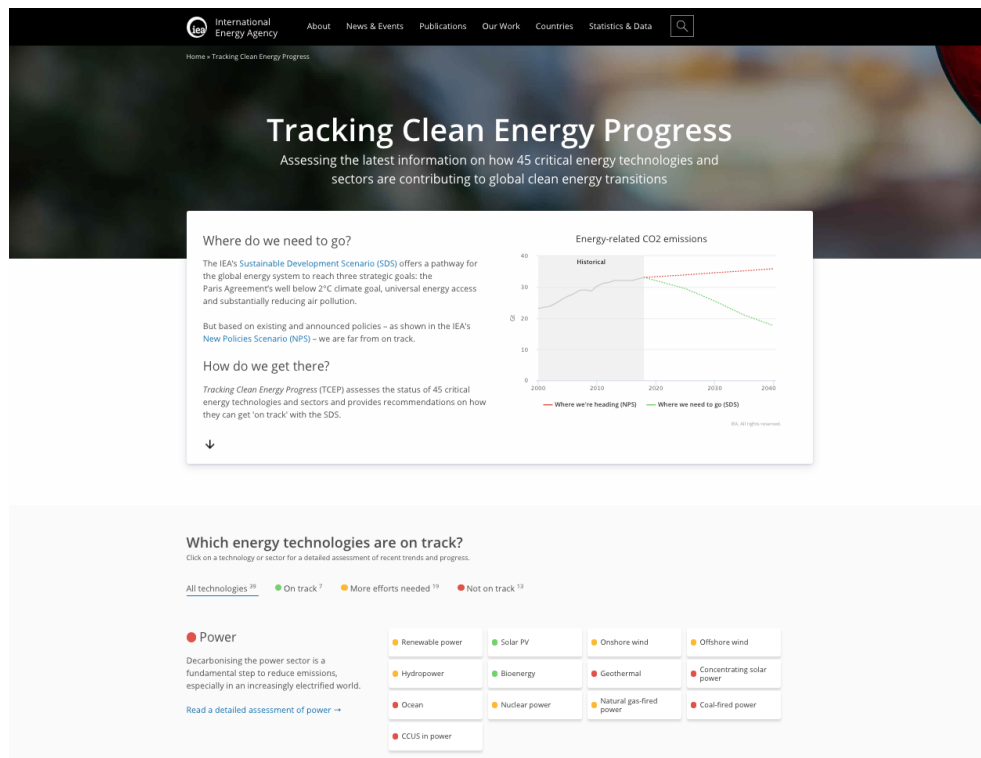
Venture capital

Reported RD&D spending by firms in clean energy-related sectors

Year	Automotive	Renewables	Nuclear	Other	Thermal power and combustion equipment	Electricity generation and networks	Oil and gas
2010	10	5	5	5	5	5	5
2011	15	10	10	10	10	10	10
2012	15	10	10	10	10	10	10
2013	15	10	10	10	10	10	10
2014	15	10	10	10	10	10	10
2015	15	10	10	10	10	10	10
2016	15	10	10	10	10	10	10
2017	15	10	10	10	10	10	10
2018	15	10	10	10	10	10	10

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# Digital first approach at the IEA

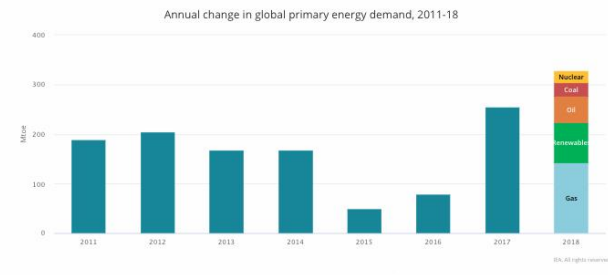


# Digital first approach at the IEA



## Global trends

Global energy consumption in 2018 increased at nearly twice the average rate of growth since 2010, driven by a robust global economy and higher heating and cooling needs in some parts of the world. Demand for all fuels increased, led by natural gas, even as solar and wind posted double digit growth. Higher electricity demand was responsible for over half of the growth in energy needs. Energy efficiency saw lacklustre improvement. As a result of higher energy consumption, CO2 emissions rose 1.7% last year and hit a new record.



# Digital first approach at the IEA

The screenshot shows the IEA website's page for Carbon capture, utilisation and storage (CCUS). The header includes the IEA logo and navigation links: About, News & Events, Analysis, Our Work, Countries, and Statistics & Data. A search icon is also present. The main heading is "Carbon capture, utilisation and storage" with the subtitle "A critical tool in the climate energy toolbox". Below this, a text box states: "Carbon, capture utilisation and storage (CCUS) is one of the only technology solutions that can significantly reduce emissions from coal and gas power generation and deliver the deep emissions reductions needed across key industrial processes such as steel, cement and chemicals manufacturing, all of which will remain vital building blocks of modern society." A navigation bar below the text box includes links: Overview, Policies & Investment, Industry, Power, Capture, Utilisation, and Storage. The "Overview" link is underlined. Below this is a section titled "What is CCUS?" with a text box explaining that CCUS is an important emissions reduction technology that can be applied in the industrial sector and in power generation. It describes the process of capturing CO2 from fuel combustion or industrial processes, transporting it via ship or pipeline, and either using it as a resource or storing it deep underground in geological formations. It also mentions that CCUS technologies provide the foundation for carbon removal or "negative emissions" when the CO2 comes from bio-based processes or directly from the atmosphere. Below the text is a world map titled "CO2 capture by country (Mpta)" with the subtitle "Operating projects only". The map shows CO2 capture capacity by country, with a color scale from 0.1 to 100 Mpta. The United States and Canada are highlighted in dark purple, indicating high capacity. Other countries shown include Mexico, Brazil, Saudi Arabia, China, and India. Below the map is a navigation bar with four buttons: "Large-scale CCUS projects", "CO2 capture by country" (which is selected and highlighted in blue), "CCUS in NDCs", and "CCUS in 2050 strategies".

International Energy Agency

About News & Events Analysis Our Work Countries Statistics & Data

Home > Topics > Carbon capture, utilisation and storage

## Carbon capture, utilisation and storage

A critical tool in the climate energy toolbox

Carbon, capture utilisation and storage (CCUS) is one of the only technology solutions that can significantly reduce emissions from coal and gas power generation and deliver the deep emissions reductions needed across key industrial processes such as steel, cement and chemicals manufacturing, all of which will remain vital building blocks of modern society.

Overview Policies & Investment Industry Power Capture Utilisation Storage

### What is CCUS?

Carbon capture, utilisation and storage, or CCUS, is an important emissions reduction technology that can be applied in the industrial sector and in power generation. These technologies involve the capture of carbon dioxide (CO<sub>2</sub>) from fuel combustion or industrial processes, the transport of CO<sub>2</sub> via ship or pipeline, and either its use as a resource to create valuable products or services or its permanent storage deep underground in geological formations. CCUS technologies also provide the foundation for carbon removal or "negative emissions" when the CO<sub>2</sub> comes from bio-based processes or directly from the atmosphere.

#### CO<sub>2</sub> capture by country (Mpta)

Operating projects only

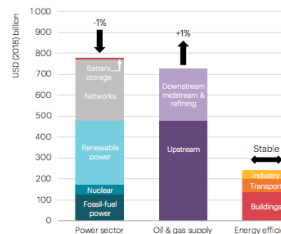
0.1 1 10 100 Mpta

Large-scale CCUS projects CO<sub>2</sub> capture by country CCUS in NDCs CCUS in 2050 strategies

# Digital first approach at the IEA

## After three years of decline, global energy investment stabilized in 2018

Global energy investment in 2018 and change compared to 2017



Note: Investment is measured as the originating capital spending in energy supply capacity and efficiency. The scope and methodology for tracking energy investments is found in the file [InvestmentScopeAndMethodology.xlsx](#). Renewables for transport and heat include tools for transport and distribution.

9 | World Energy Investment 2019 | IEA 2019. All rights reserved.

## China, the United States & India are driving some key investment trends...

More than two dollars in every ten invested in energy goes to powering Asian economies; another two dollars divides between oil and gas and power in North America. These shares have grown in recent years.

The United States has been responsible for most of the growth in energy supply investment this decade, with increases in both oil and gas, supported by more spending on shale, and in the power sector. While oil and gas spend has moderated somewhat in the past three years (even as it grew strongly from 2017 to 2018), investment in renewable power and gas power has remained relatively stable, but at high levels. Meanwhile, investment in energy efficiency has declined period.

China remained the largest market for energy investment in 2018, but its lead narrowed. Investment is increasingly driven by low-carbon supply and networks, total investment declined over the past three years due to lower spend on coal-fired plants, down over 60%, outweighing

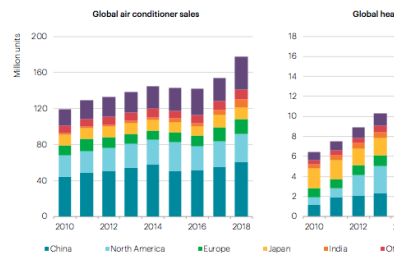
high investment in renewable power and nuclear. Energy efficiency spending has risen by over 6% the past three years.

Among major areas, energy investment has risen mostly rapidly in India the past three years, up 12%. In 2018, renewable spending continued to exceed that for fossil fuel-based power, supported by tendering for solar PV, and from 2017 wind, amid uncertain financial attractiveness of new coal power, though spending in

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## Air conditioner sales grew 16% in 2018 to their highest ever level...

Global sales of electrical equipment for building cooling and heating



Note: Heat pump sales are those for primary use in heating, and include air-to-air and air-to-water heat pumps. Source: IEA analysis with calculations partly based on BSRIA (2018) and company and industry association disclosures.

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## World Energy Investment 2019

[iea.org/we/2019](https://www.iea.org/we/2019)





# Digital first approach at the IEA



# Digital first approach at the IEA



IEA  @IEA · Jun 17

"Without an important contribution from nuclear power, the global energy transition will be that much harder" 🗣️ - @IEABirol

Explore the key findings from our just-released report on nuclear power in a clean energy system 📄 [bit.ly/2RrGT2p](https://bit.ly/2RrGT2p)

Without an important  
contribution from  
nuclear power, the  
global energy transition  
will be that much harder

Fatih Birol, IEA Executive Director



5

27

33



IEA  @IEA · Jun 17

We're attending the @UN #Climate conference #SB50Bonn this week.

# IEA Rebranding

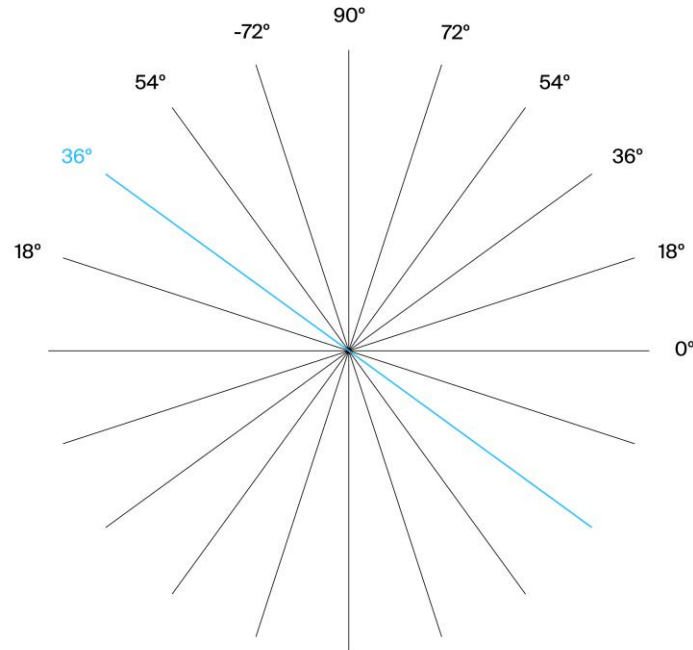
# A new IEA brand & logo

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- The IEA unveiled a **new brand & logo** at the Governing Board this morning.
- The new identity reflects the IEA's modernization agenda, global policy role, and mission to **shape a more secure and sustainable energy future for all**.
- It underscores the IEA's all-fuels and all-technologies approach.
- This logo is being rollout across our print, digital and online platforms today. And it will also apply to our partner programmes, including the TCPs.
- The new brand is also part of our **new digital strategy** to expand the reach and impact of our work.

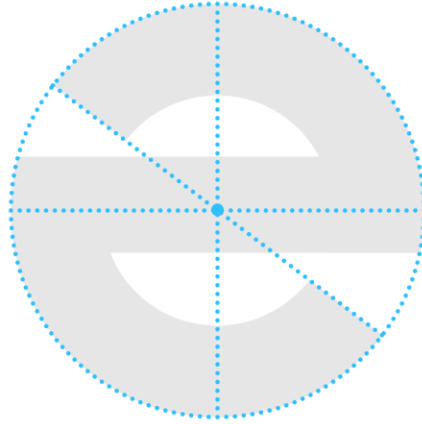
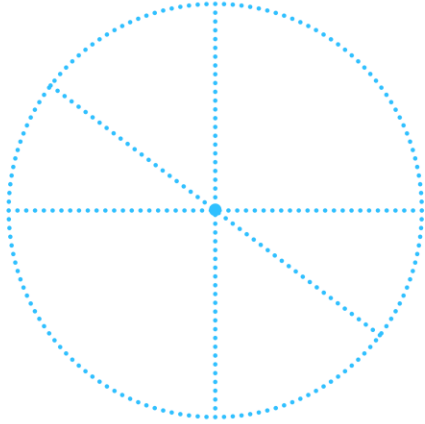
# We have created a new system for IEA communications

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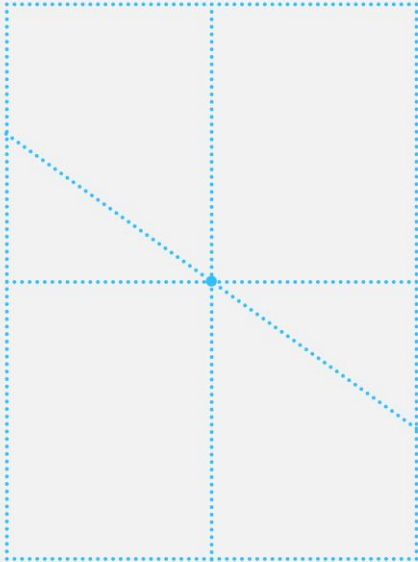
# We are creating a new system for IEA communications

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# Across print, photography, digital, and social media

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# Across print, photography, digital, and social media

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# Our rebranding is an opportunity to be consistent ...

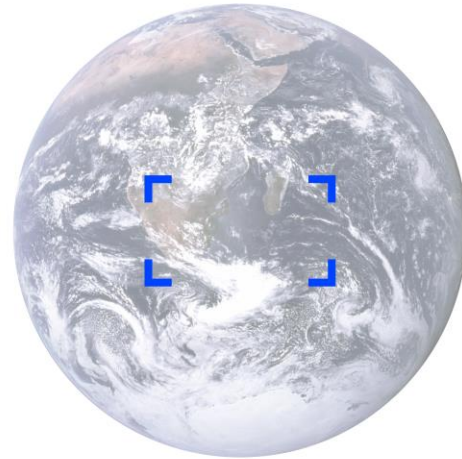
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Global



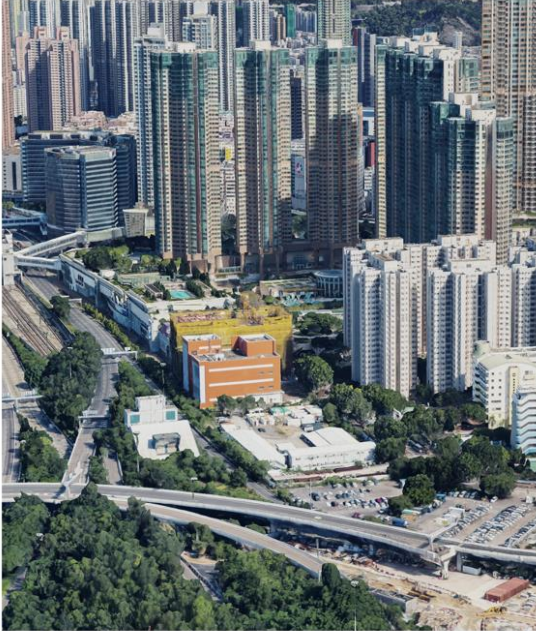
Countries and people



Fuels and technologies

## And visually effective

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# Wind

Although capacity additions remained flat in 2018, solar PV generation increased 31% in 2018, and represented the largest absolute generation growth (+136 TWh) of all renewable technologies.

## Global power output in 2017

● ON TRACK

32%

↑ 4%

200.12

Related fuels & technologies

Related topics

# Analysis

Featured All analysis Topics

The Future Of

## The Future of Trucks

Analysis and outlooks to 2040

7 May 2018



Flagship Report

## World Energy Investment 2019

"Over 70% of global energy investments will be government driven and as such the message is clear – the world's energy destiny lies with decisions and policies made by governments."

Dr Fatih Birol, Executive Director, IEA

The mysterious case of disappearing electricity demand



7 May 2019  
By Noé van Hulst

The clean hydrogen future has already begun



7 May 2019  
By Noé van Hulst

Can CO<sub>2</sub>-EOR really provide carbon negative oil?



7 May 2019  
By Noé van Hulst

Are aviation biofuels ready for take off?



7 May 2019  
By Noé van Hulst

Market Report Series

## Renewables 2019

Market analysis and forecast from 2018 to 2023

7 May 2018



Country Report

## France's legislation on oil security

7 May 2018



Analysis by topic

All topics 

Climate change

23

Energy transitions

15

Energy efficiency

8

Energy access & SDG7

16



A large blue rounded rectangle with the white IEA logo centered inside.

iea

11:16



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Our vision

**Shaping a  
secure and  
sustainable  
future for all**





IEA @IEA · 30m



Renewables 2018 identifies modern bioenergy as the overlooked giant of the [#renewableenergy](#) field. Its share in global total [#renewables](#) consumption is about 50% today – as much as hydro, wind, solar and all other renewables combined.

The background of the graphic is a photograph of three offshore wind turbines in a blue sea under a clear sky. A small boat is visible in the lower left, leaving a white wake.

# 30%

of power demand will be provided by renewables by 2023—the fastest growth in the electricity sector.

International  
Energy Agency

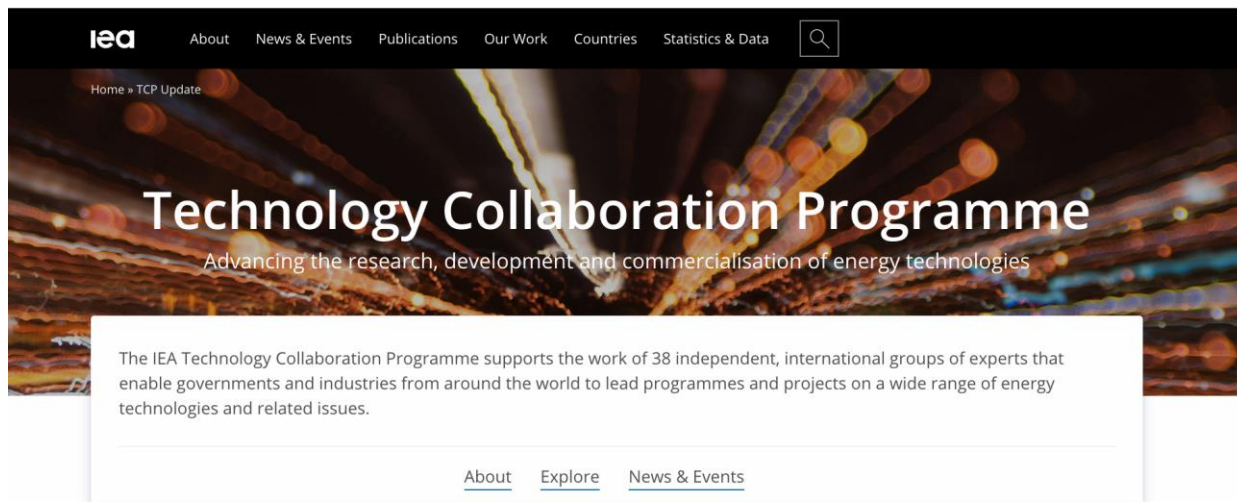
# TCP Communications



# Applying the new IEA brand to our TCP network

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- The new IEA brand will **extend to all our programmes**, starting with TCPs.
- Today we are also unveiling a **new TCP logo** that we expect to be rolled out in the next 3-6 months.
- In line with our digital strategy, we have **updated the TCP website** and created new individual pages for each collaboration programme.
- The rebranding effort is also an opportunity to review IEA/TCP communications in order to be more **effective and consistent**.
- This is why we wish to open a **strategic review** of our communications guidelines to help clarify our relation and produce simpler and more effective communications.



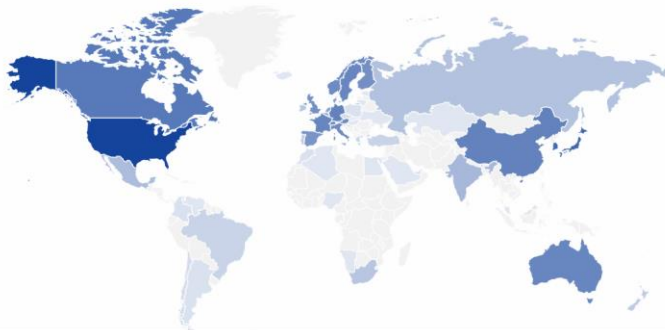
## About the TCP

The Technology Collaboration Programme supports the work of independent, international groups of experts that enable governments and industries from around the world to lead programmes and projects on a wide range of energy technologies and related issues. The experts in these collaborations work to advance the research, development and commercialisation of energy technologies. The scope and strategy of each collaboration is in keeping with the IEA Shared Goals of energy security, environmental protection and economic growth, as well as engagement worldwide.

The breadth of the analytical expertise in the Technology Collaboration Programme is a unique asset to the global transition to a cleaner energy future.

These collaborations involve over 6 000 experts worldwide who represent nearly 300 public and private organisations located in 55 countries, including many from IEA Association countries such as China, India and Brazil.

Countries with entities or organisations participating in IEA TCPs



## Explore the TCPs

[Buildings](#) [Cross-cutting](#) [Electricity](#) [Fossil fuels](#) [Fusion power](#) [Industry](#) [Renewable power](#) [Transport](#)

### Buildings

Innovation activities relating to efficiency gains in buildings, such as heat pumps, district heating and cooling and energy storage.

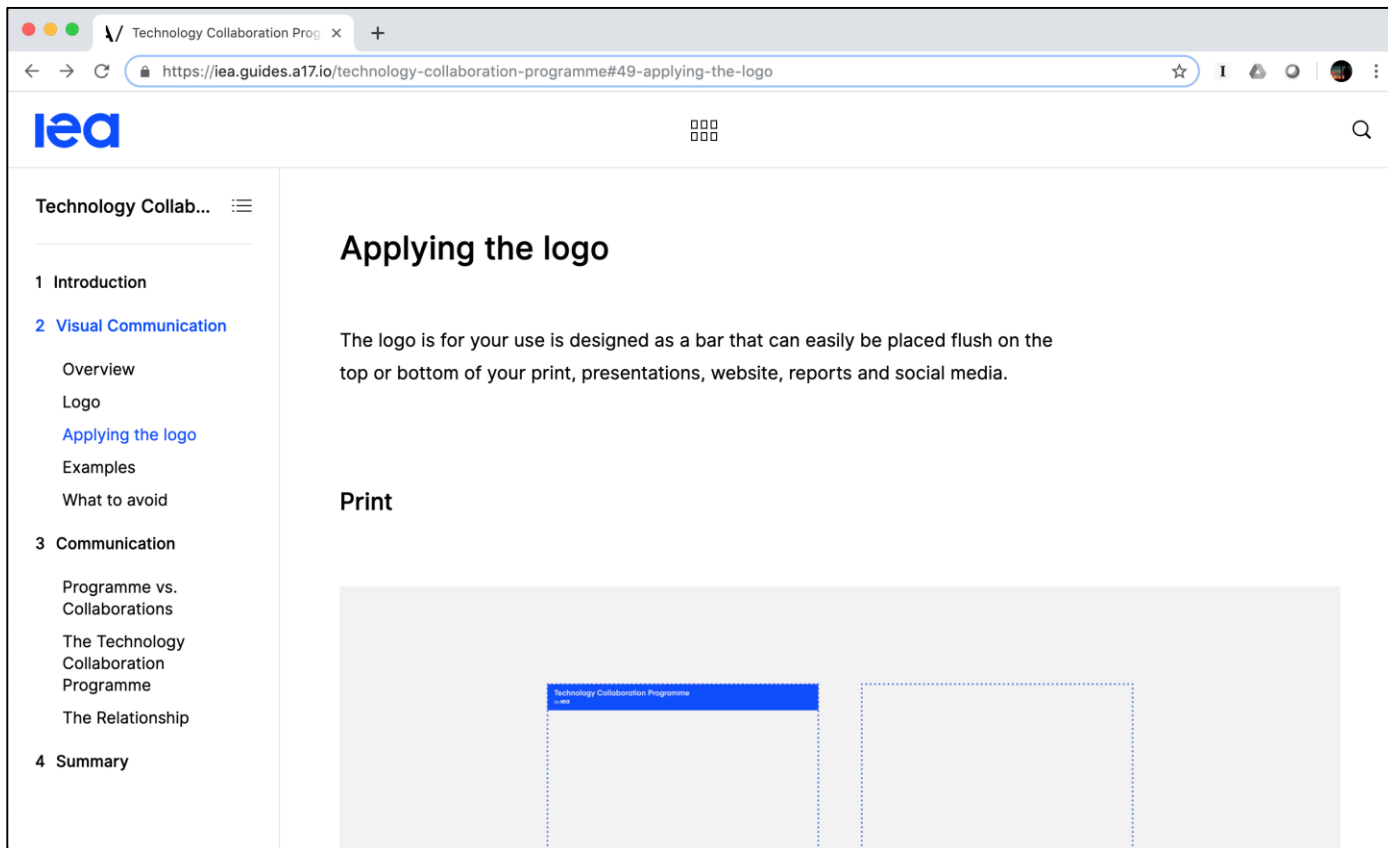
- [Buildings and Communities \(EBC TCP\)](#)
- [District Heating and Cooling including Combined Heat and Power \(DHC TCP\)](#)
- [Energy Efficient End-Use Equipment \(4E TCP\)](#)
- [Energy Storage \(ECES TCP\)](#)
- [Heat Pumping Technologies \(HPT TCP\)](#)



# Technology Collaboration Programme

by **iea**

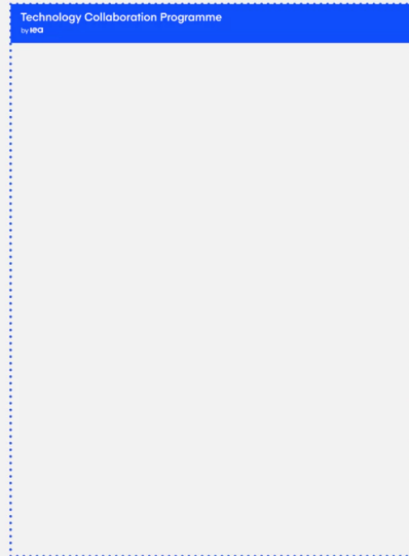
# Coming soon: an online guide



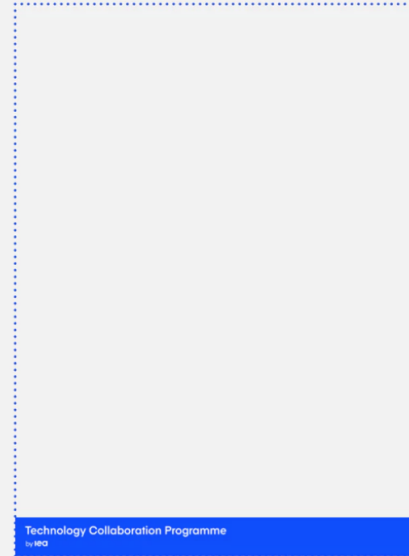
# Coming soon: an online guide

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Print



TOP

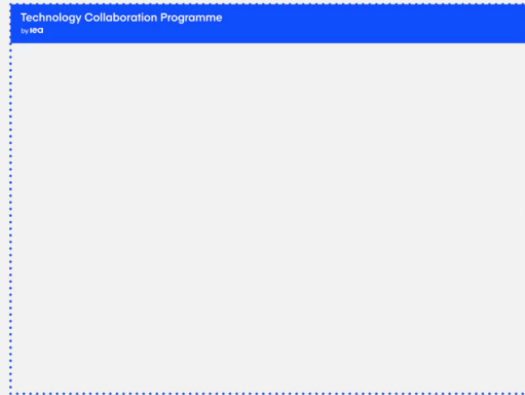


BOTTOM

# Coming soon: an online guide

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## Presentations



TOP



BOTTOM

# Coming soon: an online guide

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Web

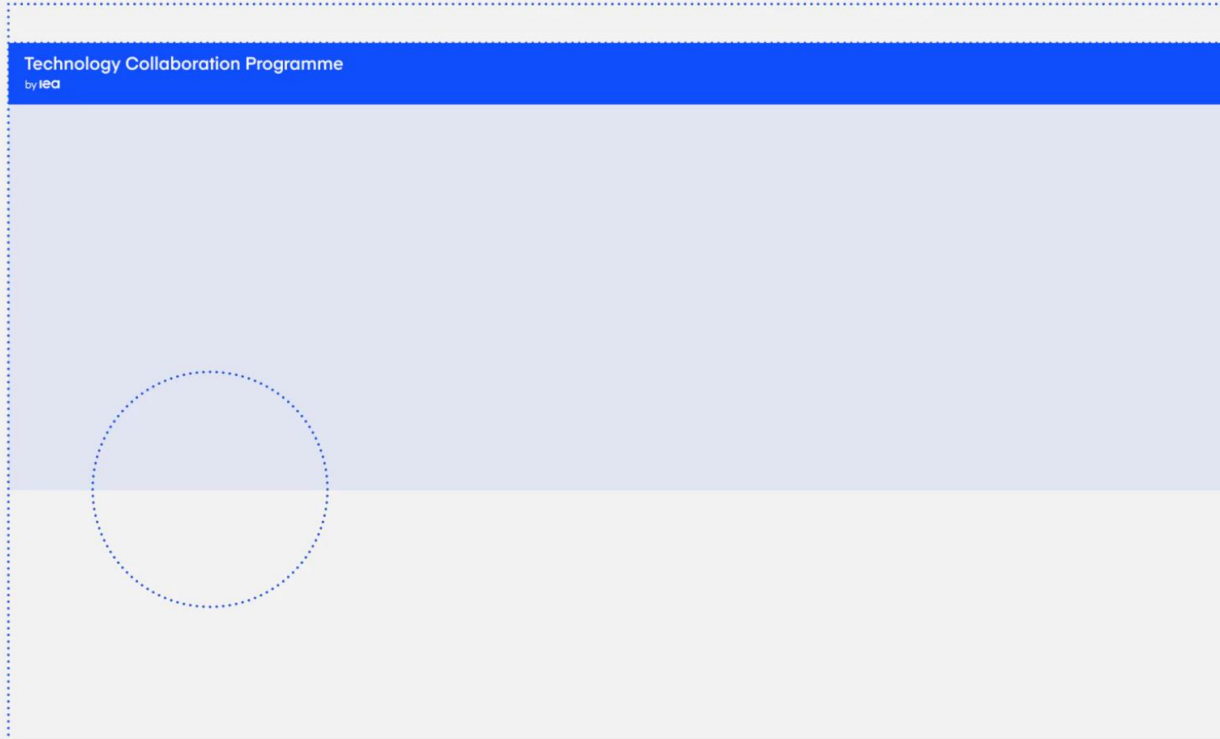
Technology Collaboration Programme  
by IEA



# Coming soon: an online guide

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## Social

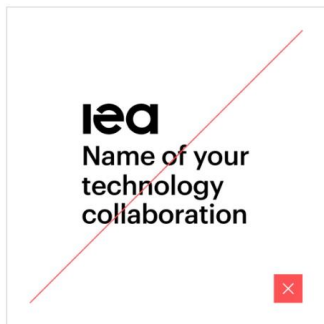


# Coming soon: some examples

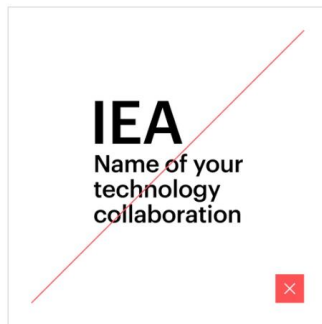


# Coming soon: simpler guidelines

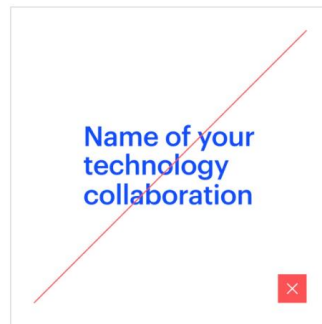
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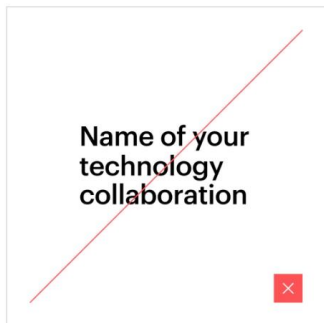
Don't use the IEA logo in your logo



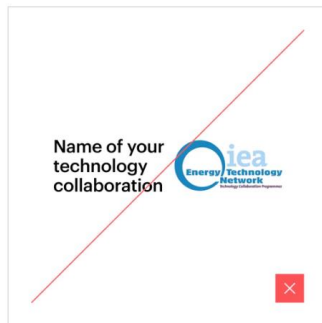
The letterforms of 'IEA' should not be the biggest element of your logo



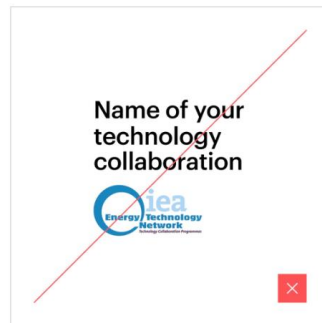
Do not use the IEA blue in your logo, or blues which look similar to the IEA blue



Don't use the IEA font (Graphik) to create your logo



Don't use the old logo in any lock-up with your logo



Don't use the old logo in any lock-up with your logo

# Technology Collaboration Programme

by **iea**

