



**decarb**  
**connect**  
Digital Festival 2020

# Accelerating industrial decarbonisation

January 26 - 28, 2021

## Partnership Prospectus

Connecting hard-to-abate sectors with essential intel, partnerships and live project updates

# Why decarb connect?

Welcome to the Decarb Connect Digital Festival – we hope you'll join us in our mission to accelerate industrial decarbonisation by connecting the hard-to-abate sectors to live project feedback, real-data, partners and innovative technologies that can make NetZero by 2050 a reality.

Our mission is to share intelligence on what is working, by showcasing demonstrations and pilots, so that industrials can learn from the wins and the challenges of their peers also avoid replicating expensive issues which have already been solved.



Decarb Connect's Digital Festival is the only event that brings together examples of projects and learnings from across the hard-to-abate sectors.

9-hours of live-streams across the week of the event, with presenters from Europe, North America and other hotspots for innovation from around the world presentations will deliver tangible information on CCUS, H2 and energy efficiency projects.

We know that people need strong, cross-sector networks from which to identify suitable future partners and JVs.

- We facilitate introductions through our event platform, which incorporates strong AI functionality to effectively match attendees with the most relevant people.
- We've worked with heads of strategy, technology, innovation, energy management and corporate venture across energy-intensive industrials to find out which projects they care about, what evidence and data they need – and have a programme that delivers it through live-streamed sessions and on-demand content.
- We've researched the content and approach with senior executives from more than 85 international companies in cement, steel, glass, oil and gas, mining, power, utilities, ceramics and chemical industries. Each may have unique commercial landscape, but they share challenges in how to make energy-intensive operations and value chains capable of the net zero targets being enshrined in legislation.

*"I need to know not what is possible, but which technology is actually scalable for my asset base – and I have one, maybe two investment cycles to make this possible"*

**Your customers are seeking evidence** – proof of what is working, and that it is deployable and scalable, so they need to invest in solutions that will turn their decarbonisation strategy into reality.

This audience needs your expertise, your technology and support. We are not dealing with a group that 'might' do something, or who have been told to 'look into' some tech. We are serving clients who see the thirty years leading to 2050 hurtling towards them, and don't yet have a clear strategy for how they can align with the growing raft of legislative deadlines. As one client told me:

Another told me that to achieve NetZero by 2050 (or even 2045) industrials will need to know by 2025/2027 which pilots have proven their scalability with consistent results over 1-2 years.

If they have this evidence, there's a fighting chance that they can then deploy at scale and roll out (with a series of investments) over a reasonable period of time. Given that many industrials are only just now exploring early stages of JVs and consortia demonstrations, and the partners they will work with to drive them forward, the urgency is real.

Amidst all of this, a new ecosystem of disruptors is emerging. Some aim to disrupt the industrial products themselves – creating low or NetZero products through new processes and materials. Some aim to disrupt the technology and typical project consortia approach. Only the strongest and most innovative players will succeed, and whilst established solutions and advisors have an advantage - now is the time to invest in marketing and business development solutions that put your brand and your people front and centre of decisions in the hard-to-abate sectors.

I'm looking forward to talking about Decarb Connect's plans and how to ensure that they help you connect with the customers you know you can serve.

**Alex Cameron**  
**Founder**  
**Decarb Connect Ltd**

# Agenda at a glance

## day one

### January 26 - Day 1: Morning

#### KEYNOTE SESSIONS

C-Suite views on pathways to decarbonisation

#### INNOVATION INTO REALITY

How to fund & scale promising H2, CO2 and energy efficiency tech

#### ON DEMAND CONTENT

- Interviews with COP26 champions
- Interviews with policy leads in uk & eu
- Sector-specific tech updates

#### SOLUTIONS SHOWCASE

- Show reels & project capabilities
- Interviews with CTOs
- On demand site visits
- Themed clinics

#### MATCH MEETINGS:

Use our networking platform that matches participants, delivers qualified meetings & allows you to create on-the-spot video calls, all powered by SwapCard's powerful AI.

### Afternoon

#### CCUS FOCUS

Cross-industry technology pilots & stories  
Organisational experiences of forming complex projects & kick off

#### H2 FOCUS

International case examples of technology validation & consortia

#### ON DEMAND CONTENT

- International project reviews
- Interviews with policy leads in US & Canada
- Disruptive tech case studies

#### SOLUTIONS SHOWCASE

#### MATCH MEETINGS:

Meet more of the delegates, including targeted matches, in on-the-spot video call

#### NORTH AMERICA: CCUS & H2 PROJECT DIVES

#### TECHBATTLE: SHOWCASE OF NEW CCUS, H2 & ANALYTICS DISRUPTORS

#### WORKING GROUP SOCIALS

Industry & partners collaborate in working groups to document best working practices

# Agenda at a glance

## day two

### January 27 - Day 2: Morning

#### COASTAL CLUSTERS – VALUE CHAIN DECARBONISATION

#### INTERNATIONAL POLICY & GOVT FUNDING Q&A

BEIS & EU answer your questions

#### ON DEMAND CONTENT

- Keynote interviews with C-Suite
- Onshore & Offshore CCUS
- H2 consortium

#### MATCH MEETINGS:

Use our efficient networking platform that matches participants, delivers qualified meetings & allows you to create on-the-spot video calls, all powered by SwapCard's powerful AI.

### Afternoon

#### FINANCING DECARBONISATION AT SCALE

#### CARBON AS A VALUE STREAM

#### TECHBATTLE: CARBON REUSE AT SCALE

#### ON DEMAND CONTENT

- Low carbon steel and cement
- Circular economy opportunities in each hard to abate sector
- Energy efficiency deep dives

# Agenda at a glance

## day three

### DAY 3: MASTERCLASSES & 1-2-1 CLINICS

#### **MASTERCLASSES, WITH 15-20 ATTENDEES, RUN LIVE & ARE THEN AVAILABLE ON DEMAND:**

- Roadmapping decarbonisation
- Constructing project agreements and methods of communication that help clusters & consortia deliver
- Selecting CCUS or H2 tech for your project
- EU and us incentives landscape: how to maximize returns
- Entrepreneur masterclass: getting funded and securing first demos and on to pilot
- Nature-based decarbonisation solutions: masterclass leader confirmed

#### **CLINICS ARE LED BY SPECIALIST ADVISORS. DELEGATES BOOK 1-2-1 MEETINGS TO UNPICK A CHALLENGE IN CONFIDENCE FOR 30 MINUTES. CLINICS INCLUDE:**

- Policy Q&A with the BEIS team
- Project engineering questions & challenges,
- JV and consortia legals
- Securing investment
- Project tech procurement

# Who will you meet

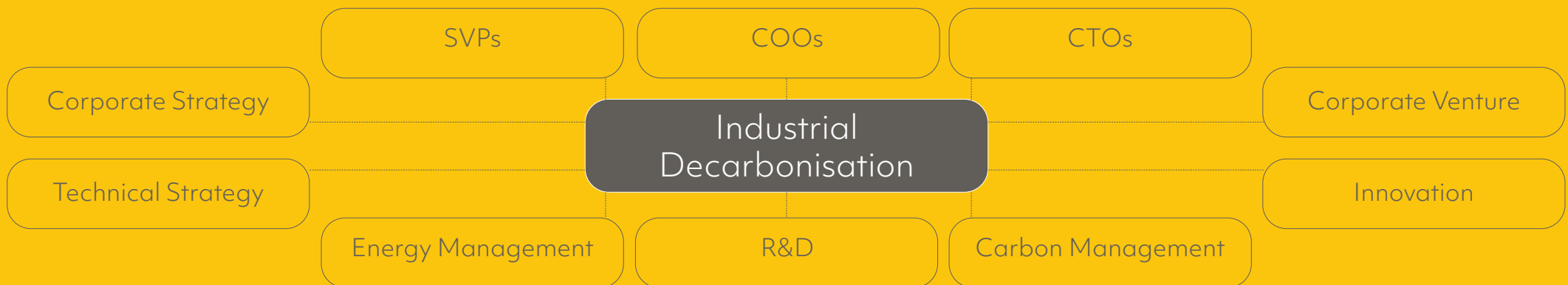
## CLIENT FOCUS

Oil & Gas // Cement  
Steel // Power generation  
Utilities // Glass  
Ceramics // Mining  
Chemical attendees of your sessions



## WHO SHOULD SPONSOR

EPCs  
Engineering Services  
CCUS/CCS technology  
Engineering Consulting  
Strategy Consulting  
Plant Solutions  
Classification & Assay  
H2 and co2 gas solutions  
Banking & finance  
Automation





# Grow your influence and business through partnering



## BUSINESS DEVELOPMENT AND LEAD GENERATION

Develop new leads and fuel your sales team's pipeline in key prospect profiles that are actively evaluating solutions and partnership to accelerate their decarbonisation journey.

Decarb Connect Solutions for BD and lead generation:

- AI powered meeting app and prospect matching tool
- Customer Success Manager to identify and connect you with key prospects
- Host an exclusive meeting room
- Host a virtual Booth to showcase your team and solutions
- Lead tracking and data capture from your virtual booth and all attendees of your sessions



## THOUGHT LEADERSHIP AND INDUSTRY INNOVATION

Amplify your leadership position and aspirations as a partner of choice and a key enabler as hard to abate industry sectors industry commit to turn their decarbonisation goals into reality

Decarb Connect Solutions for Thought Leaders:

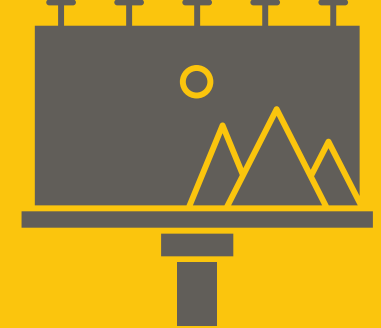
- Keynote presentation
- Podcast sponsorship and hosting
- Host an exclusive round table session
- Host a webinar
- Sponsor and co-author the industry survey and white paper



## BUILDS SALES PIPELINE AND SHORTEN SALES CYCLES

Access to senior decision making and influencers is the single biggest reason for lagging sales cycles – we design our events to give senior influencer's from your core target groups the knowledge and the network they need to kick start their decarbonisations strategy

- AI powered meeting app and prospect matching tool
- Customer success manager to identify and connect you with key prospects
- Host an exclusive meeting room
- Host a virtual booth to showcase your team and solutions
- Lead tracking and data capture from your virtual booth and all attendees of your sessions



## BRAND BUILDING AND POSITIONING

To build, enhance and cement your brand positioning within this space and ensure you're front of mind with decision makers and key industry stake-holders, as the decarbonisation moves from concept and planning into period of accelerated investment and commitment

- High level branding at decarb connect digital festival
- Podcast sponsorship and hosting
- Host an exclusive round table session
- Branded webinars and podcasts
- Sponsor and co-author the industry survey and white paper
- Exclusive sponsors of digital networking platform



# Packages

	Headline	Gold	Silver
Investment Level	19,950 GBP	11,950 GBP	6,950 GBP
<b>Thought Leadership</b>			
Opening Keynote Live	✓		
Conference Session Chair	✓	✓	
Keynote Presentation Live	✓	✓	
Live Panel Participation	✓	✓	
Presentation OnDemand	✓	✓	✓
Round Table Host	✓	✓	✓
<b>Branding</b>			
Website	✓	✓	
Virtual Speaker Backdrop	✓	✓	
Networking App Host Branding	✓		
Networking App Branding		✓	✓
Registration Portal	✓		✓
Marketing Emails	✓	✓	
<b>Knowledge Assets</b>			
Exclusive Survey Sponsor	✓		
Survey Report Contributor		✓	✓
Exclusive Podcast Host And Sponsor	✓		
Podcast Participation		✓	✓
Decarb 101 Series Sponsor	✓		
Decarb 101 Contributor		✓	✓
Virtual Site Visit Sponsor	✓		
Project Heat Map- Exclusive Sponsor			
Digital Gift Bag Sponsor	✓		
Digital Gift Bag Product Placement		✓	✓
Exclusive Post Events Insights Report Sponsor	✓		
<b>Exhibition</b>			
Premium Exhibition	✓	✓	
Standard Exhibition			✓
<b>Networking</b>			
Virtual Meeting Room	✓	✓	
Message/Video Chat With Attendees	✓	✓	✓
1-2-1 Meetings	✓	✓	✓
Access To Networking App	✓	✓	✓
Customer Success Manager	2 weeks prior	2 weeks prior	During event
Premium Conference Passes	10	6	4
Conference Passes Content Only	5	4	2
<b>Lead Generation</b>			
Leads From All Keynote Sessions	✓	✓	
All Leads From Sponsored Track Sessions	✓	✓	
Leads From Your Session	✓	✓	✓
Leads From Your Booth Visits	✓	✓	✓

## Standard exhibitor package

- Exhibitor listing in matchmaking
- Booth visit recommendations to attendees via AI profiling
- Exhibitor video and collateral
- Instant video calls
- Host live presentations, product launches, and demos on stand
- Up to 4 content uploads
- Inbound and outbound meetings
- 3 Premium conference passes
- 2 Booth staff passes

Investment level: 2950 GBP

## Premium exhibitor package

- Premium positioning and search ranking
- Booth visit recommendations to attendees via AI profiling
- Exhibitor video and collateral
- Instant video calls
- Host live presentations, product launches, and demos on stand
- Up to 10 content uploads
- Inbound and outbound meetings
- 4 Premium conference passes
- 2 Booth staff passes

Investment level: 3950 GBP



# How it will work

Digital events aren't the same as in-person conferences. You know this – we know this. The Decarb Connect Digital Festival combines live-streamed sessions, on-demand discussions, virtual roundtables and deep dives, partnering meetings and a focused set of facilitated introductions for each participant. Content will be available to attendees live during the festival, and then on-demand increasing viewing and engagement opportunities.

## Here's what you can expect:

- 9 hours of live-streams across the week of the event, with presenters from Europe, North America and other hotspots for innovation around the world. Sessions viewable chunks, running for 15-20 minutes + additional Q&A
- 10 hours of on-demand content from partners and industry including interviews & case studies - all released across the event week and available after the event to attendees.
- 4x live masterclasses focused on key issues. Led by experts for industry-only participants
- 4x Clinics: Delegates will book 121 appointments where they will seek support and answers in a 30 minute meeting. Clinics include: Project CCUS, Project Hydrogen, Legal Clinic, Project Finance Clinic

## Connecting with participants:

Decarb Connect Digital Festival will use the SwapCard platform where AI matching is in its DNA. This is where interaction with your buyers and influencers will take place, and also provides data and analytics on the meetings you secure, the messages you receive, the views of your sponsor show-reel.

All the festival content, and library of related content will be available on the platform long after the event, offering extended engagement opportunities.

# What kind of sessions can I take part in?

## LIVE SESSIONS

Across the week we'll host a range of different formats, each with different goal:



**6 Keynote**  
sessions from Industry and thought leaders



**8 Case Studies**  
of projects and challenges tackled by industry



**6x Virtual**  
Panel discussions



**One-to-One**  
interviews



**6x Virtual**  
roundtables



**4x Working**  
groups



**Speaker**  
Q&As

## ON DEMAND

A library of sessions available during the event week and beyond.



**Survey Results**  
and Feedback



**One-to-One**  
interviews



**8 Case Studies**  
of projects and challenges tackled by industry

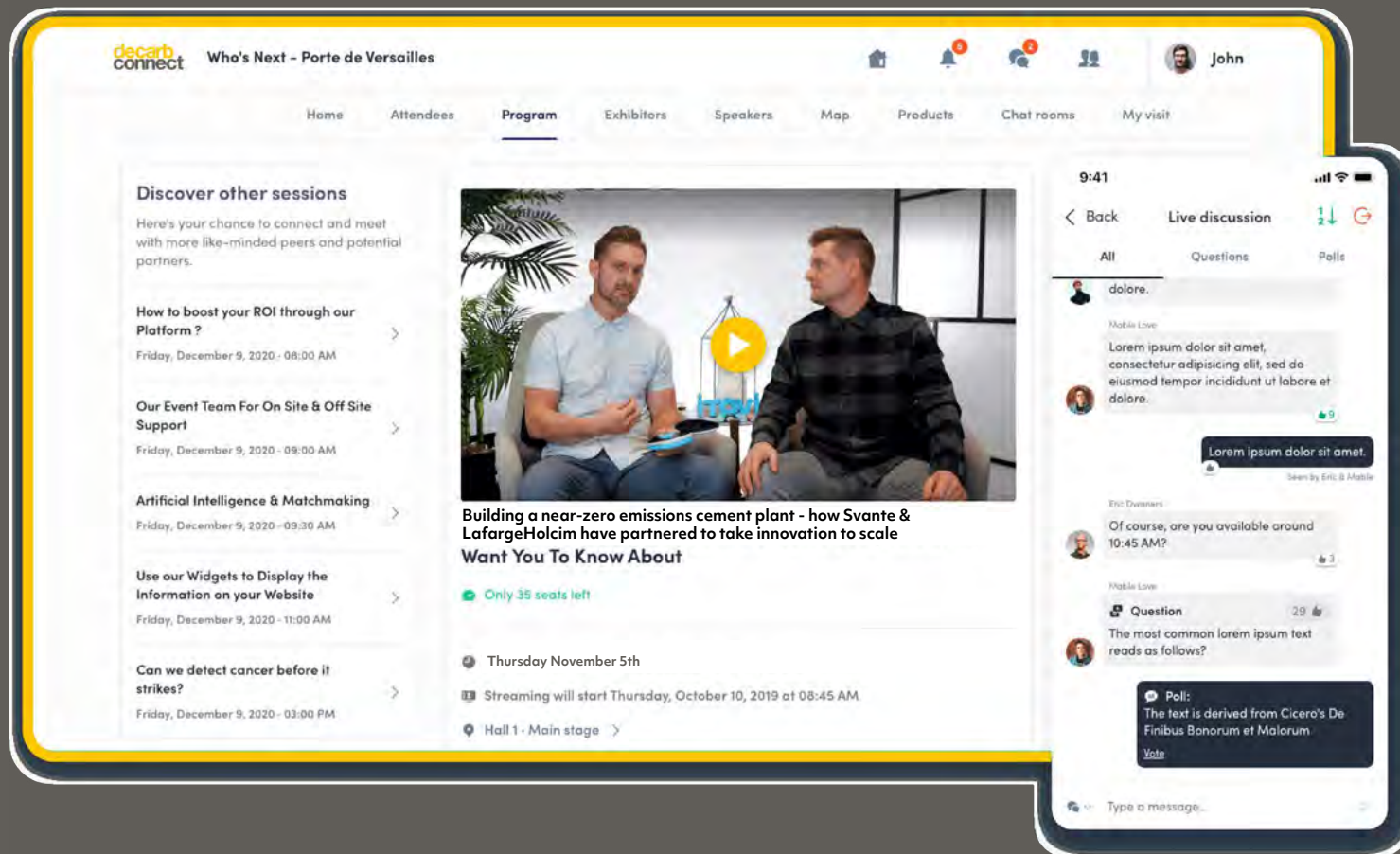


**8 Case Studies**



**Tech Battles:**  
showcases of pre-investment disruptors

# Connecting with participants:



The Decarb Connect Digital Festival will use the Jublia platform where AI matching is in its DNA.

This is where interaction with your buyers and influencers will take place, and also provides data and analytics on the meetings you secure, the messages you receive, the views of your sponsor show-reel.

All the festival content, and library of related content will be available on the platform long after the event, offering extended engagement



# Speakers & agenda

## Industry Speakers Are Key:

A speaker faculty of more than **40 experts, with 30 industrial speakers**, ensure that the agenda covers a range of projects from around the world. We'll also be welcoming international policy makers and advisors to talk about incentives and schemes coming into play which will fuel further projects.

Presenters represent oil and gas, cement, steel, power generation, ceramics, glass, chemicals, paper & pulp, policy makers and more. Joining them are the investors, partners & scale-ups with tech in demonstration or pilot phase. Just some of the speakers already involved



### **DOMINIC EMERY**

Chief of Staff, BP

Time and time again during our client discussions we heard about the challenges in forging complex projects with companies from different industries. Dominic will examine this, discussing how to forge JVs with partners that might potentially even be competitors to achieve decarbonisation goals



### **PER BREVIK**

Director of Alternative Fuels Europe & Head of Norcem Project, Heidelberg Cement

Per will examine how the onshore ccus project is advancing. The project will eventually capture 400,000 metric tons CO2 per year - find out about the early development of the project along with what lies ahead in the EPC phase



### **CATHERINE BARBER**

Deputy Director Industrial Strategy, BEIS

Catherine will be laying out the UK strategy for decarbonisation including a detailed assessment of the funding competitions open to submissions from consortia and JV projects



### **JASON BEGGER**

Executive Director, Wyoming Energy Authority

Jason oversees the test plant that was built alongside one of Wyoming's newest power plants. It opened up last year and offers access to a stream of flue gas from the main plant tech pilots to test their scalability against - find out about the disruptive technologies being tested there, along with how the test plant operates alongside its host utility



### **ED HEATH-WHYTE**

Head of Energy Management, Liberty Steel

Ed will be in discussion with Glass Futures around Liberty Steel's GREENSTEEL strategy - including their industrial hydrogen pilot

# 365 marketing & portfolio opportunities

**decarb**  
**connect**  
Digital Festival 2021  
[www.decarbconnect.com/events/decarb-connect-festival](http://www.decarbconnect.com/events/decarb-connect-festival)  
**January 26 - 28 2021**

**decarb**<sup>eu</sup>  
**connect**  
[www.decarbconnect.com/events/decarb-connect-eu](http://www.decarbconnect.com/events/decarb-connect-eu)  
**March 2-3 2021**

**decarb**<sup>us</sup>  
**connect**  
[www.decarbconnect.com/events/decarb-connect-usa](http://www.decarbconnect.com/events/decarb-connect-usa)  
**January 26-27 2021**



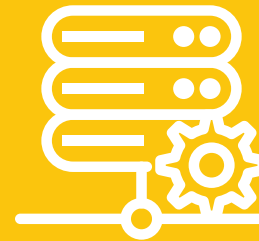
PODCAST SERIES



WEBINARS AND  
MEET UPS



DECARB CONNECT  
COMMUNITY &  
EXPERTBANK



PROJECT  
DATABASE



SURVEY & REPORT



# Meet the team



**ALEX CAMERON**

Founder

[ac@decarbconnect.com](mailto:ac@decarbconnect.com)

+44 7726 745596



**MATT WALLHEAD**

Commercial Director

[mw@decarbconnect.com](mailto:mw@decarbconnect.com)

+44 7917 120013

