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Representing Complex Environmental Initiatives

Department of Energy Contractor presents Carbon Capture Innovation to Federal Panel

Problem

Despite a thorough understanding of carbon capture technologies and sequences, this engineering-minded contractor needed a graphical means to communicate:



Science and data heavy information:

Making it difficult to communicate the process in a manner to gain funding approval.



Inadequate graphical representations:

This D.O.E. Contractor needed a resource that could understand the science and display it effectively.



Low Understandability:

Without a clear graphical representation, potential approvals for funding and research would have been delayed.

Overview

The absence of foundational explanative elements presented an opportunity to:



Establish a Concise Progress Spectrum:

By communicating exact steps and the current status, the DOE Contractor was able to show what they accomplished, where they felt the overall project stood, and what resources were needed to finish.



Enhanced Technical Presentation:

Developing comprehensive content across the project scope and progress increased visibility and understanding.



Leverage Technical Experience and Cutting Edge solutions:

Highlighting the DOE Contractor's knowledge and experience in providing innovative solutions to national and international issues showcased the company's experience and reliability.

Action

Laying the Groundwork for Effective Communication



Understand the core issues



Built relevant technical content



Build the case for engagement





Building the Case for Continued Investment

Building a foundation which now represents complex research and technical processes

Solutions

A consultative strategy was implemented to understand the science and progress which was converted to graphical sequences and timelines.

- ✓ Define the initiative
- ✓ Custom graphics tied to research progress
- ✓ Full presentation stack with supporting documentation

Outcome

The initiatives led to favorable responses to the project:

- ✓ **Enhanced Clarity:** A clear understanding of the status and research progress.
- ✓ **Increased Engagement:** The panel was receptive to the format and visuals and responded favorably to the DOE Contractor's presentation.
- ✓ **Strengthened Position:** By effectively communicating the current status, the DOE Contractor positioned itself as a trusted leader and valuable partner to the DOE and the Panel.

