

GETCO₂ Communication, Education and Outreach (CEO) Plan

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1 Introduction

Today climate change, inextricably linked to atmospheric carbon dioxide (CO₂) levels, remains *the* defining crisis of our time. No nation or individual is unaffected, because CO₂ affects things as important as rising sea levels, food and water insecurity, weather extremes and international peace.

- What if we could take CO₂ molecules, mix them with water and air and break and re-form chemical bonds to produce valuable, exportable chemicals such as fuels, polymers or fertiliser?
- What if, through the seamless cooperation between researchers, government and corporate stakeholders we could discover ways of doing this at scale, reliably and efficiently, and powered by renewable energy?
- What if we could turn this crisis into an opportunity, accelerating Australia's transition to a carbon-neutral economy?

Our VISION is to position Australia as a global leader in carbon dioxide transformation and generate long-term economic, social and environmental benefits, both nationally and internationally

The **Partnerships Portfolio** is responsible for leading, establishing and overseeing the Communication, Education and Outreach (CEO) Plan, to build capacity across relevant sectors and expand the Centre's reach and impact. **Partnerships** will translate our science and engineering into policy and application. **Partnerships** will cooperate with GETCO₂'s other Portfolios to deliver a comprehensive, holistic approach across the Centre with its current and future stakeholders.

2 Purpose

The purpose of this plan is four-fold.

1. To clearly articulate and promote GETCO₂'s research activities and impact to the widest audience possible.
2. To inspire and engage students across primary, secondary and tertiary student cohorts, including remote and Aboriginal and Torres Strait Islander students into STEM pathways

3. To grow existing partnerships and intensively connect and drive new partnerships with critical stakeholders spanning academia, local and national governments, industry and philanthropic agencies.
4. Train a highly skilled workforce with an outward-looking, translational culture, laying the foundations for accelerated growth in Australia's green CO₂ conversion industry.

3 Objectives

- Promote GETCO₂ as a leader in electrochemical carbon dioxide conversion research and technology development in Australia and internationally.
- Increase public awareness of green carbon dioxide conversion to fast-track the road to a net-zero future.
- Support a collaborative, inclusive, cross-institutional and inter-disciplinary research environment in the Centre and broader GETCO₂ community.
- Create industry partnerships and establish new research connections.
- Impact/government.

Detailed Objectives and Actions to achieve them are given in **Table 1**.

4 Strategy

- We will build a strong brand to position GETCO₂ as a leader in fundamental electrochemical carbon dioxide conversion research and application, both in Australia and internationally.
- We will promote GETCO₂'s research discoveries and activities through various channels: website, media releases, social media and newsletters.
- We will develop high-school activities and engage in public events showcasing high-quality demonstrations of GETCO₂ research, with a focus on younger generations and underrepresented groups, including those from regional and remote communities.

We will work closely with our industry and government partners and establish new partnerships, create research connections and share the Centres' discoveries. We will foster a collaborative, inclusive, cross-institutional and inter-disciplinary research environment in the Centre and broader GETCO₂ community, providing additional opportunities and training in science communication, entrepreneurship and leadership for our students and Early-Mid Career Researcher.

Table 1: Detailed Objectives and Actions for the CEO Plan

Objective	Area/Portfolio	Actions	Performance measures 2024 (* indicates an official KPI)
Promote GETCO2 as a leader in electrochemical carbon dioxide conversion research and technology development in Australia and internationally	Communication, Outreach	<ul style="list-style-type: none"> Develop and share news and case stories about GETCO2 research discoveries and activities through website, media releases, social media and external newsletters 	<ul style="list-style-type: none"> 20 Instances per year, including social media* Establish quarterly external newsletter within first 6 months
Increase public awareness of green carbon dioxide conversion to fast-track the road to a net-zero future	Outreach, Communication	<ul style="list-style-type: none"> Organise, initiate and participate in public outreach events Develop high-quality demonstrations of GETCO2 research for high-school activities and public events Identify champions at partner organisations to develop a cooperative high school engagement plan (roadshow, activities). Conduct local school visits (initiated at the Node level) through the involvement of CIs and E/MCRs in the Tall Poppy Campaign and STEM Professionals in School Establish a connection with ATSE to involve GETCO2 PhDs in the Wonder of Science (WOS) project. Develop placement plan (scholarship, application requirements, placement promotion) for high achieving secondary school students into Centre nodes 	<ul style="list-style-type: none"> 3 workshops/conferences held/offered by the Centre*, including an industry workshop in connection to the Centre launch and an annual conference/workshop in November 2024 Demonstrations developed within first 18 months Identified within the first 6 months 2 school visits initiated within first 18 months Connection established within first 6 months 10 Student placements
Support a collaborative, inclusive, cross-institutional and inter-disciplinary research environment in the Centre and broader GETCO2 community	Communication, Education IDEA portfolio Capacity Building	<ul style="list-style-type: none"> Facilitate training and workshops to help researchers communicate their work Explore leadership training courses (e.g. Rob Balmer, Executive Central) Workshop on career and work-life balance 	<ul style="list-style-type: none"> 3 training courses held/offered by the Centre* Technical training, leadership training, entrepreneurship Cross over with IDEA and Mentoring portfolio



Create industry partnerships and establish new research connections	Outreach (Translation & IP)	<ul style="list-style-type: none"> • Organise Industry workshop • Organise roadshow to establish new partners 	<ul style="list-style-type: none"> • 1 annual industry workshop • 2 new organisations collaborating with, or involved in, the Centre* (total new industry & academic partnerships/projects)
Impact/government	Outreach (Translation & IP)	<ul style="list-style-type: none"> • Leverage existing partnerships with industry and government 	<ul style="list-style-type: none"> • 4 presentations/briefings to the public* • 2 presentations/briefings to government *(parliamentarians and department/agencies at both state and federal level) • 6 presentations/briefings to industry/business/end users*