



## Glaubicz Garwolińska Consultants / ZAK

### Challenge

GGC represented a consortium of ZAK - PKE by promoting and obtaining funds from the EU amounting to 1 billion € for the construction of an installation for coal gasification. The agency's task was to build a coalition supporting the project both in Poland and in Brussels. The consultants also educated the public opinion on CO2 underground storage and the ecological effects of the investment.

Goal: Assuring a favourable environment for the project both in media and in circles of opinion makers.

### Strategy and Action

- Direct communication with the Office of the Prime Minister, Ministry of Economy, Ministry of Treasury, Parliamentary Clubs, European Parliamentarians and representatives of Directorates-General of the European Commission.
- Engaging Poland's Former Prime Minister Jerzy Buzek in supporting the project.
- Building support groups (polish, european NGO's).
- Educating media on CCS and correcting all inaccurate or negative information in the media.

### Results

- 155 publications in newspapers, radio, TV stations and the Internet on the project of ZAK SA and PKE SA in less than 3 months.
- Initiated process introducing the Flagship Polish Program by the Polish Government.
- Introducing ZAK/PKE representatives to all institutions having an impact on the issue (e.g. Parliamentary committees, meetings of the Ministry of Economy, Non-emission Platforms in Brussels).

