

decarb connect

Accelerating industrial decarbonisation

Partnership Prospectus 2022

Connecting leaders across the global hard-to-abate sectors to decarbonisation route maps and collaborations

www.decarbconnect.com | hello@decarbconnect.com

365 marketing & portfolio opportunities

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FESTIVAL

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invest

Decarbonisation
LeadersNetwork



Podcast series



Webinars & Meetups



VIP Dinner



Surveys & reports

Why decarb connect?

Welcome to the Decarb Connect. We are champions of the hard-to-abate sectors and help them accelerate their decarbonisation plans and deployments.

Our global hub connects those tasked with delivering net zero to cross-sector experience, roadmaps, live project intel, collaborators and innovative solutions that can make NetZero by 2050 a reality.

Through our private members network, our podcast and webinar series, reports and events, we shine a light on what's working and who is making it work. We want our network and community to learn from the wins and the challenges of their peers so they can avoid those issues and leverage approaches that are already proven.

If you've downloaded this brochure, you're curious about Decarb Connect and looking to find out if we're the right fit for your business. First up (and I know you won't normally hear this from a media business) - We're not the right partner for everyone! So, if you're not focused on hard-to-abate sectors and aren't part of the ecosystem that is emerging to tackle decarbonisation then we are not a match for you. But, if you're part of the rapidly growing market of net zero/carbon abatement solutions, services, advisors and collaborators – check us out or get in touch.

I look forward to working with you.



Alex Cameron
Founder & CEO
Decarb Connect & Decarbonisation
Leaders Network

OUR MISSION

Simple. To accelerate industrial decarbonisation. We consider ourselves successful when:



Roadmaps discussed at early events and meet ups progress to at-scale deployment



We help our community gain the support of large-scale financing to scale up critical projects



The Decarbonisation Leaders Network delivers tangible collaborations, experience-sharing and group-built solutions to cross-sector challenges



We shine a light on ways to accelerate decarbonisation in a resource-effective way that open up new business models for traditional industries

- We are a global hub whose mission is to accelerate industrial decarbonisation. We develop niche and targeted content, build high level networks and produce events that match people to the collaborations and insights they really need.
- We are technology neutral. Just like the industrials we serve, we know that a mix of technologies and strategies is needed for the wide range of sites and value chains that our audience needs to decarbonise.
- We unite international industrial decarbonisation leaders from across the hard-to-abate sectors – we are their champions and challengers – providing data, deployable insights and partners

Our Audience

We focus on hard-to-abate sectors including cement, concrete, aggregates, metals, chemicals, refining, power and utilities, ceramics, paper and pulp and more. We also cater to project developers, private and institutional investors, technology disruptors, EPCs, advisors and policymakers – all of whom are critical to the success of decarbonisation at scale. The Decarbonisation Leaders Network (DLN), podcast, webinars, events and reports directly engage with those leading the deployment of decarbonisation plans including C-Suite, SVPs and project owners.

ENERGY INTENSIVE



RESEARCH



ASSOCIATION



ENGINEERING & CONSTRUCTION



ENERGY MANAGEMENT



RENEWABLES



UTILITIES



INDUSTRIAL SOLUTIONS



POLICY & FUNDING



OTHER



CONSULTING



INVESTMENT



TECHNOLOGY



Connect your solution to our global ecosystem



CLIENT FOCUS

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

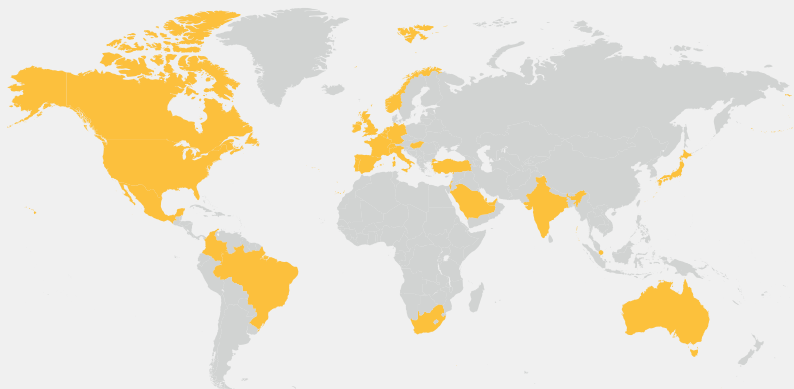
Procurement

- Decarbonisation -As-Service
- Energy Efficiency
- Emissions analytics
- Carbon Capture
- Carbon reuse and offtake
- Project Scoping & Management
- Strategic Advisory
- Hydrogen Tech

WHO SHOULD SPONSOR

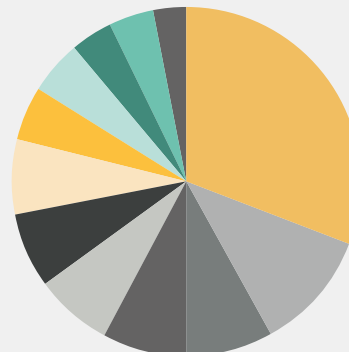
- EPCs
- Engineering Services
- CCUS/CCS technology
- Engineering Consulting
- Strategy Consulting
- Plant Solutions
- Classification & Assay
- H2 and co2 gas solutions
- Banking & Finance
- Automation

Geographic Split:



EMEA 55% | Americas 31% | APAC 6% | ROW 8%

Job Function:



- CEO/Founder/MD/Vice President/Director/ Associate (31%)
- Finance/Investment (11%)
- Energy Management (8%)
- Innovation/R&D (8%)
- Business Development/Marketing (7%)
- Strategy/CSR (7%)
- Sustainability (7%)
- Technology (5%)
- Environment/ESG (5%)
- Academic/Research/Analyst (4%)
- Engineering (4%)
- Project Management (3%)

TOTAL REACH

20k+


NUMBER OF MEMBERS

130+

Partnership Opportunities


At Decarb Connect, we offer a plethora of opportunities across our global platform to meet your objectives, whether you want to find new leads, evaluate new partnership opportunities, amplify your leadership position or enhance your brand positioning, our packages are completely bespoke to meet your objectives. We combine our events, reports, webinars, podcast and leadership network opportunities to create a package that compliments your wider marketing strategy and surpasses your expectations.


BUSINESS DEVELOPMENT & LEAD GENERATION

 Custom events, meetings & networking opportunities

 Site visits

 Webinars

 Networking drinks reception

 Private Dinner, Breakfast meetings or Luncheon

 1-2-1 introductions & meetings

 Away day host

BRAND BUILDING & POSITIONING

 Onsite branding – booths, registration & more

 Branding across event signage

 Website

 Video

 On-demand host

THOUGHT LEADERSHIP & INDUSTRY INNOVATION

 Keynote

 Roundtables or panel discussions


 Industry surveys & reports

 Podcast host or participant

 DLN monthly theme sponsor

 Heatmap

 Fireside chats

 Case studies & project review

Let's talk

If you would like to find out more about partnering opportunities and discuss your objectives, please contact:



Fern Millican
Partnerships Director
fern@decarbconnect.com

2022 PARTNERS



Events & Webinars

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VIRTUAL ATTENDEES

400+

IN-PERSON ATTENDEES

190+

WEBINAR REGISTRATIONS

600+

Here are just some of the speakers already welcomed across our global hub:



Dominic Emery
Chief of Staff
BP



Damian Beauchamp
President
8 Rivers



Natalia Ruiz Saez
Open Innovation Hub Leader
Repsol



Jamie Gentuso
CEO of US Cement
LafargeHolcim



Ed Heath-Whyte
Head of Environment &
Sustainability
Liberty Steel



Cristina Aparicio Maeztu
Insight and Business
Development Director
CEMEX Ventures



Mahendra Singhi
CEO
Dalmia Cement



Alan Knight
General Manager Corporate
Responsibility
ArcelorMittal



Nigel Topping
High Level Climate Action
Champion
UNFCCC COP26



Claude Letourneau
CEO
Svante



Cindi Choi
Managing Director
Total Carbon Neutrality
Ventures



Luke Mahony
Global Head of Corporate
Technical Services – Low
Carbon Program Leader
Vale Base Metals

“

“It is incredibly valuable to catalyse coalitions and partnerships on the journey to Net Zero. Decarb Connect brings together organisations in multiple sectors of the hard-to-abate arena with the common goal of achieving Net Zero.”

NICK FLINN, GM DECARBONISATION TECHNOLOGIES, SHELL CATALYSTS & TECHNOLOGIES

“

Congratulations on the Congress, the meeting point for those who are searching for a new way together, sharing concerns but also best practices, tackling a critical issue for us all”

CARLOS VELAZQUEZ, SUSTAINABILITY DIRECTOR, ROCA GROUP

Decarbonisation Leaders Network

Decarbonisation Leaders Network

- Founders Council includes BASF, Carmeuse, Liberty Steel, Holcim, World Cement Association and more.
- Hundreds of members since December 2020 and growing weekly, open only to hard-to-abate

EXCLUSIVE NETWORKING PLATFORM - APP

The private membership network (distinct from our attendees and wider network) brings together industrials from EU, UK, US, Canada and some from MENA and Australia.

If you are interested in being positioned in front of this community as a thought leader, understanding more about their challenges, where there are possible partnerships and where you could potentially support this community, let's discuss further how we can get you involved - be it as a member or DLN Partner.

WHAT'S INCLUDED




- Global meetups
- Online monthly themed meetings
- Facilitated 1-2-1 introductions
- Workshops and briefings
- Online engaged community platform

CROSS-SECTOR MEMBERSHIP FROM:

- ✓ CEMENT
- ✓ METALS & MINING
- ✓ CERAMICS
- ✓ PULP AND PAPER
- ✓ OIL & GAS
- ✓ CHEMICALS
- ✓ GLASS

Find out more

EXISTING MEMBERS INCLUDE

 We create chemistry		Liberty Steel			LafargeHolcim	Vale Base Metals
Heidelberg Cement		Repsol				Roca Group
NSG			Saudi Aramco			

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Reports & Insights

Working with you and our network, we can curate industry leading research to support your key objectives. This could be sector, theme or technology specific. Reports are bespoke and are aligned to exactly what you want to explore further whilst also generating leads for you.



Achieved 350+ leads



Exclusive Decarbonisation Leaders Network Content



Additional promotional content in the run up to Decarb Connect Festival

Podcast

The Decarb Connect podcast has become established amongst stakeholders across the ecosystems interested in hearing the latest project updates and insights on decarbonisation plans, tactics and challenges.



20,000+ downloads
1600+ average monthly downloads

GUESTS INCLUDE:



Lord Adair Turner
Chairman
Energy Transitions
Commission



Pratima Rangarajan
CEO
OGCI



Geoff Mackey
Group Corporate Affairs
& Sustainability Director
BASF



Thorsten Hahn
CEO
Holcim (Germany)



Irena Spazzapan
Founding Partner
Systemiq Capital



Ben Moens
Managing Director of
Sustainability Solutions
Engie Impact

Global Partner Packages

DECARBONISATION THOUGHT LEADERSHIP

- Keynote speaking slot with client
- Keynote panel discussion (opt. with moderation)
- Roundtable discussion leader
- Content piece shared with database

LEAD GENERATION & NETWORKING

- Facilitated 1-2-1 introductions
- Guest passes for clients and prospects
- Exhibition booth in heart of event
- Access to attendees prior to event

BRANDING

- Exclusive opportunities available, including: Drinks Reception, Lunches, VIP Dinner, Lanyards
- Marketing across social channels, email campaigns and onsite at the conference

What are your marketing and business development objectives this year? **Talk to us!**

YEAR-ROUND PARTNERSHIP JOURNEY

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>Decarb Connect Festival - 25 - 27 Jan, Virtual</p> <p>DLN Meet up - Setting goals for 2022 and actioning decarbonisation plans</p> <p>Decarb Connect Podcast</p> <p>Monthly Decarb Connect Newsletter</p>	<p>DLN Meet up - CO2 Transportation and Infrastructure</p> <p>Decarb Connect Podcast</p> <p>Monthly Decarb Connect Newsletter</p> <p>Webinar hosted by Engie Impact</p> <p>Discovery paper Launch - CO2 Transport in Europe - Building the infrastructure for CCUS</p>	<p>Decarb Connect NA inperson event</p> <p>Decarb Connect Podcast</p> <p>Monthly Decarb Connect Newsletter</p> <p>Webinar hosted by Carbon Clean</p> <p>DLN Meet up - CO2 storage (permitting, challenges, costs, co2 injection weel, quality of co2, etc)</p>	<p>Monthly Decarb Connect Newsletter</p> <p>Decarb Connect Podcast</p> <p>DLN Meet up - CO2 capture and use. Valorization</p> <p>Industry Report Release</p>	<p>Monthly Decarb Connect Newsletter</p> <p>Decarb Connect Podcast</p> <p>Webinar hosted by ClimateTrade</p> <p>DLN Meet up - Hydrogen: case studies with industrials (when used as feedstock, costs, integration, results – cross stake holder collaboration)</p>	<p>Decarb Connect EU inperson event</p> <p>Decarb Connect Podcast</p> <p>Monthly Decarb Connect Newsletter</p> <p>DLN Meet up</p> <p>DLN NA Meet up</p> <p>Webinar hosted by Shell</p>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Decarb Connect Podcast</p> <p>Monthly Decarb Connect Newsletter</p> <p>Webinar hosted by Seebo</p> <p>DLN Meet up - Project Investments</p>	<p>Decarb Connect Podcast</p> <p>Monthly Decarb Connect Newsletter</p> <p>DLN Meet up - Alternative Fuels</p> <p>Industry report release</p> <p>Webinar - Regional Focus - Canada</p>	<p>Decarb Connect Podcast</p> <p>Decarb Connect Newsletter</p> <p>Webinar hosted by Engie Impact</p> <p>DLN Meet up - Electrification, storage</p> <p>Carbon Capture Journal Webinar</p>	<p>Decarb Connect Podcast</p> <p>Decarb Connect Newsletter</p> <p>Webinar - sector focus - Steel</p> <p>Discovery paper release</p> <p>Decarb Invest inperson event</p>	<p>Decarb Connect Podcast</p> <p>Monthly Decarb Connect Newsletter</p> <p>Webinar - Technology Focus - CCS</p> <p>DLN Meet up - Technological Innovation</p>	<p>Decarb Connect Podcast</p> <p>Monthly Decarb Connect Newsletter</p> <p>Webinar - Regional Focus - MENA</p> <p>DLN Meet up - NA Open Meeting</p> <p>Industry report release</p>

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We focus on hard-to-abate sectors including cement, steel, O&G, power & utilities, ceramics and more. The events and reports support those leading the deployment of decarbonisation plans including heads of corporate strategy, CTOs, Innovation/R&D, project directors & heads of carbon management. Decarb Connect works with industry to set an annual agenda for essential research, benchmarking data, live events, retreats and more.

If you're selecting technologies, establishing high performing collaborations, initiating pilots or working out how to scale innovative projects – each element of our offering helps you solve the systemic and technical barriers to decarbonisation.

Decarbonisation Leaders Network

A new ecosystem of tech and partners is emerging bringing new kinds of collaborations.

Membership of the Decarbonisation Leaders Network brings the opportunity to meet with peers and cross-sector allies from across the energy-intensive sectors.

By learning with your peers, including sharing your own successes, we're creating a network that can jointly progress – speeding up decisions & making robust choices that will accelerate decarbonisation.

Decarb Connect Insights - Podcast & Reports

In our mission to accelerate industrial decarbonisation we will be bringing you regular insight, articles, interviews and podcasts from those who share our vision.

Decarb Connect Events

Each event – whether digital or in-person – is constructed to balance your need for information and benchmarking.

Find out more



Fern Millican
Partnerships Director
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