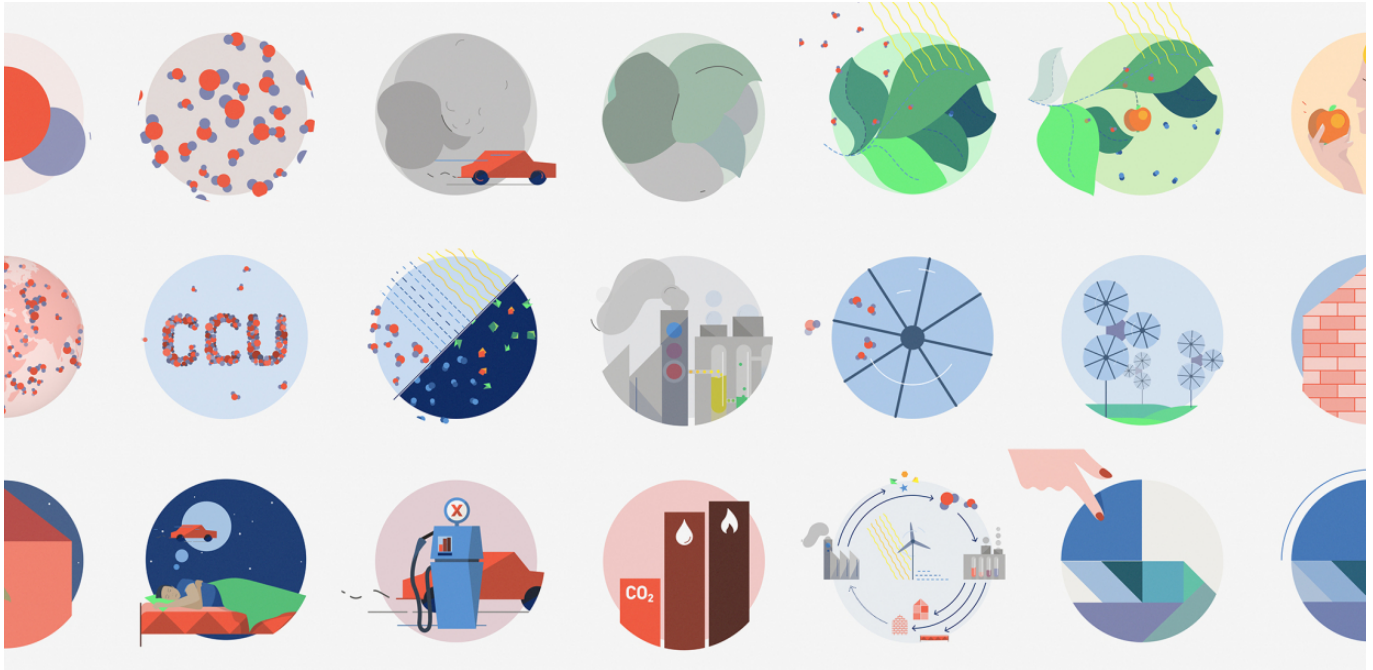


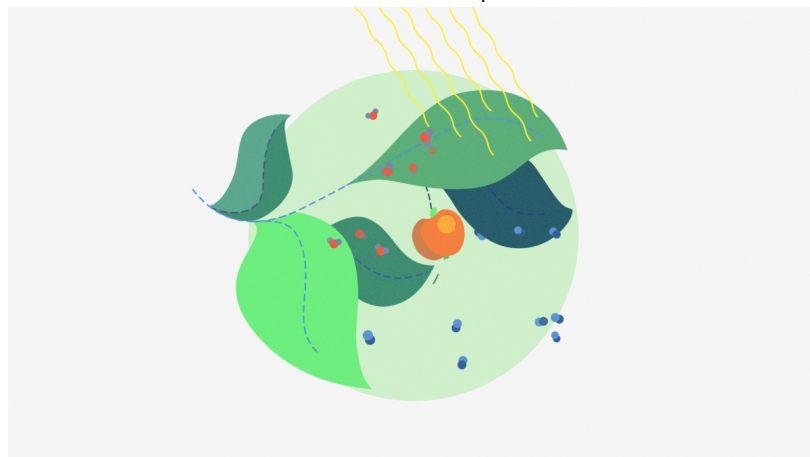
Explanatory video about Carbon Capture and Utilisation



Technologies that enable us to make use of CO₂ could make an important contribution to climate protection. While researchers are currently at work analyzing the various possibilities, it is also important to help laypersons gain a general understanding of how the technologies work. In light of this aim, we were commissioned by the Institute for Advanced Sustainability Studies (IASS) to create an explanatory video.

Explanatory video about CCU

CO₂ emissions are the main cause of climate change. It is possible, however, to capture CO₂ from the atmosphere (direct air capture) and from flue-gas emissions at industrial sites. The captured CO₂ can then be used instead of fossil fuels to produce both fuels and materials. Commonly referred to today as carbon capture and utilization (CCU), such technologies could make a contribution to climate protection in the future.



Client

Institute for Advanced Sustainability Studies (IASS)

Facts

Period 2017

Project Country Germany

Contact persons

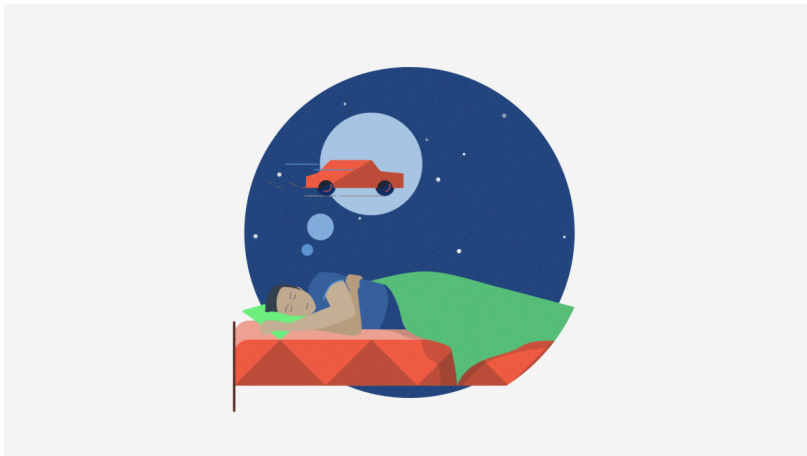
Monika Rohner
monika.rohner@ebp.ch

Cornelia Büttner
cornelia.buettner@ebp.ch

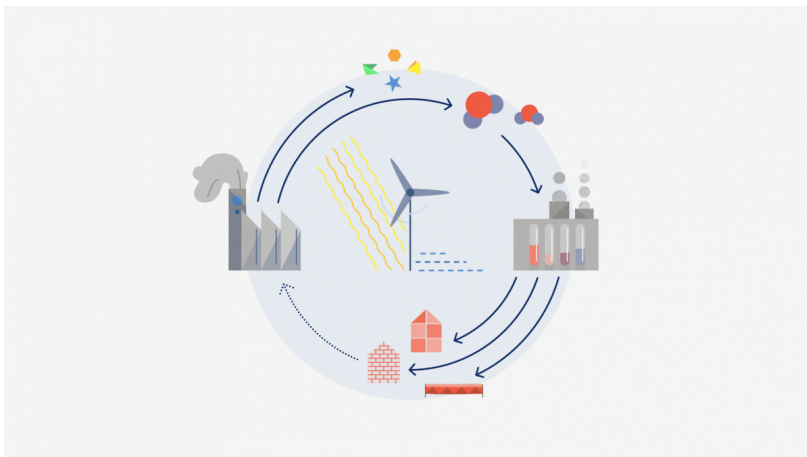
The process of photosynthesis: our notion of “closing natural cycles” is at work throughout the video.



CCU makes a contribution to closing industrial cycles.



The illustrations are straightforward and intuitive.

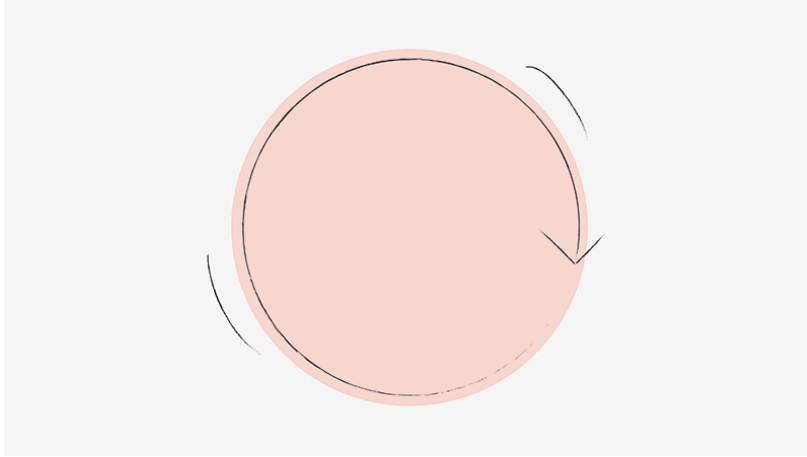


CCU technologies are a step on the way to a circular economy.

Video tailor-made to target groups with limited prior knowledge

The IASS think tank would like to encourage non-scientists to learn about these new approaches to climate protection. Whether lawmakers, students or business leaders, the target groups for our explanatory video include individuals who know something about climate protection, but have not yet delved

into the subject of CCU. We begin our video with a discussion of known phenomena such as climate change and photosynthesis before going on to explain how the main CCU technologies work and what products can be manufactured with CO₂. The video then concludes with a demonstration of how CCU can make a contribution to climate protection.



Storyboard

Pursuing the notion of “closing natural cycles”

The notion of “closing natural cycles” is a thread that runs throughout our video. The motif of the cycle helps the target audiences to make conceptual connections in relation to CCU, and gives them an overview of the issues involved and a means comprehending the complex subject matter. CCU technologies are essentially based on the natural CO₂ cycle of photosynthesis and can be used to close CO₂-related industrial cycles. In addition to helping the video’s viewers to grasp the subject matter, the notion of “closing natural cycles” is also a metaphor that will tend to stick in the minds of target audiences.

We were responsible for the complete conceptualization and realization of the explanatory video.