

Joint GHG MOU Committee - Communications Plan

1. Purpose

The purpose of this plan is to ensure clear communications to the public on the progress of the MOU, including the interim goals and the 2010 target, as well as on the activities of the Joint GHG MOU Committee.

2. Key Messages

The key messages of the communication plan are that:

- a. The MOU is a key instrument for addressing GHGs and is consistent with efforts to improve the environment.
- b. Both the government and industry are committed to meeting the targets set under the MOU.
- c. Given its voluntary nature, the MOU provides more opportunities and flexibility to reduce on-road GHG emissions.
- d. There is a clear process outlined in the MOU to track the auto industry's progress towards the 2010 target of 5.3 megatonnes.
- e. The Joint GHG MOU Committee is committed to provide regular updates to the public.
- f. Progress under the MOU is well underway in terms of:
 - i. technology introductions;
 - ii. promoting energy efficiency; and
 - iii. the progress being made by the Committee.

3. Key elements of the communications plan

The communications plan includes the release of three types of deliverables to ensure clear communication to the public on the progress of the MOU and the activities of the Joint GHG MOU Committee. Through these, the Joint GHG MOU Committee will continue to provide updated information on the status of this voluntary agreement. The timing of these deliverables is addressed in section 4.

The key deliverables are:

- a. Committee Progress Updates
Periodic progress updates will be published in advance of the reports on interim goals provided for in the MOU. Two are scheduled to be released soon after the 1st and 4th quarters of 2006 and one will be released soon after the 2nd quarter of 2007. These will provide information to the public, as part of the commitment to provide information, and go beyond the requirements stipulated in the MOU. Key elements of the progress updates include background information on the MOU, updates on the work of the Joint GHG MOU Committee and industry actions, as well as discussions of progress under the MOU.

Progress updates will be available on government and auto industry websites. Public workshops will be held in conjunction with the release of the updates, as appropriate, to present results and provide further clarification.

b. Reports on emissions and interim goals for years 2007, 2008 and 2009
 These reports are key elements of the MOU as they will describe the progress of the auto industry towards the three interim goals stipulated in the agreement. They will serve to track progress towards the 2010 target. These will represent the first official reports of auto industry progress under the MOU.

Reports will be available on government and auto industry websites. Public workshops will be held in conjunction with the release of the reports, as appropriate, to present results and provide further clarification.

These reports will include an assessment of progress towards the 5.3 Mt target and provide advice on the effectiveness of actions to date.

c. Final Report for 2010

This final report will describe the progress of the auto industry to the end of the 2010 model year and the final 5.3 Mt goal stipulated in the agreement. It will be available on government and auto industry websites and may include a media event. A public workshop will be held in conjunction with the release of the final report, if appropriate, to present results and provide further clarification.

Additional GHG reduction targets beyond 2010 will be considered, based on the experience of the MOU.

4. Timing

The following table shows the reporting periods covered by the committee progress updates, interim reports and the final report. This schedule may be subject to change.

Joint GHG MOU Committee reports	Period Ending
Committee progress update	1 st quarter 2006
Committee progress update	4 th quarter 2006
Committee progress update	2 nd quarter 2007
Report on 2007 emissions and interim goal	May 2008
Report on 2008 emissions and interim goal	May 2009
Report on 2009 emissions and interim goal	May 2010
Report on 2010 emissions and target	May 2011

5. Public Outreach Activities

When appropriate, the Joint GHG MOU Committee will share information on the MOU and its progress with the public. The Joint GHG MOU Committee sponsored a booth at the Conference of Parties climate change meeting in Montreal in 2005 and will continue to explore opportunities to promote public awareness and understanding of the MOU.

6. Ongoing Review of Communications Plan

The Joint GHG MOU Committee is committed to a periodic review and improvement of the plan, based on the success of the current approach, as well as on feedback from the public.