

## Strategic Biofuels

Strategic Biofuels | Building Clarity and Confidence in a Complex Public Environment

### CHALLENGE

Strategic Biofuels was advancing the Louisiana Green Fuels Project in a highly complex and sensitive environment. The project faced increasing public scrutiny and organized opposition, including the spread of misinformation around carbon capture and storage (CCS). Community stakeholders were deeply engaged and emotionally invested, and highly technical project details made it difficult to communicate clearly with broader audiences such as investors, policymakers, and the general public.

Strategic Biofuels needed a communications partner that could help them navigate opposition, control their narrative, and deliver fact-based messaging consistently across channels, without escalating tension or oversimplifying critical details.

### OBJECTIVES

Our team partnered closely with Strategic Biofuels to provide strategic communications and public affairs support, with a focus on:

- Translating technical information into accessible, audience-appropriate messaging
- Countering misinformation with clear, data-backed facts
- Supporting community engagement efforts while maintaining message discipline
- Ensuring consistency across digital, print, and in-person communications

### SOLUTION

The team delivered a comprehensive communications program that included:

- Cross-platform consistency, ensuring information was delivered uniformly across print materials, digital channels, and community-facing communications
- Messaging development and content creation, including blogs, stakeholder updates, and social media content designed to address false claims and facts around CCS
- Community engagement support, including materials used at town hall meetings and

other in-person forums

- Public affairs and narrative guidance, helping Strategic Biofuels proactively manage how project information was presented and discussed

By grounding all content in verified data and maintaining a calm, factual tone, the team helped Strategic Biofuels communicate more effectively in a challenging public environment.

## **RESULTS**

Strategic Biofuels strengthened its ability to engage stakeholders with clarity and credibility in a highly visible environment. By consistently delivering data-backed messaging across community meetings, digital platforms, and stakeholder communications, the organization was better positioned to address misinformation and maintain control of its public narrative. The communications support helped translate complex technical concepts into accessible language for broader audiences, allowing Strategic Biofuels to communicate more confidently with investors, policymakers, and community members while navigating ongoing opposition and public discourse.