

AGENDA

Wednesday 4th November, 2009

Communicating for CCS projects – What have we learned in five years?

09:00-09:30 Welcome and introductions

Why are we here?

09:30-10:20 Opening Keynote Speakers

Professor Joe Arvai

Joe Arvai is a Professor of Judgment and Decision Making at Michigan State University. He is appointed across three academic units: Environmental Science and Policy, Cognitive Sciences, and the Centre for the Advanced Study of International Development. At MSU, Joe is also the Director of the Skunkworks lab for Risk and Decision Research.

Professor Arvai's research focuses on advancing our understanding of how people process information and make decisions, both as individuals and in groups. A second objective of his research is to develop and test decision support tools that can be used by people to improve decision quality across a variety of risk and environmental contexts.

Dr. Arvai's home is in Michigan but he works across Canada, the United States, and internationally as an advisor to various government agencies and non-profit groups; to this end, he has worked as an advisor to NASA, the EPA's Science Advisory Board, the National Academy of Sciences, and Natural Resources Canada. In 2006, Professor Arvai received the Chauncey Starr Award from the Society for Risk Analysis.

Professor Michael Siegrist

Michael is the Director of Group Consumer Behavior at ETH in Zurich. His research focuses on risk perception, risk communication, acceptance of new technologies, and decision making under uncertainty. He is especially interested in food and consumer behaviour. During 1997-1998 he worked as a Project Manager at the ZVSM (Zentralverband schweizerischer Milchproduzenten), Department of Marketing Research.

During 1998-2000 he was a visiting researcher at Western Washington University, WA, USA (funded by the Swiss National Science Foundation). He returned back to the University of Zurich, and worked as a senior researcher. He was the principal investigator of several projects examining lay people's risk perception.



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10:20-10:40 Q&A in response to presentations

10:40-10:55 MORNING TEA

10:55-11:55 Industry Presentations



> **Luc de-Marliave**, Lacq Project, *TOTAL*

Luc de Marliave has 26 years of professional experience in the oil and gas industry within the Total Group. Since 2003, he works in the Sustainable Development and Environment Division more specifically in charge of the Greenhouse gas management issues within the Total Group. He is involved since 2003 in the development of energy efficiency programs and the development of the CO₂ capture and geological storage technology within Total. He is a member of the zero emission technology advisory council and has been involved during the past years in the development of some of the early CCS projects, policy development and new regulations.



> **Margriet Kuijper**, Barendrecht, *SHELL CO₂*

Margriet Kuijper graduated in 1985 cum laude at the Delft University of Technology (Civil Engineering). After that she has joined Shell and has worked in different jobs on various locations worldwide (Den Haag, London/UK, Gabon, Assen). The first half of her career was spent mainly in technical functions: pipelines, process engineering and project management. After that she moved to roles in technical safety and auditing to environmental management and ended up as Shell EP Europe's Sustainable Development manager for 5 years. In that role she became more and more involved in Carbon Capture and Storage. In her current role (manager CO₂ projects and studies) she is responsible for Shell's CO₂ storage project in Barendrecht and also represents Shell and NAM in many external working groups on this the topic of CCS. Margriet is married and has 2 kids; in her spare time she loves going for outdoor horseback rides in the beautiful area where she lives.



> **Sarah Wade**, AJW Group, *US DOE Regional Partnerships*

Sarah M. Wade has more than 20 years experience in environmental regulation and policy. Her expertise is in air quality issues including acid rain, ground-level ozone, and addressing climate change by reducing carbon dioxide emissions. Since 2000, she has focused on issues related to the development and deployment of CCS technologies. She holds masters degrees in Environmental Studies and in Public and Private Management from Yale University.

11:55-12:30 Q&A in response to presentations

12:30-13:30 LUNCH



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- 13:30-14:06** **'In Just THREE minutes'** - *updates on research findings from representatives of the social research network*
- 14:06-14:30** **Q & A in response to presentations**
- 14:30-15:30** **Hypothetical** - *Planning a communication strategy for a real life project*
- 15:30-15:45** **AFTERNOON TEA**
- 15:45-17:00** **Where are we now?**
What are the gaps?
What are the challenges being faced by industry?
How can the social research network help?
- 17:00-17:30** **Where to from here?**
Update on GCCSI communication research currently underway
Reflections on the day