



## Public Outreach for Projects Storing CO<sub>2</sub> in Deep Geologic Formations: Best Practices

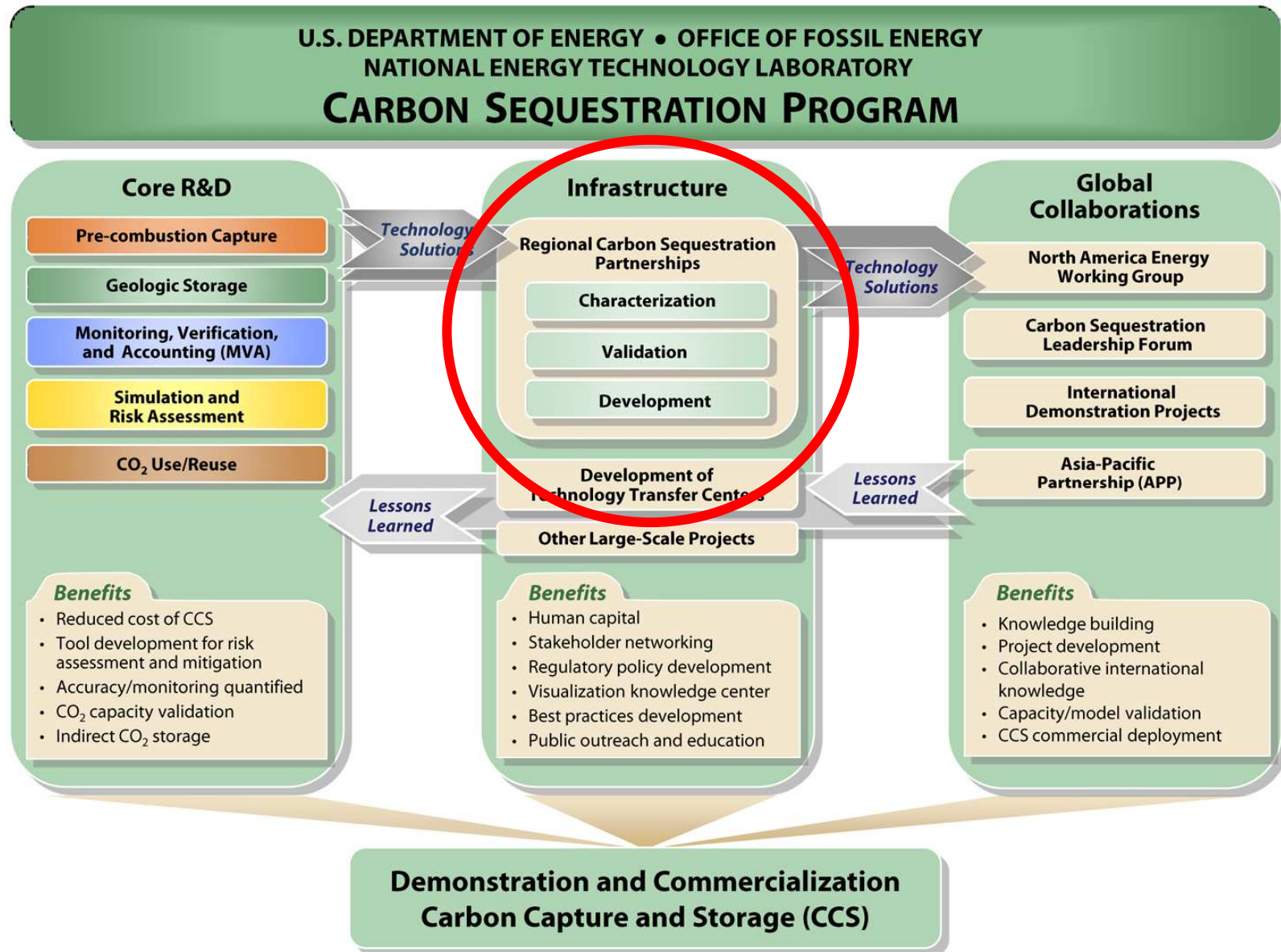
*GCCSI Meeting, Paris – November 4, 2009 – Sarah Wade*



# Overview

- **Overview of Regional Carbon Sequestration Partnership Program and Outreach Working Group Efforts**
- **Outreach Experience within the Regional Carbon Sequestration Partnerships**
- **The Best Practices Manual for Public Outreach**

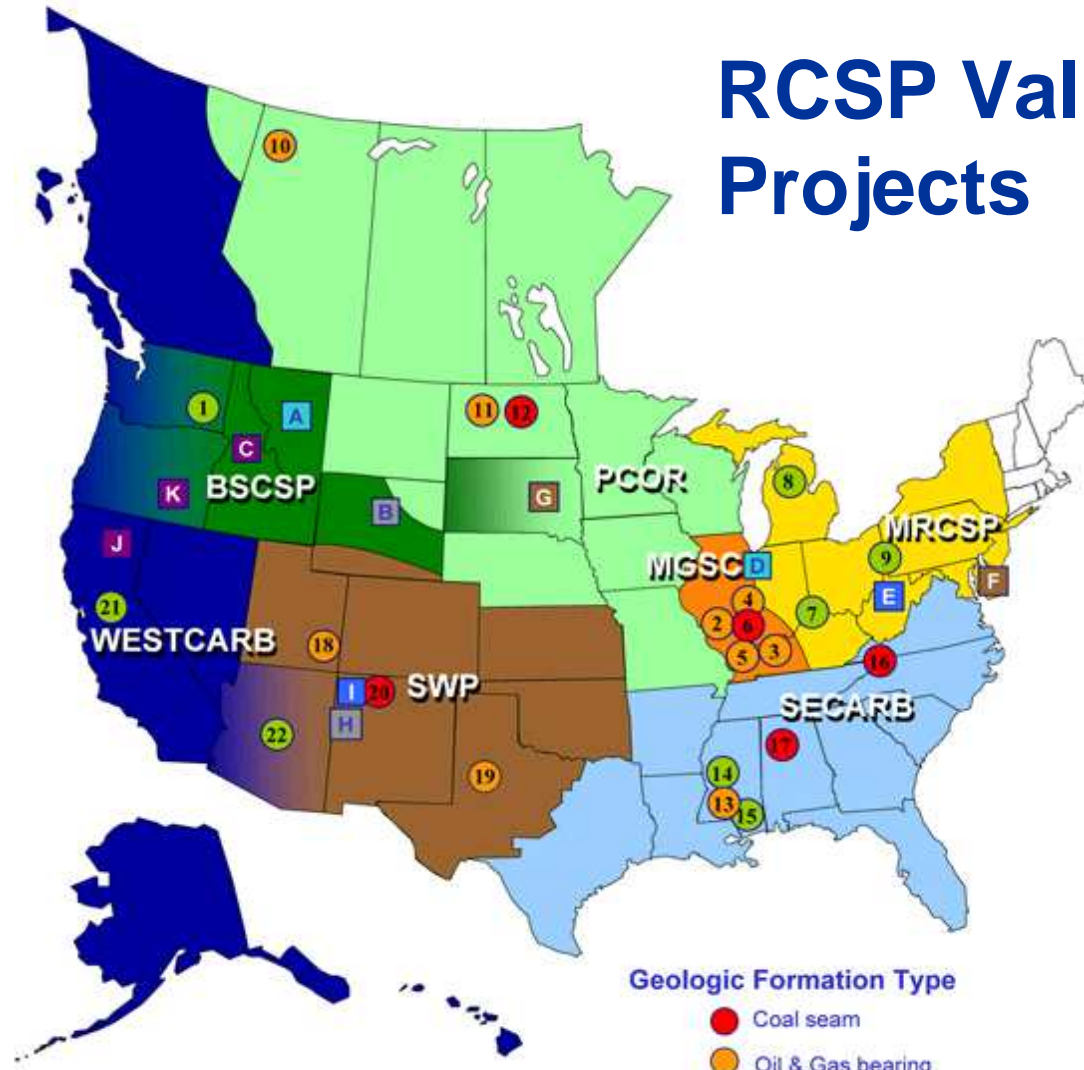
# Overall Sequestration Program



# Overview Of RCSP Program

- **Three Phases:**
  - **Characterization Phase**
  - **Validation Phase (small scale field tests)**
  - **Development Phase (large volume storage tests)**
- **Representing:**
  - **>350 Organizations including state agencies, universities, and private companies**
  - **43 States**
  - **4 Canadian Provinces**
  - **3 Native American Organizations**
  - **6 Member countries of the CSLF**
- **Addressing:**
  - **Permitting**
  - **Regulatory framework**
  - **Public Acceptance**
  - **Liability**
  - **Best Practices**

# RCSP Validation Phase (II) Projects



- 5 Projects in Coal Seams
- 9 Projects in Oil/Gas Fields
- 8 Projects in Saline Reservoirs

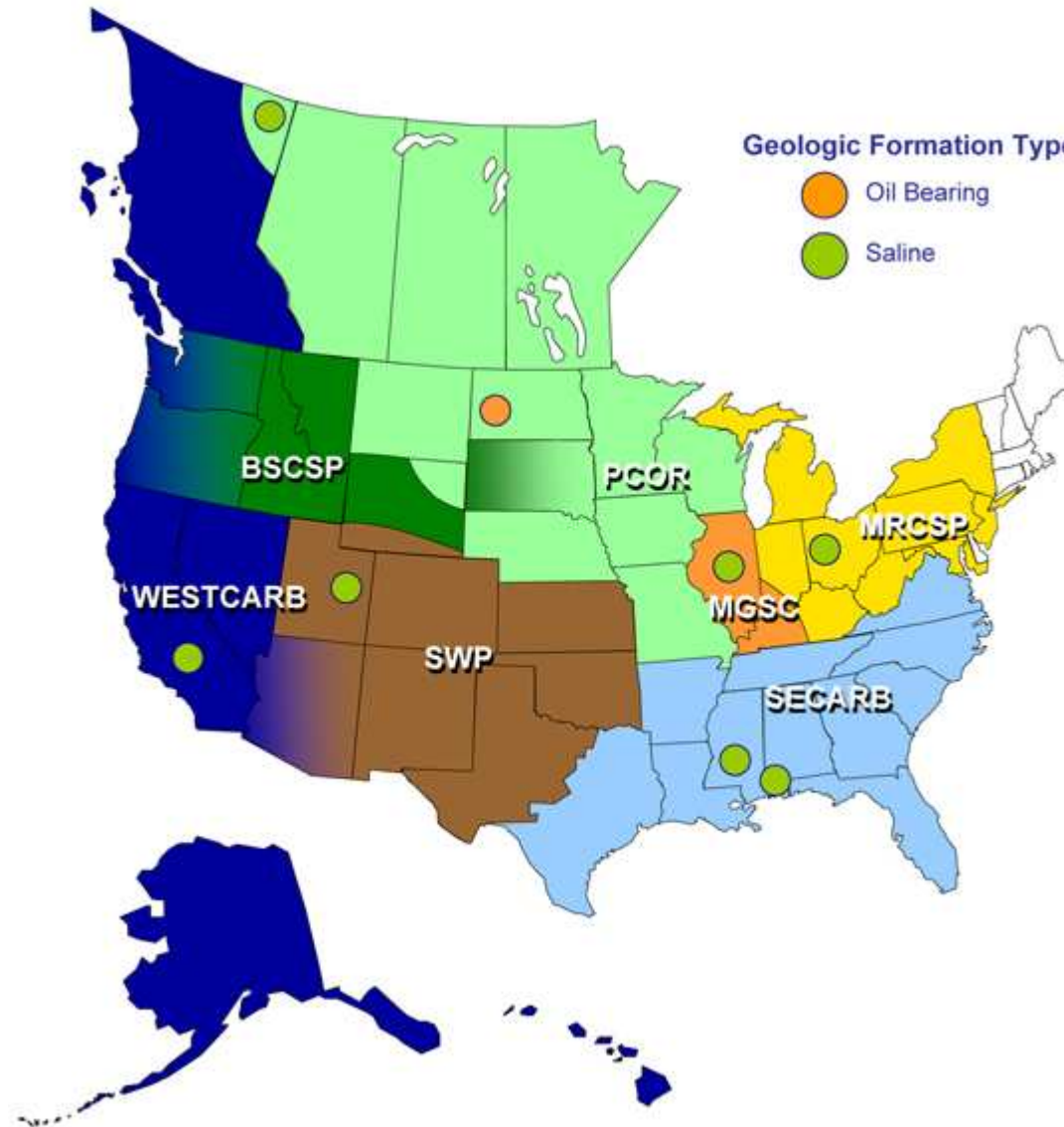
### Geologic Formation Type

- Coal seam
- Oil & Gas bearing
- Saline formation

### Terrestrial Project Categorization

- Agricultural Soils
- Soil Reclamation
- Afforestation/Forest Treatment
- Regional Carbon Budget
- Wetlands Reclamation

# RCSP Development Phase (III) Projects



# RCSP Outreach Efforts

- **As Individual Partnerships:**
  - Conducts interview and data collection: focus groups, one-on-one interviews, web-based
  - Develops materials: physical models, websites, briefing materials, videos
  - Convenes informational and education programs
  - Supports the permit application process
- **As a group:**
  - Formed Outreach Working Group
  - Meets monthly to collaborate, learn from each other and keep abreast of CCS “Big Picture” via outside experts
  - Participates in joint workshops
  - Developed Best Practice Manual



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**Public Outreach and  
Education for Carbon  
Storage Projects Best  
Practices Manual**

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# #1 Integrate Public Outreach with Project Management

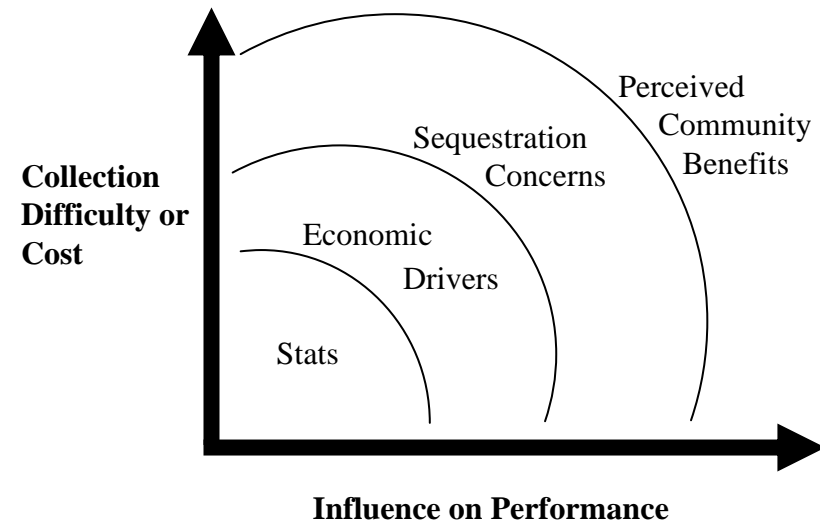
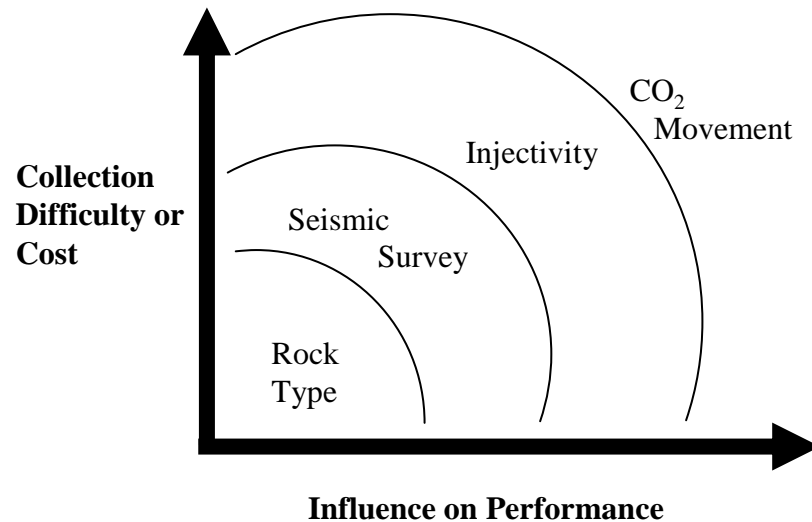
- **What?**
  - Rigorous and iterative investigation, analysis, and use of social science “data”
  - Two-way communication of information
- **Why?**
  - To secure the basic permissions necessary to implement a project
  - To improve the overall “performance” of a project in the eyes of the developer and the community

# **#2 Establish a Strong Outreach Team**

# #3 Identify Key Stakeholders

# #4 Conduct and Apply Social Characterization

Just as site characterization informs efforts to design a project to suit the local geologic and other physical conditions; it can also be used to design effective public outreach to suit local conditions



# **#5 Develop an Outreach Strategy and Communication Plan**

# #6 Develop Key Messages

# **#7 Develop Outreach Materials Tailored to the Audiences**

**#8 Actively Oversee and Manage  
the Outreach Program  
Throughout the Life of the CO<sub>2</sub>  
Storage Project (Seek  
Opportunities for Interaction)**

# **#9 Monitor the Performance of the Outreach Program and Changes in Public Perceptions and Concerns**

# **#10 Be Flexible – Monitor Public Opinions and Awareness; Refine the Public Outreach Program as Warranted**

# Next Steps

- **Best Practice Manual:**
  - Focused on project developers
  - Embodies lessons learned and pointers for implementing activities
  - Appendices will include sample plans, forms and other tools
- **Working draft under review internally**
- **Planned review at RCSP Annual Review meeting**
- **Planned release to public in late 2009 / early 2010**

## For More Information

- DOE / NETL Website for RCSPs:

[http://www.netl.doe.gov/technologies/carbon\\_seq/partnerships/partnerships.html](http://www.netl.doe.gov/technologies/carbon_seq/partnerships/partnerships.html)

[http://www.netl.doe.gov/technologies/carbon\\_seq.html](http://www.netl.doe.gov/technologies/carbon_seq.html)

- Links to each partnership found on that page
- DOE/NETL Contact: John Litynski - [John.Litynski@netl.doe.gov](mailto:John.Litynski@netl.doe.gov)
- Sarah Wade: [swade@ajwgroup.com](mailto:swade@ajwgroup.com)