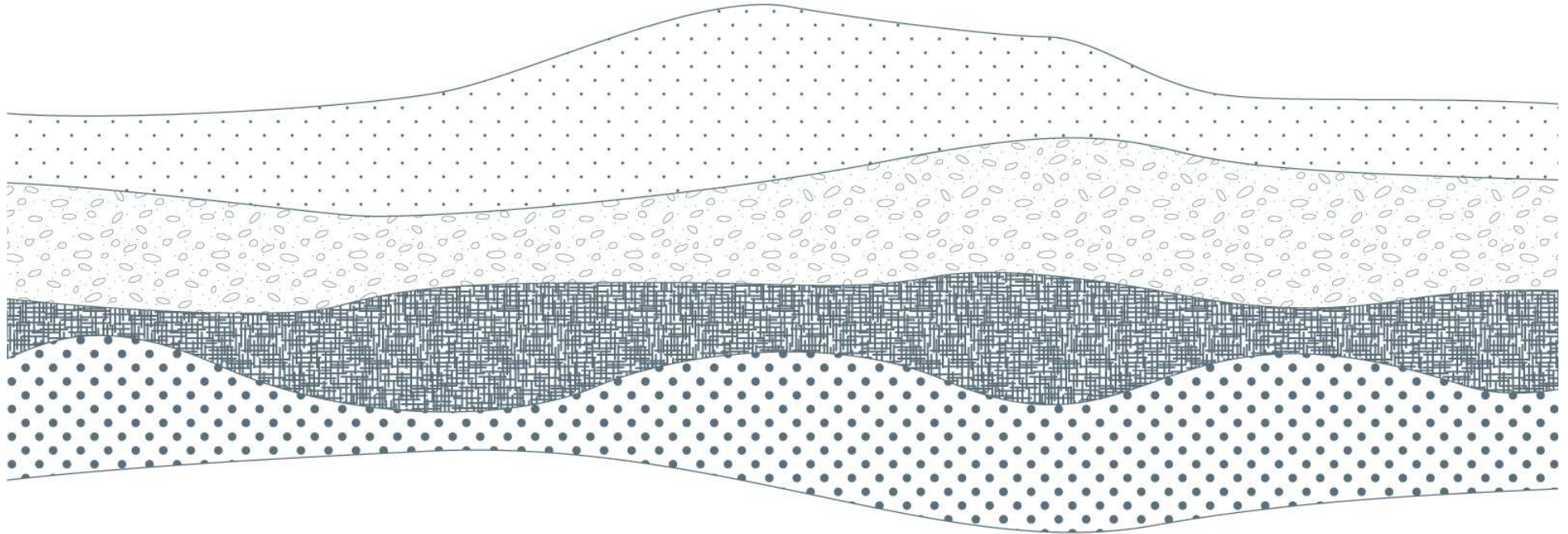




GLOBAL  
CCS  
INSTITUTE



# Global CCS Institute – Communication Research

Christopher Short – Chief Economist

1.11.09

[WWW.GLOBALCCSINSTITUTE.COM](http://WWW.GLOBALCCSINSTITUTE.COM)

# ACCELERATE CCS DEPLOYMENT

Facilitate

- Pivotal role
- 20+ Integrated commercial scale CCS projects
- Knowledge sharing

Insight

- Technologies
- Economics, Legislation & Regulation
- Community engagement & public awareness

Enable

- Drive collaboration
- Build confidence
- Drive international momentum
- Support R&D

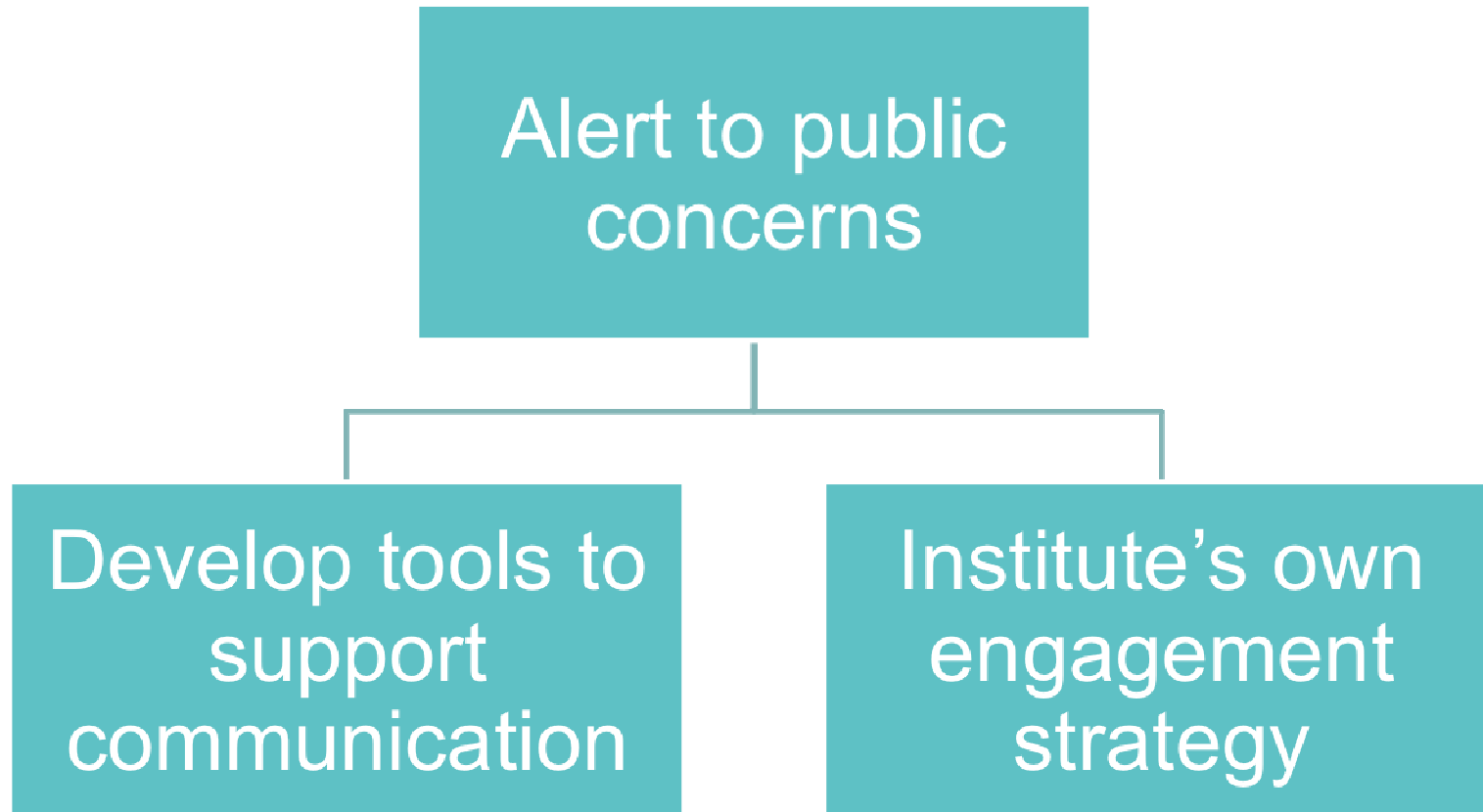
Resourced

- Independent legal body established July 2009
- \$100m funding commitment by Australian government
- Will work in a cooperative manner with all CCS stakeholders

# PUBLIC AWARENESS

- Is a fundamental factor in the future of CCS
  - general community support
  - local community engagement
- Challenges
  - communicate effectively
  - approach meets audience needs
  - develop trust

# INSTITUTE APPROACH



# DEVELOP UNDERSTANDING & TOOLS

- Understanding gaps and challenges
  - public perceptions
  - effectiveness of current communications
  - impact of information on understanding
- Tools
  - Practical communication toolbox
  - Social site characterisation tool
  - Media database

# INSTITUTE'S ENGAGEMENT STRATEGY

Resource commitment

Support CCS community

Project specific

The top half of the image features a dark blue background with four thin, white, wavy lines that create a sense of movement and depth. These lines are horizontal and vary in their wave patterns, with some having more pronounced peaks and troughs than others.

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