



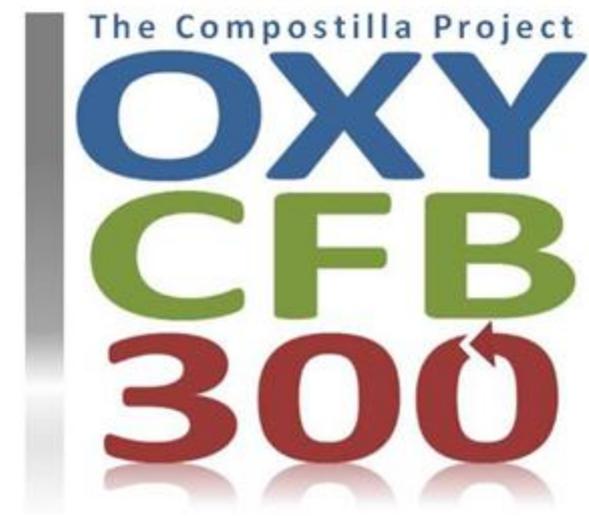
Co-financed by the European Union

European Energy Programme for Recovery



# Public engagement

European CCS Project Network Sharing Event,  
Ponferrada, Spain  
8/6/2011



## DEVELOPMENT OF AN OUTREACH STRATEGY AND COMMUNICATION PLAN

**Compostilla Project has taken up the CCS challenge: the development of an integral communication plan must be fluent (continuous communication during the whole process) interactive and effective.**

**We are working in a Communication Plan for the whole country but we are designing a specific plan for different areas:**

- **Capture**
- **Transport**
- **Storage**

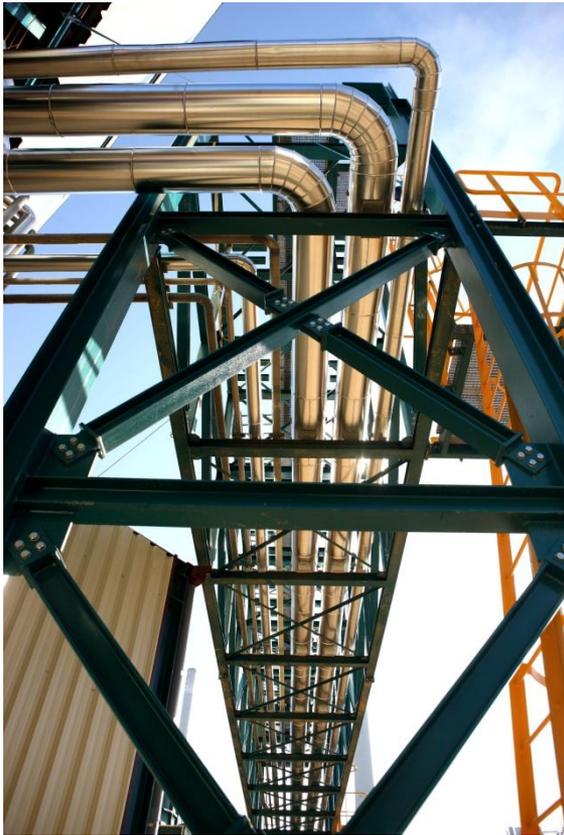
## DEVELOPMENT OF AN OUTREACH STRATEGY AND COMMUNICATION PLAN

**A Integral Communication Plan was been developed for the entire project in the early stage. The main objective is the dissemination of capture, transport and storage technologies to different levels, both the society and stakeholders (policy makers, authorities in the facilities areas, local and national media, etc.), as a part of a strategy for mitigating climate change.**

**The final aim is to increase the Spanish social consciousness about CCS Technologies**

## INTEGRATION OF PUBLIC OUTREACH IN PROJECT MANAGEMENT

Public outreach and communication department's opinions are inputs for decision making project.



## ESTABLISHMENT OF A STRONG OUTREACH TEAM

The Project Outreach Team is composed of specialists from different fields

## IDENTIFICATION OF KEY STAKEHOLDERS



The aim is to be actively supported by the stakeholders.

For instance, through the inauguration of Technology Development Centre for CO<sub>2</sub> Capture this year

## CONDUCT AND APPLICATION SOCIAL CHARACTERIZATIONS

A first social characterization report has been produced by the public outreach team of the Compostilla Project. Socioeconomic characterization efforts are underway at the locations affected by the two phases of the project.

## DEVELOPMENT OUTREACH MATERIAL TAILORED TO THE AUDIENCES

**In the Compostilla Project we have designed messages seated to the audience:**

**Coordination and dissemination of press release and information packs to the media (local, regional, national and international level).**

**Informative meetings and interviews**

**Establishment of a group of specialized spokespersons for media and local population.**

**Assistance and participation in events, conferences, congresses and workshops.**

## **ACTIVELY OVERSEE AND MANAGE THE OUTREACH PROGRAM THROUGHOUT THE LIFE OF THE CO2 STORAGE PROJECT**

The public outreach project must still go on making an exhaustive monitoring of all the information published in media about the stakeholder's opinions that the possible collectives than could be against these technologies (not yet publicly manifested)

## **MONITOR THE PERFORMANCE OF THE OUTREACH PROGRAM AND CHANGES IN PUBLIC PERCEPTIONS AND CONCERNS**

Monitoring the strengths and weaknesses of the communication programme.

## **BE FLEXIBLE: REFINE THE OUTREACH PROGRAMME AS WARRANTED**

The strategies and annual communication plans objectives are adapted to the project requirements, changing if it would be necessary, looking for the most efficient ones.

## CONDUCT AND APPLICATION OF SOCIAL CHARACTERIZATIONS

Socioeconomic characterization efforts are underway at the locations affected by the two phases of the project.



## DEVELOPMENT OF KEY MESSAGES

The key messages for public perception are the following: The capture, transport and storage technologies are part of the climate change solutions; the Project promotes public-private cooperation; the economy of knowledge generates jobs and opportunities.

## NEW PUBLIC ENGAGEMENT ACTIVITIES



## NEW PUBLIC ENGAGEMENT ACTIVITIES



**“The first fire” in the CO2 Capture Centre was on 16th April. The Compostilla Project has completed a milestone and we spread information about the Project.**



## NEW PUBLIC ENGAGEMENT ACTIVITIES

Coinciding with the 5th anniversary of Ciuden, Technology Development Centre for CO<sub>2</sub> Capture celebrated an Open Day. The Centre was visited by more than one thousand people who attended and received information about the Centre and CCS technologies and CIUDEN's R&D activities such as the Compostilla Project.



## NEW PUBLIC ENGAGEMENT ACTIVITIES

The recent commissioning of the Technology Development Centre for CO<sub>2</sub> Capture, located in Cubillos del Sil (León), has been taken as an excellent opportunity to make the local population (El Bierzo) aware of the importance of capture, transport and storage technologies to combat climate change.



## NEW PUBLIC ENGAGEMENT ACTIVITIES

Training, public outreach and education in local communities... are very important to establish an early dialogue to understand the local community context and the preparation of communities before engaging with them.



## NEW PUBLIC ENGAGEMENT ACTIVITIES

The installation of the 30 stations of passive seismic recording network in Hontomín (Burgos), that will help to perform continuous tracking of the underground behaviour, covering the whole intended study area. They are currently recording the baseline values of the area.



## NEW PUBLIC ENGAGEMENT ACTIVITIES

We have started the construction of a new installation for CO<sub>2</sub> injection. This installation will allow the finding of natural CO<sub>2</sub>-sensitive bio-indicators present in soils and will be a complementary monitoring tool to the diverse new technologies that are being investigated. The results will be applied in the Hontomín CO<sub>2</sub> storage in Compostilla Project.



## NEW PUBLIC ENGAGEMENT ACTIVITIES

We have augmented the guided tours to the CCS facilities, specific meetings to better understand the project.

Our aim is to spread information on CCS and the Compostilla Project (university groups, secondary schools, research institutes, private companies, etc.).



## NEW PUBLIC ENGAGEMENT ACTIVITIES

We are working with 80 schools in El Bierzo (capture area) and around 13.000 children (800 have visited CIUDEN headquarters) teaching about CO<sub>2</sub>, climatic change, geological storage, oxycombustion and the Compostilla Project.



## COMING UP...

Empowerment on line communication: new website [www.compostillaproject.eu](http://www.compostillaproject.eu) and launch of social media including social networking tools.

Establishment of a group of specialized spokespersons for media and local population. We run a training course for speakers (technical staff) in communication.

## PUBLIC AWARENESS AND ACCEPTANCE OF CO2 CAPTURE AND STORAGE



## PUBLIC AWARENESS AND ACCEPTANCE OF CO2 CAPTURE AND STORAGE

Spain is the second highest European country where there are greater prospective of employment related to CCS technologies

Germany (46%)

Spain (36%)

UK (35%)

## PUBLIC AWARENESS AND ACCEPTANCE OF CO2 CAPTURE AND STORAGE

The Compostilla Project considers favouring public knowledge of CCS technologies to the population through different means of communication to contribute to their understanding and social acceptance as a priority.

The Compostilla Project has decided to start up a communication campaign on the CCS technologies within the Castilla and Leon Region where the Project are  
located.

## PUBLIC AWARENESS AND ACCEPTANCE OF CO2 CAPTURE AND STORAGE

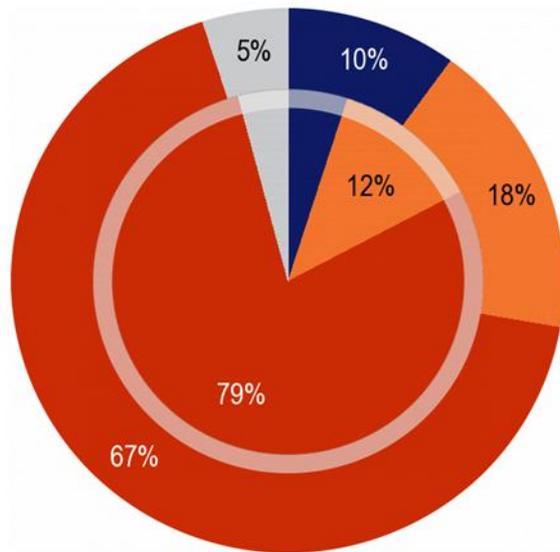
*“It is interesting the regional difference in Spain. Only Castilla y León had substantially more people heard about the CCS project than other regions”*  
(sic).

We are concentrating on León and Castilla y León region in order to communicate CCS Technologies and the Compostilla Project (regional TV videos, press releases for local media, etc.).

Next step: we are going to start to communicate the project in national media in a few days: we are preparing a press tour (more than 50 journalists from principal media) to know the Compostilla Project and Technology Development Centre for CO2 Capture.

## PUBLIC AWARENESS AND ACCEPTANCE OF CO2 CAPTURE AND STORAGE

Have you ever heard of CO2 capture and storage, also known as carbon capture and storage or carbon capture and sequestration (CCS)?



- Yes, and you know what it is
- Yes, but you do not really know what it is
- No
- Don't know

TOTAL Outer pie

ES 🇪🇺 Inner pie

**10% of Europeans have heard of CO<sub>2</sub> capture and storage. Spain has even lower levels. A figure similar to Poland, at 77%; Czech Republic, at 76%; France, at 75%; very different from Holland, where only 17% state that they have never heard CCS technologies.**

## PUBLIC AWARENESS AND ACCEPTANCE OF CO2 CAPTURE AND STORAGE

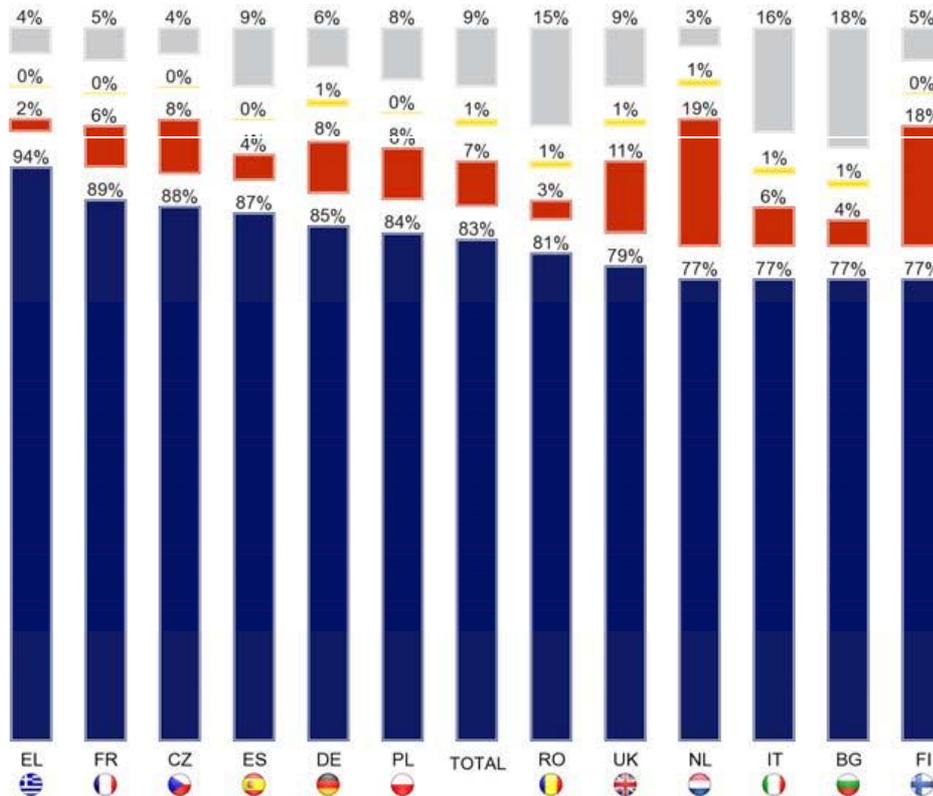
**QE10 Have you ever heard of (CCS PROJECT)?**

	Yes	No	Don't know
TOTAL	8%	88%	4%
 NL	35%	64%	1%
 DE	9%	88%	3%
 IT	9%	80%	11%
 PL	8%	90%	2%
 UK	6%	92%	2%
 ES	2%	96%	2%

The Compostilla Project is only known to 2% of the Spanish respondents, well below than other projects in other countries. However, it must be pointed out that in Castilla and Leon, the Region where the Project is being developed. The figure is higher than other regions.

# PUBLIC AWARENESS AND ACCEPTANCE OF CO2 CAPTURE AND STORAGE

QE7. What impact do you think CO2 emissions have on climate change? Do you think it has ...?



Spain is found among the countries that think that CO<sub>2</sub> is principal responsible for climate change, with 87%; along with Greeks (94%), Frenchs (89%) and chezcs (88%).

## PUBLIC AWARENESS AND ACCEPTANCE OF CO<sub>2</sub> CAPTURE AND STORAGE

	It is unhealthy	Only positive statements	Only negative statements
TOTAL	74%	7%	76%
 BG	67%	2%	75%
 CZ	76%	12%	69%
 DE	74%	9%	74%
 EL	86%	2%	91%
 ES	80%	3%	86%
 FR	83%	5%	82%
 IT	68%	5%	77%
 NL	69%	15%	66%
 PL	75%	6%	78%
 RO	73%	5%	76%
 FI	52%	19%	58%
 UK	67%	13%	69%

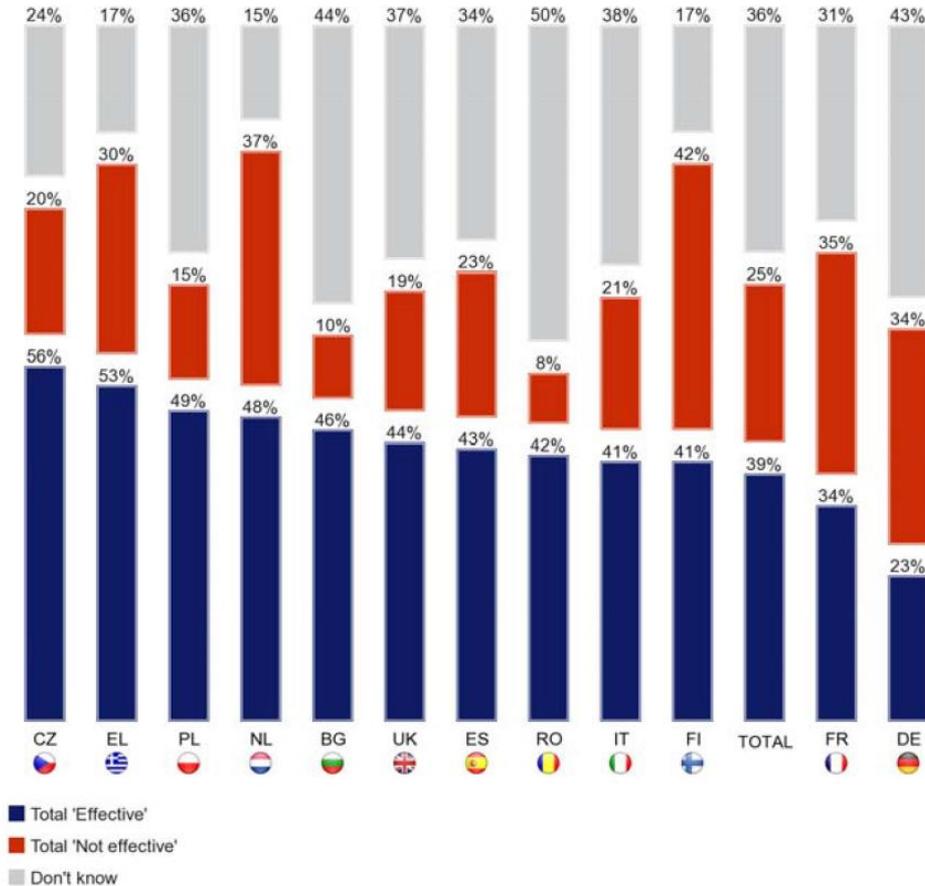
80% of Spanish respondents believed that CO<sub>2</sub> is harmful to health, without putting it in relation to which we exhale of breath and eat in carbonated beverages.

In general, the responses show a lot of unknowledge in this gas, natural component of the atmosphere, as the percentages of respondents who believe it is a water contaminant, which is flammable and explosive matter.

In Spain, 86% of respondents have a negative perception of CO<sub>2</sub>. At the country level, an above average proportion of CO<sub>2</sub> is Being Described Respondents 'unhealthy' in Greece (86%), France (83%) and Spain (80%)

# PUBLIC AWARENESS AND ACCEPTANCE OF CO2 CAPTURE AND STORAGE

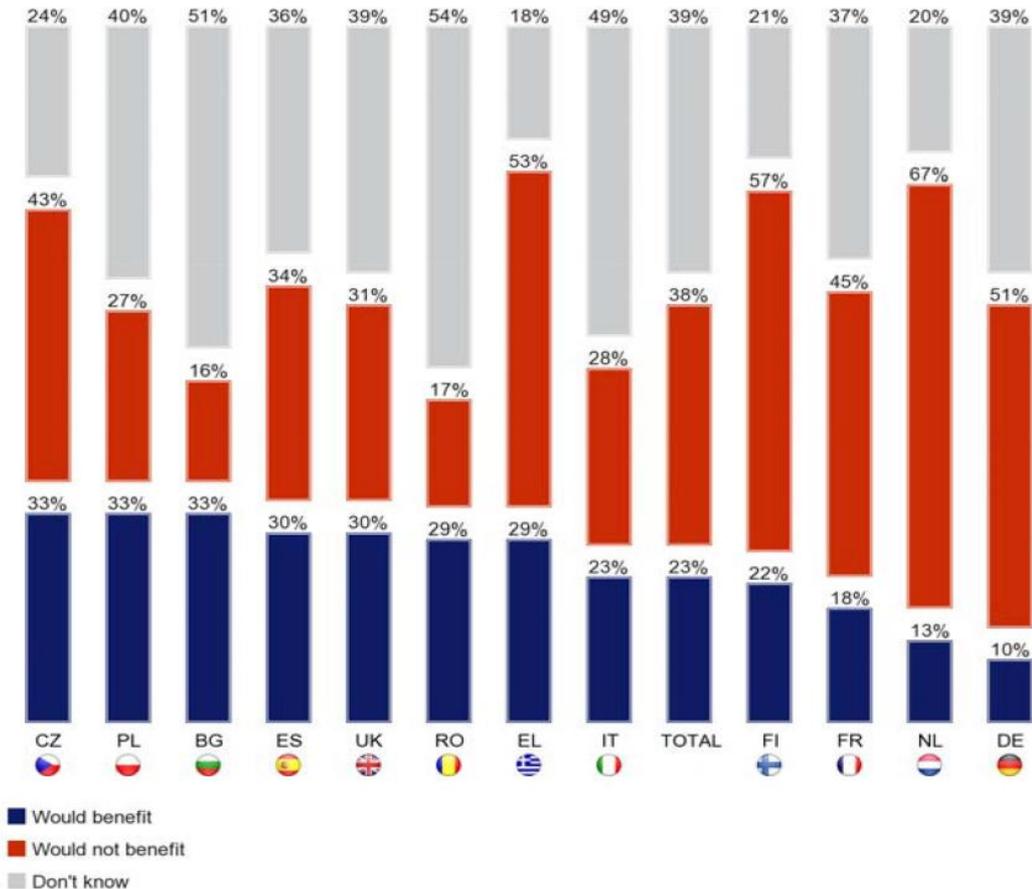
QE13. In your opinion, taking into account all you know about CCS or Carbon capture and storage, could you tell me whether you think it could be effective or not to fight climate change?



On the basis of general ignorance about the capture and storage, 39% of Europeans citizens think that technology will be effective in the fight against climate change, and this percentage rises to 43% in the case of Spain.

## PUBLIC AWARENESS AND ACCEPTANCE OF CO2 CAPTURE AND STORAGE

QE14. If CCS or carbon capture and storage technology was used in your region, do you think that you would benefit from it or not?



The highest numbers of people who believed they 'would benefit' from the use of CCS technology, a third (33%), are in Bulgaria, Poland and the Czech Republic. Three in ten felt they would benefit in Spain (30%), the UK (30%) and Romania (29%)

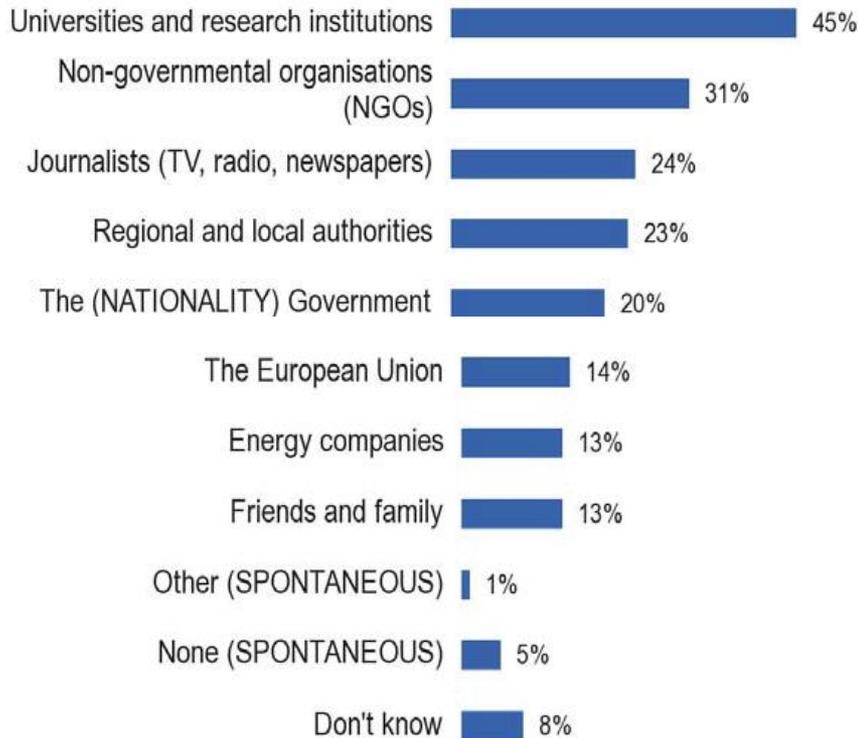
## PUBLIC AWARENESS AND ACCEPTANCE OF CO<sub>2</sub> CAPTURE AND STORAGE

The proportion of respondents who preferred the responsible authorities to decide exclusively on decisions about where to locate CO<sub>2</sub> storage sites was highest in the Czech Republic (33%) followed by Spain and Bulgaria (both 21%).

Respondents in Germany (8%), the Netherlands (10%) and the UK (13%) had a lower preference for letting the responsible authorities decide exclusively on decisions about the location of CO<sub>2</sub> storage sites than respondents in other countries.

# PUBLIC AWARENESS AND ACCEPTANCE OF CO2 CAPTURE AND STORAGE -

QE20. Which three of the following would you trust most to give you information about CCS?



The proportion of respondents who preferred the responsible authorities to decide exclusively on decisions about where to locate CO2 storage sites was highest in the Czech Republic (33%) followed by Spain and Bulgaria (both 21%).

Respondents in Germany (8%), the Netherlands (10%) and the UK (13%) had a lower preference for letting the responsible authorities decide exclusively on decisions about the location of CO2 storage sites than respondents in other countries.

## **PUBLIC AWARENESS AND ACCEPTANCE OF CO2 CAPTURE AND STORAGE - CONCLUSIONS**

### **Strong points:**

- **Benefits expectative (jobs creating)**
- **Castilla y León (capture, transport and storage areas) had substantially more people heard about Compostilla Project than other regions.**
- **Spain is one of the countries with the greatest sensitivity to climate change.**
- **Public confidence in the authorities. Compostilla Project involves the Government of Spain through a research center. More confidence.**

### **Weak points:**

- **Unaware of technology more than the European average and the most unknown is the Compostilla Project.**
- **In Spain, 86% of respondents have a negative perception of CO2 and 80% of them think it is harmful to health.**

## POTENTIAL ISSUES FORESEEN

- Increase the aware of CCS.
- Strengthen relationships with stakeholders.
- Continue with the public engagement activities.
- Development new dissemination materials.
- EU CCS Network risk communication toolkit.

## STAKEHOLDER LANDSCAPE IN THE COMPOSTILLA PROYECT

### Project stakeholders:

- State Government
- Regional government
- Local Government
- Regulators
- Policy makers
- Trade unions
- Investors
- Local population

### Opposition:

- None



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# Thank you

