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Public engagement 2010

Experiences and lessons learned

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A year of knowledge sharing: Sowing the first seeds

Outline of presentation

- ✎ Experiences and lessons learned from the Network, Eelco Kruizinga, Det Norske Veritas
- ✎ Experiences and lessons learned from the Porto Tolle project, Joao Duarte, Enel, Italy

👉 Framework for sharing

➤ National Energy Technology Laboratory (NETL) best practice guide for Public Outreach and Education for Carbon Storage Projects (Dec 2009)

1. Integrate Public Outreach into Project management
2. Establish a strong outreach team
3. Identify key stakeholders
4. Conduct and apply social characterisation
5. Develop an outreach strategy and communication plan
6. Develop key messages
7. Develop outreach material tailored to audience
8. Actively oversee the outreach throughout the life of the CO₂ storage project
9. Monitor the performance of the programme and changes in public perceptions and concerns
10. Be flexible, refine the outreach



the **ENERGY** lab

BEST PRACTICES for:

**Public Outreach
and Education for
Carbon Storage Projects**



First Edition

NATIONAL ENERGY TECHNOLOGY LABORATORY

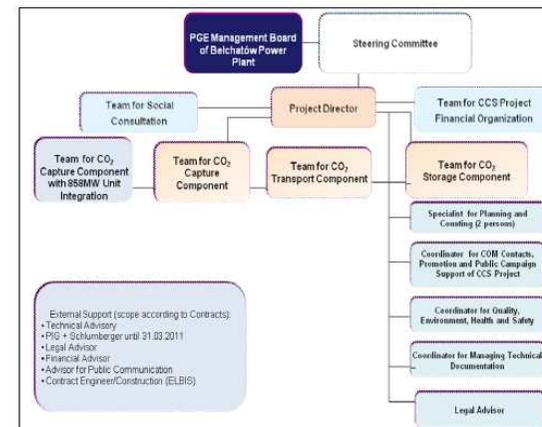


✎ Integrate public outreach into project management

- ✎ All projects have integrated public engagement into project management
- ✎ Examples exist where communications have affected timings of project activities
- ✎ Close collaboration between technical staff and communications staff

Lesson Learned

The chain is no stronger than its weakest link. The stakeholder management and communication function should be integrated in the project management since CCS projects have to deal with many issues that are non-technical and to large extent depend on stakeholder perceptions and interests.



Establish a strong outreach team

-  Teams have been formed, either dedicated or through networking of company resources
-  Competences include communications and public engagement, but also public and regulatory affairs, permitting, knowledge dissemination, fund agreement management

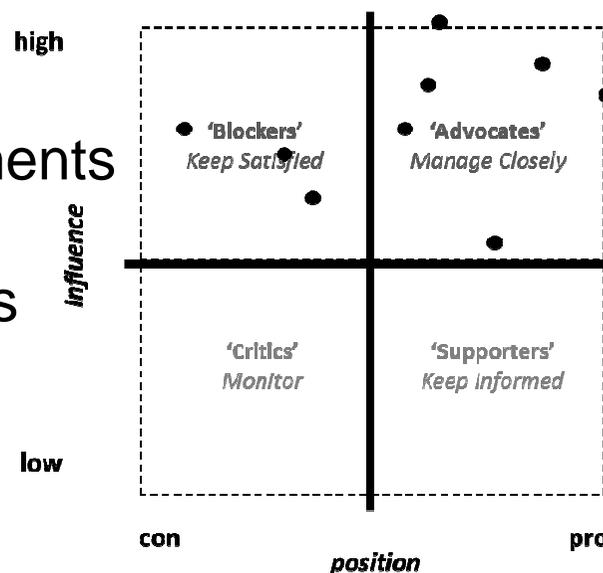
Lesson Learned

It's not only about knowledge and information, but also about social skills and empathy. Technical experts received trainings in presentation, conversation and how to adequately cope with emotional situations.

👉 Identify key stakeholders

Stakeholder mapping and 'force-field analysis' are seen as underpinning communication activities

- 👉 Stakeholders typically include:
 - 👉 Local communities and civic groups
 - 👉 Regional NGOs
 - 👉 Local and regional governments and authorities
 - 👉 Regional business platforms
 - 👉 National government and parliament
 - 👉 Local and national media
 - 👉 National NGOs
 - 👉 Knowledge institutes



Stakeholders:

- Decision-makers
- Influencers
- Opinion-leaders

Conduct and apply social characterisation

- ✎ Most projects have undertaken, commissioned or used some form of social characterisation research into
 - ✎ Regional socio-economic factors
 - ✎ Historical factors
 - ✎ Awareness of the role of CO₂
 - ✎ CO₂ impact on climate change
 - ✎ Perceptions regarding CCS technology
 - ✎ Acceptance of the project and attitudes towards available solutions to reduce CO₂ emissions and in particular towards CCS
- ✎ All projects have this activity incorporated in their planning
- ✎ Independent, third party research is key to this work

Lesson Learned	Context is everything and perceptions are relative. In many cases historic events, affect and interests in local communities determine to a large extent perceptions and positions of stakeholders regarding the project.
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Develop an outreach strategy and communication plan

- ✎ Typically, strategies are built on the following aspects:
 - ✎ Organise a dialogue with stakeholders
 - ✎ Involvement of independent messengers
 - ✎ Flexibility in approach and materials
 - ✎ Alignment with corporate communication

Lesson Learned

Speech is silver, listening is golden. With a two-way communication strategy and getting an insight in expectations and mutual interests of stakeholders the project will be better able to secure public acceptance on the long term.

Develop key messages

-  All projects have developed key messages and have discussed these within the Network
-  Most messages are focussed on abating climate change

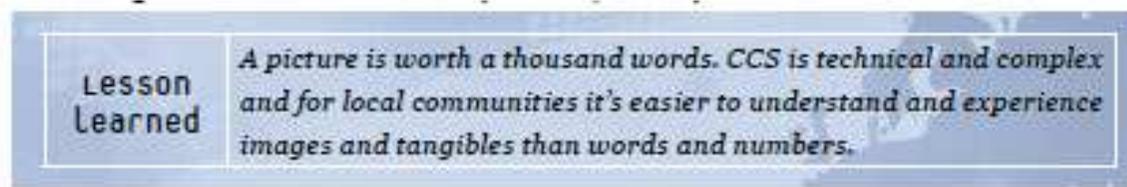
1. Global climate protection is only possible with CCS
2. Vattenfall holds a leading position in the development of this technology
3. High-Tech: made in Germany
4. Safety is top-priority when it comes to storing CO₂
5. Security of supply is only possible with CCS
6. CCS needs support(ers)

Lesson Learned

It's the economy,...! Not only focus on climate change, but also on the economic benefits of CCS and local value propositions it offers to local communities.

👉 Develop outreach material tailored to audience

- 👉 A large variety of materials and activities have been developed
- 👉 Checked by both technical staff and communications professionals



WALENDARZUM ZDARZENI		HARMONOGRAM REALIZACJI PROJEKTU CCS	
14 lipca 2009	Zakończona aplikacja o celu pozostania instalacji w ramach Europejskiego Programu Energetycznego na czystym kopalinowym (European Economic Plan for Recovery - EPR)	Wzrosty cen energii	lipiec/maj 2009 r.
23 października 2009	Zakończona w ramach projektu Włókna w ramach Europejskiego Programu Energetycznego (European Economic Plan for Recovery - EPR) aplikacja o celu pozostania instalacji w ramach Europejskiego Programu Energetycznego	Wzrost cen energii	lipiec/maj 2009 r.
2 listopada 2009	Podpisane Akcje Carbon Capture and Storage (CCS) w ramach Europejskiego Programu Energetycznego (European Economic Plan for Recovery - EPR) w celu pozostania instalacji w ramach Europejskiego Programu Energetycznego	Wzrost cen energii	lipiec/maj 2009 r.
11 grudnia 2009	Ogłoszenie o możliwościach inwestycyjnych dla instalacji demonstracyjnych wychwytywania, transportu i składowania dwutlenku węgla (CCS) w ramach Europejskiego Programu Energetycznego (European Economic Plan for Recovery - EPR)	Wzrost cen energii	lipiec/maj 2009 r.
31 grudnia 2009	Zakończona aplikacja o celu pozostania instalacji w ramach Europejskiego Programu Energetycznego (European Economic Plan for Recovery - EPR)	Wzrost cen energii	lipiec/maj 2009 r.



Actively oversee the outreach throughout the life of the CO2 storage project/monitor perceptions

-  Projects have learned that keeping track of the communication activities and the progress of the whole project is crucial from the beginning of the project
-  Status reports and protocols of meetings and events are typically being filed and discussed in the different committees
-  Media activities are monitored and the stakeholders are tracked very carefully in order to anticipate changes in opinions or behaviours

Be flexible, refine the outreach

-  Projects realise that they are learning all the time and have adopted a flexible approach that draws on experiences gained by themselves and their peers
-  Eyes and ears in the community
-  Materials are set up such that adaption is possible

Lesson Learned

A near neighbour is better than a distant cousin. It's important to structurally inform key stakeholders that can act as ambassador and advocate for the project.

Conclusions

- ✎ Public engagement key theme for CCS Project Network
- ✎ Relations with stakeholders are managed at the highest project level
- ✎ Key messages have been developed and supported by a wide variety of materials
- ✎ Engagement is dialogue, especially with local stakeholders. This is especially true for those projects who foresee on-shore storage
- ✎ Early planning and timing is essential, especially when (local) elections are due
- ✎ Involvement of third parties in the dialogue is particularly important, especially government and the research community.
- ✎ Levels of trust appear to depend on who the messenger is and are often higher if independent sources are involved
- ✎ Some thorough work has been undertaken in mapping stakeholders
- ✎ It is felt that social characterisation is vital, as is differentiated communication depending on the stakeholder group concerned

Public engagement moving forward in 2011

-  Continued sharing in this area
-  Further work on understanding the role of social media in their communication (monitoring) activities.
-  A discussion topic on risk communication will be started and it was agreed to develop lessons and a communication toolbox in this area.
-  Further work to strengthen the Network's own external messages, e.g. by inclusion of economic arguments for CCS.

Thematic report 2010



 **Thank you for your attention**

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