

Thematic Report

Public Engagement Session October 2012

A report from the European CCS Demonstration Project Network

Website version

Proceedings from the Rotterdam knowledge sharing event 24th/25th
October 2012

Executive Summary

The European CCS Demonstration Network is a community of leading demonstration projects which is committed to sharing knowledge and experiences and is united towards the goal of achieving safe and commercially viable CCS. As Europe's most advanced projects, they are often faced with new issues and challenges, which the projects have had to negotiate. By sharing these experiences with a wider audience the Network provides other projects with the benefit of their experiences, both successful and unsuccessful and delivers best practices for how to operate a CCS project, thus saving new projects both time and money. Consequently the reports from the Network play a vital role in delivering information and experience to other CCS stakeholders, maximising the efficiency of achieving commercially viable CCS.

This report presents the discussions and conclusions reached at a workshop of the European CCS Demonstration Project Network in September 2012 – examining the messaging, tools used and the language used to communicate about CCS. This report seeks to complement and follow on from the report from May 2012 by the same group, which examined the perceived risks and stakeholder profiles that these messages, and messengers, serve and address.¹

A number of conclusions were drawn from the exercise, including:

1. An update given by each of the projects within the Network revealed that messages from Europe can have an effect on public perception and public understanding of CCS. Delays and cancellation of projects cause doubts in the technologies safety and causes a decline in media interest, making engagement more difficult.
2. The types of messaging, including content, method and style, changes considerably based on the relevant project's local history; local social issues; the project's current state of development; timing; and external influences. While not a new conclusion, it demonstrates that all of the demonstration projects utilise a detailed and locally tailored approach to their messaging in a local context.
3. The 'messengers' used to deliver information to the public and other stakeholders have been carefully considered by all projects, and are an integral part of their approach to communications. Levels of integration vary between projects, some having dedicated corporate teams, others having specialists integrated into the project. In both cases individual teams will either address the whole CCS chain, or partial elements, depending on the context and organisations involved.

Overall the projects concluded that communication is most effective when done on a national and regional level as cultural differences between countries can play an important role in the success or failure of a message.

¹ Public Engagement Report http://www.ccsnetwork.eu/uploads/publications/thematic_report_-_public_engagement_session_-_may_2012.pdf

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Introduction

This report presents the discussions, conclusions and actions agreed at a thematic workshop on public engagement which was held at the Hotel 't Wapen van Marion, Rotterdam and hosted by the ROAD project on the 24 and 25 October 2012. The workshop was one of three parallel tracks in the Network knowledge sharing event. The other thematic groups were storage and regulatory development.

All six member projects were represented.

Public engagement is of fundamental importance to new technologies and projects; the public's perception can be the difference between success and failure of a project which is why it is so important to ensure communication and engagement is carried out from the start of the project. This ensures that the public can make an informed decision on the project and any questions or concerns can be addressed by the relevant parties. A CCS project, although not unique in the requirement for public engagement, faces some unique challenges in communication because the suite of technologies required to complete the project span many different disciplines, all with associated potential risks. Key concerns and perceived risks raised by the public to the Network's projects were discussed in the previous knowledge sharing meeting (May 2012) along with the identification and management of key stakeholders. As a result of these discussions the Network identified 12 key best practice guidelines for dealing with perceived risk and 6 key guidelines for communicating with key stakeholders. These guidelines can be found in the report 'Thematic Report Public Engagement Session May 2012'². A key conclusion from the previous meeting was that the messaging, the tools used and the language used to communicate about CCS should be carefully considered. As a consequence the objective for this meeting was to focus on messaging, tools and language.

Most public engagement best practice guidance will cite the importance of understanding the local context of a site and tailoring activities and messages to meet those specific needs³. Having identified and discussed key perceived risks and the best practices for approaching communication about the perceived risks during the previous meeting, the projects were asked to discuss their progress in developing these ideas into their project and to provide an update on any activity since the previous meeting.

Subsequent to the last meeting, the projects expected to receive the outcome of the NER300 funding competition and other funding opportunities which would allow the projects to progress to the final investment decision. Unfortunately all of the timeframes have slipped for all projects in Europe and although the outcome of the NER300 competition has not been announced, many governments have failed to provide the required matching support. The delay in commitment and lack of clarity on how the NER 300 competition will progress has not provided a positive message from Europe and the projects were also asked to consider the effect of this on public perception.

² Public Engagement Report http://www.ccsnetwork.eu/uploads/publications/thematic_report_-_public_engagement_session_-_may_2012.pdf

³ 2012 Global CCS Institute Status Report <http://www.globalccsinstitute.com/publications/global-status-ccs-2012/online/48516>

Objectives

The objectives for the meeting were to:

1. Provide an update on the project and discuss how messages from Europe have been affecting their public engagement activities.
2. Consider the type of messaging used in a local context.
3. Indicate the messengers required to deliver information.

The group discussed and analysed some of the communication material used by Enel (owner of the Porto Tolle project) in order to aid them in identifying the most effective communication tools. During the meeting, the group were also given the opportunity to discuss public engagement issues and techniques with a representative from Bellona and a representative from the Department of Energy and Climate Change (DECC).

Project Updates and Developments

Project Progress, Key Issues and the Effect of the European Message.

Bełchatów

Face-to-face meetings of some form, as cited by both the Network⁴ and more widely, global respondents to the 2012 Global CCS Institute survey⁵, are the most helpful methods of engaging with local communities. This has been the case in Poland and the project has held two significant sets of meetings this year, in March and from July up to November. The meetings were held with local authority representatives, councils and the commission to update them on progress on the storage component and the plans for the preparatory works for CO₂ transportation pipeline. As a result of the informative meetings held in March, at the end of May a dissemination event was held in the European Institute in Lodz under the patronage of Voivode and Marshall of Lodz Voivodeship titled 'Investing in ecology and development of our region', in which the representatives from the Ministry of Economy, the Voivodeship and the Communities, Independent Scientific Institutions and communities representatives took part. Most of the participants had a positive attitude to PGE's planned investment. Meetings for the local community are on-going.

The project has continued to make progress with engagement of stakeholders this year and suggested that the impact of the delays of CCS projects in Europe on public perception has not had a significant impact. However the closure of the Vattenfall project has had a large negative impact because it raises some suspicions concerning the reasons for it closing. The low European carbon price has also had a negative effect on the business plan for the project and therefore affects the timeline for public engagement.

⁴ Public Engagement Report http://www.ccsnetwork.eu/uploads/publications/thematic_report_-_public_engagement_session_-_may_2012.pdf

⁵ Global Status Report <http://cdn.globalccsinstitute.com/sites/default/files/publications/47936/global-status-ccs-2012.pdf>

Compostilla

The use of universities and academics provide impartial credibility and are an important way of engaging with local communities, as cited by both the Network⁶ and more widely. The project has carried out 4 public engagement studies over the last year and a half:

1. Social perception qualitative study in Hontomín (July, 2011)

This study highlighted that the local communities didn't understand the technicalities of CCS, but they were interested in the benefits of the project and had trust in Ciuden to provide reliable information.

2. Compostilla project public perception study (February, 2012)

This study indicated that the general population is not well informed but the population surrounding Compostilla has a better understanding.

3. CO₂ storage technologies social acceptance in Sahagún (June, 2012)

This study highlighted that there is no evident opposition to the project but the local community is unconvinced about the benefits of the project.

4. Psychosocial study (June, 2012)

Reports on these studies are currently in progress. Regarding study number 3 above, results were related to a specific social acceptance campaign deployed in the Sahagún area (phase II storage site location). The study was planned and executed as follows:

a) Conception

In the summer of 2011, the project began to experience negative public reactions to the storage site investigations it was undertaking. As a result of the public's negative opinion, the project suffered delays in permitting for 3d seismic activities which needed to be carried out. There was also an effect related to proximity to the storage site in the general elections for local politicians (Nov.2011), NGO's activities and what Compostilla calls "vacation effects" (visitation of the owner's offspring, who created expectations for compensation which hadn't been envisaged by their parents) contributed to social awareness and social alarm. A communication plan was urgently required to clarify the issues and satisfy high local demand on project information.

b) Joint action plan

- The project intensified the number of meetings with local stakeholders which included the general public, local and regional authorities, land owners and the media. Compostilla ensured dissemination of press releases and information packs to the people and media. The project also participated in local fairs (2,500 attended). Additionally the project arranged for visitation of Local Sahagún people to Ciuden facilities and ENE museum (300 attended) and drilling wells (50 attended). Furthermore the project held meetings with regional and local governments.
- The project developed key messages specifically designed to neutralize negative impacts (i.e. avoid preconceptions of the machinery deployed and hazards associated with an open dialogue methodology).
- These actions were locally implemented by an internal group of specialised spokesmen (manager & project level).

c) Lessons learned

The main lesson is that project proponents should 'first inform, and then perform'. Once informed, it seems that the population tends to be more in favour to the project and its activities. Perception studies back-up this finding.

⁶ Public Engagement Report http://www.ccsnetwork.eu/uploads/publications/thematic_report_-_public_engagement_session_-_may_2012.pdf

The project is continuing to participate in local fairs and new informative meetings with town-halls. A specific section on the webpage dedicated to Sagún social acceptance campaign is still active at the project webpage www.compostillaproject.eu

The Compostilla project highlighted that the significant delays in all projects across Europe requires the projects to carry out even more public engagement to ensure that the public understanding of CCS is improved and to ensure the public are kept informed of the reasons for the delays.

ROAD

The final investment decision (FID) of the project has been re-scheduled to 2013 and the project has been communicating their key message regarding this delay. They are conveying to all stakeholders that the structural, low CO₂ price levels are giving insufficient economic incentives to investments in capital intensive 'low carbon' technologies like CCS. ROAD is continuing to explore closer co-operation with possible partners such as the Rotterdam Climate Initiative and they are also trying to improve the economics/financials of project.

The project stressed the need for flexibility in communication during the delays it has faced. Although the ROAD project can show some good progress in certain areas of the project, the positive effect of the progress will evaporate over time if the project does not go into the operation stage soon causing a negative impact on perception. The project emphasised their opinion that communication will become easier once there is at least one new demonstration project in operation in Europe.

Don Valley

In 2011 National Grid wrote to some 77,000 local residents and landowners to discuss the various options for the CO₂ pipeline corridor. A series of public consultation events followed in summer 2011 and based upon feedback received a preferred pipeline corridor was identified. Subsequently in summer 2012 stakeholders were also consulted on the possible locations for above ground structures such as the compressor site, intermediate block valves and pumping station. The transport solution for the Don Valley project is a shared user pipeline with capacity to support additional capture projects within the wider Humber Cluster area. The White Rose CCS project at Drax power station intends to share this common transport solution and consequently the stakeholder engagement activities also include the short CO₂ pipeline connection from Drax into the Humber Cluster. The sharing of common infrastructure between multiple capture projects is expected to bring material cost reductions and facilitate wider scale deployment of CCS in the area.

A final consultation process is required before the pipeline plans can be formally presented for approval to the relevant regulatory authority. It is expected that this further consultation will commence in April or May 2013 at the earliest. In order to gain planning permission for the pipeline the planning inspectorate requires evidence to show that all residents are consulted and that every effort has been made to communicate in the most effective way with all types of people. It is recognised that the interests and outlook of local communities around the power plant may be quite different to that of communities close to the coast and both must be fully consulted.

The project commented on the need for operational 'like for like' projects because although there are CCS projects across the world, comparison is not easy unless the projects are similar.

Porto Tolle

The project has suffered a delay in the permitting of the environmental authorization and will therefore not meet the 2015 deadline to be operational. At this point, Enel enhance the communication activities to improve the public's understanding and awareness of the climate change issue and the necessity to implement CCS and

of the technology itself. The project welcomes all the visitors at their CCS Pilot Plant at Brindisi which has been in operation for more than 7000 hours.

Enel also continues the collaboration with the Italian government for the development of the national legal framework for deployment of CCS following the transposition of the European Directive 2009/31/EC on CCS.

The project emphasized that all projects are suffering from delays in construction and lack of finance. The effect of the general economic situation, and therefore the reduced energy requirement, has also had an effect on the Porto Tolle project because there is a limited requirement for a new power station. The effect of the current carbon price coupled with the lower energy price was also highlighted as a barrier to the progression of the project. The momentum of CCS has significantly stalled in Europe and this has an effect on keeping people interested during public engagement.

Summary

Despite some delays and problems with finance for many of the projects, public engagement activities have still been progressing well. Direct engagement with the public through meetings and studies has produced successful results for the projects and the projects agree that this is still the best method for engagement with the public. Porto Tolle has suffered a significant setback with the permits for the project and has therefore continued public engagement at a very general level for now.

The projects agreed that messaging in the European context has not had a significant impact on their project and the requirements for public engagement. All projects work hard to engage the public, explain the requirements for CCS and explain the technical details of CCS. However, the cancellation and delay of projects sends a confusing message to the public, which puts doubts in their minds over the safety and necessity of CCS. The projects stressed the requirement for an operational CCS project in Europe agreeing that this will make further public engagement much easier.

Messaging in a Local Context

Most public engagement best practice guidance including previous public engagement reports produced by the Network⁷ cite the importance of understanding the local context of a site and tailoring activities and messages to meet those specific cultural needs⁸. However public engagement is not just the responsibility of the local CCS project operator and is also carried out by governments and NGO's among others. In this section, consideration will be given to the messaging used in a National campaign presented by the UK Department of Energy and Climate Change and to the messaging used by the NGO, Bellona. Additionally, analysis of some of the communication tools utilised by the projects and the biggest challenges faced by the projects for communicating CCS will be presented.

NGO and Government Perspective

Bellona

The presentation summarised the advocacy and public communication work carried out by Bellona including reaching out to local NGO communities. Their work has shown that people are not well informed about CCS

⁷ Public Engagement Report http://www.ccsnetwork.eu/uploads/publications/thematic_report_-_public_engagement_session_-_may_2012.pdf and Public Engagement Report http://www.ccsnetwork.eu/uploads/publications/public_engagement_thematic_report_ccs_network-2-5-11.pdf

⁸ Global Status Report <http://cdn.globalccsinstitute.com/sites/default/files/publications/47936/global-status-ccs-2012.pdf>

and those that are informed are most concerned about risks to the environment and health and the risk of leakage. Bellona also stressed the importance of the Aarhus Convention⁹ for public engagement. The group were also shown a video produced by Shell which features experts from Imperial College London, Stanford University, the Climate Institute, the Bellona Foundation and Shell.

<http://www.youtube.com/watch?v=2vCydAK8a9k>

During the subsequent question and answer session, Bellona's interaction with other NGO's was discussed. Bellona suggested that some NGO's can be quite negative about CCS and even condemn the technology. Bellona finds this frustrating because often the NGO's against CCS are unable to provide a viable alternative to the technology, thus making it difficult to have a balanced debate on the topic.

The group also discussed the effect of delays on the project but Bellona highlighted that the European Commission has simply set arbitrary dates and therefore projects should just concentrate on taking steps forward rather than focussing on missed deadlines. The projects understood and agreed that the deadlines are somewhat arbitrary but they also felt that projects cannot go on indefinitely forever, so deadlines are needed and the projects need to try to meet them.

The Department of Energy and Climate Change (DECC)

The UK has set a target to reduce its greenhouse gas emissions by 80% by 2050, relative to 1990 levels, which will require a significant change to the current energy market in order to provide secure low carbon energy. This is an ambitious target considering currently 70% of electricity in the UK is generated from fossil fuel.

In 2010, DECC built the 2050 Calculator to help the public engage in the debate (<http://my2050.decc.gov.uk/>). The public can try out different scenarios to reduce UK greenhouse gas emissions by 80% by 2050.



Public awareness of CCS is very low in the UK and as a consequence, the government do not use academic research results on public perception to influence engagement activities, they instead provide information and

⁹ The Aarhus Convention is a multilateral environmental agreement which guarantees the rights of access to information, public participation in decision-making, and access to justice in environmental matters in accordance with the provisions of the Convention.

interactive tools to try to increase understanding and awareness. The projects agreed that some academic studies can be a little contrived when the academic is the one teaching the study group about CCS in the first place but some projects also pointed out that there needs to be some markers on public reaction to CCS and therefore some academic studies are useful. DECC stressed the importance of the government's responsibility to provide a confident message in CCS through providing the regulatory framework and funding for CCS.

The Biggest Challenges for an Information Campaign and Communication Tools Used

The **Porto Tolle** project has had difficulties in communicating about a commodity which cannot be seen or touched. Furthermore, the reason for not using gas instead of coal and the associated energy penalty with CCS has also caused difficulties when communicating with the public.

The Porto Tolle project has dealt with these issues by using communication tools which have the best effect in Italy. During the meeting the project presented some of their communication materials for the participants to analyse and discuss. The group were shown two adverts which have the strap lines:

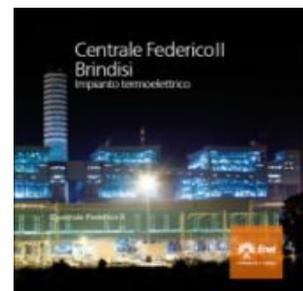


'If we start to change the future will follow.'

'Our energy will be powered by your dreams.'

The group were surprised by the use of a child in the advert, but Porto Tolle explained that there were no negative reactions to the campaign and images of family work very well in Italy. This was attributed to the importance of family within the Catholic religion, which is the dominant religion in Italy. The ROAD project advised that this kind of image would incite groups to comment negatively on the campaign, if that kind of campaign was used in the Netherlands. Don Valley suspected that the advert would not be received well in the UK because the power station shown in the advert was in such a beautiful rural location. Don Valley also suggested that the use of children would not be popular.

Porto Tolle moved on to show the info-graphics and glossy brochures used by the project operator, Enel. Most projects agreed that the glossy brochures would not work in their countries because the inhabitant's perception would be that the company had spent too much money and were therefore trying to 'sell rather than tell'. Porto Tolle remarked that the brochures are very popular in Italy. The group agreed that the differences in requirements for communication materials in each country are very interesting.



The use of glossy brochures by the other projects is limited and use of information sheets and leaflets is preferred. Examples of the leaflets and information sheets are presented in a previous thematic report¹⁰. The projects rely on their website as a key engagement tool.

Enel also has a model power station with capture unit on their website which has clickable links in different parts of the site which provide short videos on the specific section of the station. The interactive nature of this website engages the user very successfully.

(http://www.portotolleproject.com/visita_centrali/visita_centrale_portotolle)



All projects agreed that video clips and animations can be a very useful communication tool. Most of the projects have animations of the CCS process on the project's website and Porto Tolle offer a virtual tour of the pilot CCS plant in Brindisi. (<http://www.portotolleproject.com/tourcentralebrindisi/index2.html>)

¹⁰ Public Engagement report:

http://www.ccsnetwork.eu/uploads/publications/public_engagement_thematic_report_ccs_network-2-5-11.pdf.



The **Bełchatów** project suggested that at this stage, prior to the final investment decision the public know that there is no definitive commitment for the project to become operational and as a consequence the project suggested that it is difficult to identify the biggest challenge.

The project finds face to face interaction the most effective way to communicate with the public but the project has a 'what is CCS' video on the CCS page of the PGE website. This page also informs the community about the latest face to face events. The website and video is available in Polish only. http://www.pgegiek.pl/index.php/category/events_ccs/

The **Compostilla** project suggested that promoting a positive dialogue with stakeholders is a key challenge for communication, defining the language to use in communication is complicated and being a first mover project and thus being one of the first communicators in this subject is very difficult.

The Compostilla web home page successfully addresses these challenges because it has a mix of animation to show how CCS works and you tube videos which give a more detailed overview on CCS and the plans for the project. This project also benefits from publishing latest research from the academic partner, Ciuden, particularly because academic institutions are a trusted source of information. The website and videos are available in Spanish and English.

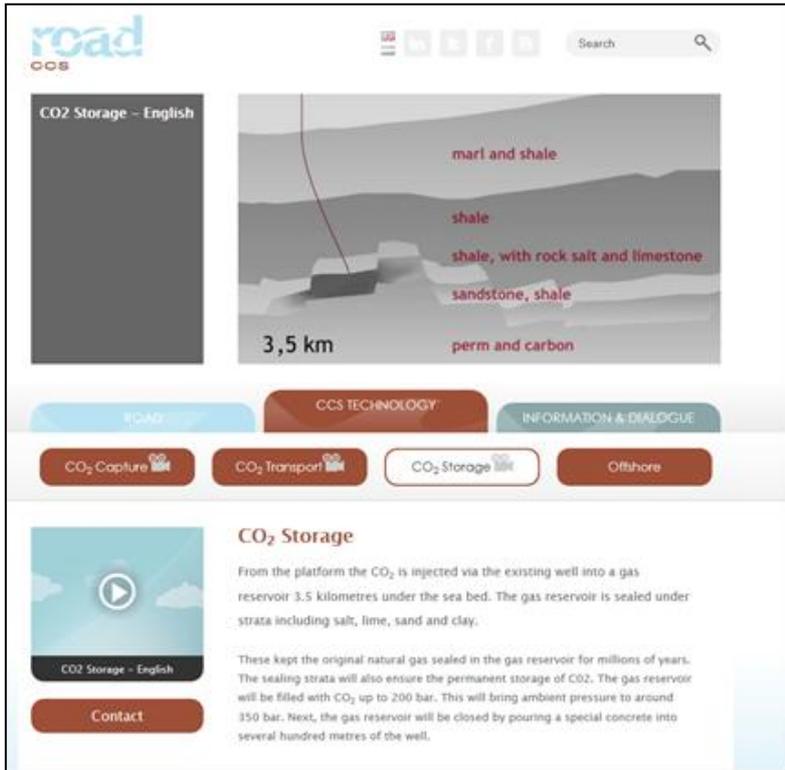
<http://www.compostillaproject.es/en>



The **Don Valley** project highlighted the difficulties in communicating the ‘unknown’ particularly when there isn’t even a power plant in construction. The project relies heavily on info-graphics, and information videos (http://www.2coenergy.com/dv_info_graphic.html) which illustrate mock-ups of the project. The website and downloads are available in English only. http://www.2coenergy.com/don_valley_power_project.html



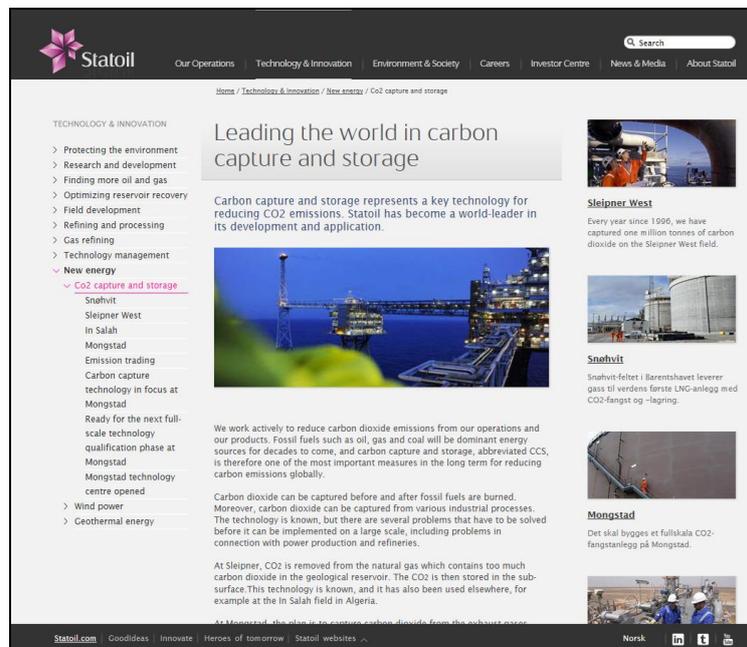
The **ROAD** project suggested that it was difficult to present balanced, trusted and unbiased information which cannot be questioned by the public. Their experience for providing information is to be careful not to appear condescending or patronizing.



The ROAD project uses animated videos to describe each technology in CCS. The site and videos are available in Dutch and English. <http://www.road2020.nl/en/>

The project owners of **Sleipner** are in the unique position of having a number of CCS projects and their website gives information on each of the projects as well as a general overview. A great deal of work has been done on the Sleipner site by academics so it benefits from the research published by other websites, for example the British Geological Survey, which has a page dedicated to the seismic data from Sleipner.

<http://www.statoil.com/en/TechnologyInnovation/NewEnergy/Co2Management/pages/carboncapture.aspx>



The screenshot shows the British Geological Survey website page for CO2 storage at the Sleipner field. The main content area includes a title, an introductory paragraph, a 'First CCS demonstration site' section, and a 'What is the storage capacity of the Sleipner field?' section. There are also several figures and images illustrating the project and the geological structure.

CO₂ storage — Sleipner field beneath the North Sea

With the release of the DTI's Carbon Abatement Technology Strategy, monitoring and learning from the existing underground carbon dioxide (CO₂) storage project at Sleipner in the North Sea becomes even more important (Figure 1).

Natural gas produced at the Sleipner West field naturally contains about 9.5% CO₂, which has to be removed to get the gas to saleable quality. Instead of venting the separated CO₂ to the atmosphere, where it would add to the greenhouse problem, Statoil, the operators of the field, and their partners decided to inject it down a 9 km-long well and store it in a porous and permeable reservoir rock called the Utsira Sand.

About a million tonnes of CO₂ per year is prevented from entering the atmosphere in this way, and a total of more than 11 million tonnes has been injected so far.

First CCS demonstration site

Started in 1996, the Sleipner project was the world's first demonstration of carbon dioxide capture and underground storage. It is of great interest to the international community because if the concept can be applied to power stations it holds out the promise of making deep cuts in global CO₂ emissions — without having to abandon fossil fuels.

BGS is among the organizations involved in monitoring and modeling the distribution of injected CO₂ in the Utsira Sand to check that it is behaving as predicted and is not migrating out of the intended storage site. This type of demonstration will do much to satisfy future legal verification requirements and allay public concerns about safety issues.

Time lapse 3D (4D) seismic data (Figure 2) were acquired in 1994, prior to injection, and again in 1999, 2001, 2002, 2004, 2006 and 2008 with around 11 million tonnes of CO₂ in the reservoir at the time of the last survey.

Spectacular seismic images have been obtained, with the plume of injected CO₂ imaged as a number of bright sub-horizontal reflections, above and around the injection point (Figure 3). The reflections are interpreted as wavelets from thin (just a few metres thick) layers of CO₂ trapped beneath intra-reservoir beds of shale. The data shows the precise subsurface location of the CO₂ plume and confirms that, so far, the CO₂ is confined securely within the storage reservoir.

In addition to the 3D seismic, other monitoring surveys have been deployed, including high resolution 2D seismic (in 2006), seabed gravity (in 2002, 2005 and 2009), seabed controlled source electromagnetics (CSEM) (in 2006), and seabed imaging and bathymetry (in 2006). Current research work at BGS is focussed on understanding detailed migration processes within the plume by relating the seismic signals directly to CO₂ distributions and amounts in the reservoir and history matching numerical flow simulations with the observed data.

What is the storage capacity of the Sleipner field?

Looking ahead, the Utsira Sand has an estimated pore-space volume of about $6 \times 10^{11} \text{ m}^3$. If only about 1% of this were utilised for CO₂ storage, this would be sufficient to store 50 years emissions from around 20 coal-fired or nearly 50 gas-fired 500 MW power-stations. The Utsira Sand is by no means an unusual geological formation in terms of its storage

Figure 1: Sleipner summary showing location map, cartoon of injection operation, and scanning electron microscope image of the porous Utsira Sand reservoir rock (images courtesy of Statoil and BGS). [CLICK TO ENLARGE.](#)

Figure 2: 3D seismic survey, showing acquisition vessel and subsurface 'order' of data (images courtesy of Statoil, Veritas and BP). [CLICK TO ENLARGE.](#)

Figure 3: 3D seismic survey, showing acquisition vessel and subsurface 'order' of data (images courtesy of Statoil, Veritas and BP). [CLICK TO ENLARGE.](#)

See also

- Introduction to carbon capture and storage (CCS)
- Carbon capture and storage (CCS) research
- Advanced seismic techniques
- UK CO₂
- Clean coal exploitation and unconventional gas

Hosted sites

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<http://www.bgs.ac.uk/science/CO2/home.html>

Questions have been raised to the EC regarding public engagement and the difficulties which some projects have had with engaging the public so the EC asked whether or not something could be done at a European level on the topic. The ROAD project highlighted that there are no silver bullets for engaging with the public and what works in one country may completely backfire in another. All projects agreed that engagement should be carried out at a national and regional level. They also agreed that engagement would be easier if Europe had a working demonstration project. Porto Tolle highlighted the benefits of having a pilot project which people could go and physically see and tour. The pilot plant is at the Federico II coal-fired plant in Brindisi, southern Italy and provides images for Enel's CCS brochures and other marketing tools. The plant also provides evidence that Enel is increasing its know-how prior to the construction of a large-scale demonstration plant.

Summary

There are a number of key challenges which all of the projects face. The Network's projects are the first mover projects and are communicating about a technology which is relatively unknown and undemonstrated, with the only one operational project to refer to (Sleipner). All projects have to consider extremely carefully the kind of language they use to communicate the project and they have to overcome the lack of trust the public may have of utility companies. The projects reiterated the requirement for an operational demonstration project in order to overcome key public engagement challenges.

The projects also highlighted 4 key considerations for preparation of communication tools:

1. The success of a communication tool can be affected by culture and will probably vary from country to country.
2. Communication should be done on a National or regional level.
3. Having something tangible to show, such as a pilot plant or like for like project is extremely helpful. Once the first demonstration project is operational, communication will be easier across Europe.
4. All projects agree that videos and animations can be very helpful.

The Messengers

Detailed consideration has been given to messaging on a European scale, a local scale and to the tools which enable these messages to be delivered. In this section the messengers, the team responsible for delivering the messages is considered to understand the number of people and the structure of the team required to provide the messages.

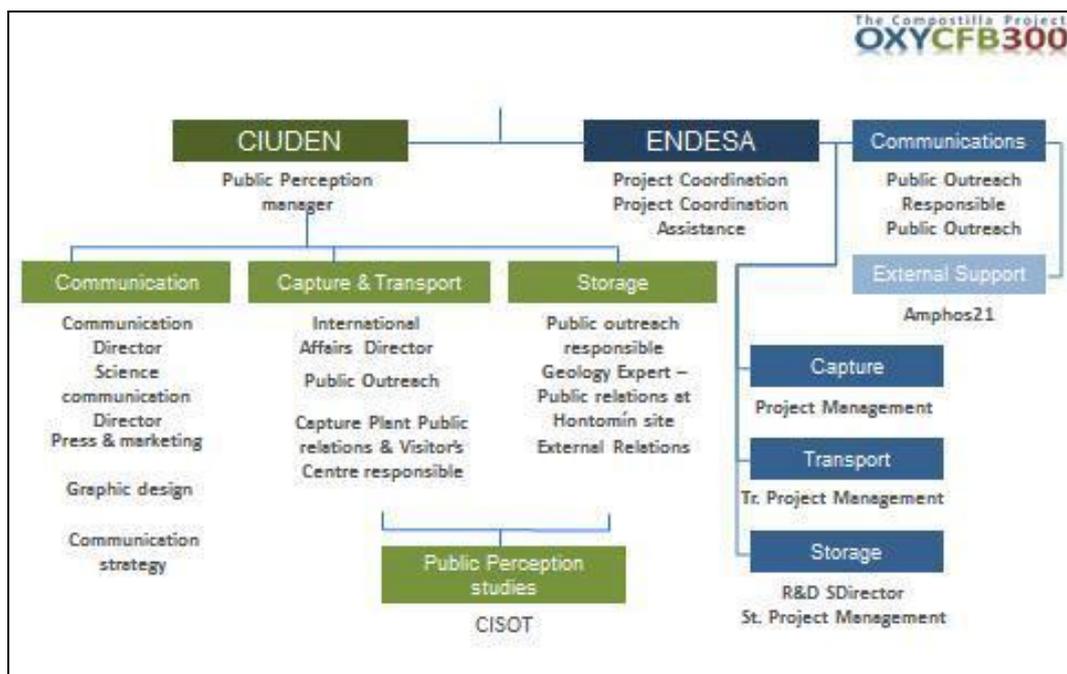
Belchatów

The project communication team consists of 4 primary staff and 3 further members who help out during events.



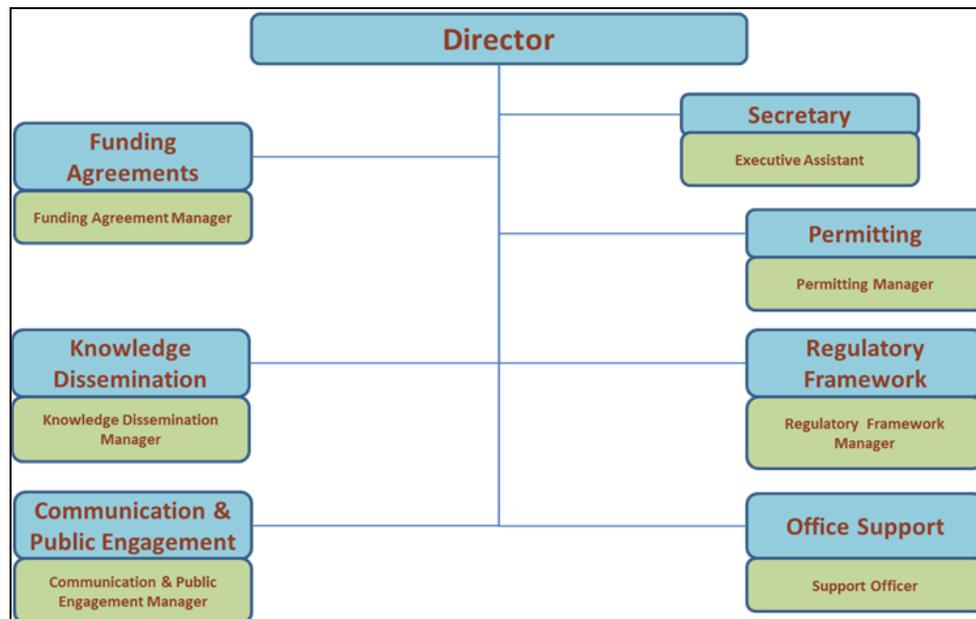
Compostilla

Ciuden is responsible for the public engagement within the project. There is a number of staff across Ciuden and Endesa which works on the communication for the project.



ROAD

The stakeholder management team is fully integrated into the project management team.



Porto Tolle

Enel have a communications team, an institutional engagement team and a media engagement team who dedicate a percentage of time to CCS activities. In this way Enel is able to involve in the project to ensure the proper communication strategy.

Don Valley

There are two full-time members at 2CO for public engagement and some staff members who provide assistance during the social community events. National Grid has a communications team which allocates a percentage of time to CCS.

Summary

Most projects have a dedicated communications team which works as part of the project management team and is fully integrated into the project. This is very beneficial because the communications team can work directly with the other project members to ensure that a synchronised message is used by all project employees. Most projects have quite a small team at this time with only 2-4 members carrying out public engagement. Compostilla has the largest public engagement team and benefits enormously from its academic partner, Ciuden. Ciuden carries out public perception studies and a great deal of the outreach for project. An academic institution is trusted much more than a utility and the public are much less likely to raise concern over the authenticity of the information provided by an academic institution.

The Porto Tolle project does not have a dedicated communications team. The communications for the project is carried out by Enel's communications team as part of the wider communication for the utility. This has been beneficial for the project because the communications team has been able to put the project in the context of other projects and a general overall mantra for the company, there is also a large resource of communications experts to draw on quickly if needed. However the project may require a more dedicated team as the project progresses.

Conclusion

Analysis of messaging throughout this report has highlighted the importance of consistent messaging. As highlighted in the introduction, most public engagement best practice guidance will cite the importance of understanding the local context of a site and tailoring activities and messages to meet those specific needs¹¹. The projects' own experiences also concluded that communication is most effective when done on a national and regional level as cultural differences between countries can play an important role in the success or failure of a message. These differences are even reflected in the types of tools used to communicate. However, the importance of messaging on a European level should not be dismissed.

Delays or cancellations of projects are causing doubts in the technologies safety and necessity and are also causing a decline in interest from the media, making engagement more difficult particularly as media has a very important role to play in the dissemination of information about CCS¹². The projects agree that it is vital a demonstration project becomes operational as soon as possible to act as a beacon in the context of future conversation and communication.

Projects use a variety of team models for undertaking communication and public engagement. Benefits are seen when resource is dedicated to the dissemination of information about the project both as a standalone entity and within a wider corporate context. Particular benefits have been experienced when partnering with academic institutions to undertake communication.

¹¹ 2012 Global CCS Institute Status Report <http://www.globalccsinstitute.com/publications/global-status-ccs-2012/online/48516>

¹² NearCO₂ Opinion shaping factors towards CCS and local CCS projects. http://www.communicationnearco2.eu/fileadmin/communicationnearco2/user/docs/WP2.1_Report_Final.pdf



The European CCS Demonstration Project Network was established in 2009 by the European Commission to accelerate the deployment of safe, large-scale and commercially viable CCS projects. The Network that has been formed is a community of leading demonstration projects which is committed to sharing knowledge and experiences, and is united towards the goal of achieving safe and CCS. The learnings that are gained will be disseminated to other projects, stakeholders and public to help gain acceptance of the technology –and support CCS to achieve its full potential as a vital technique in our fight against climate change.

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