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# Comparison of communication and public engagement in CCS projects worldwide

## Energy Transformed Flagship

Peta Ashworth, Judith Bradbury, Ynke Feenstra, Sallie Greenberg, Gretchen Hund, Thomas Mikunda & Sarah Wade

Bangkok, Thailand, 8<sup>th</sup> June 2011

Presented by Anne-Maree Dowd

National Research  
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## Sharing of experiences

***What has been your experience  
with communication and  
engagement on CCS?***

# This presentation

Introduction of the 5 case studies

Evaluation of cases

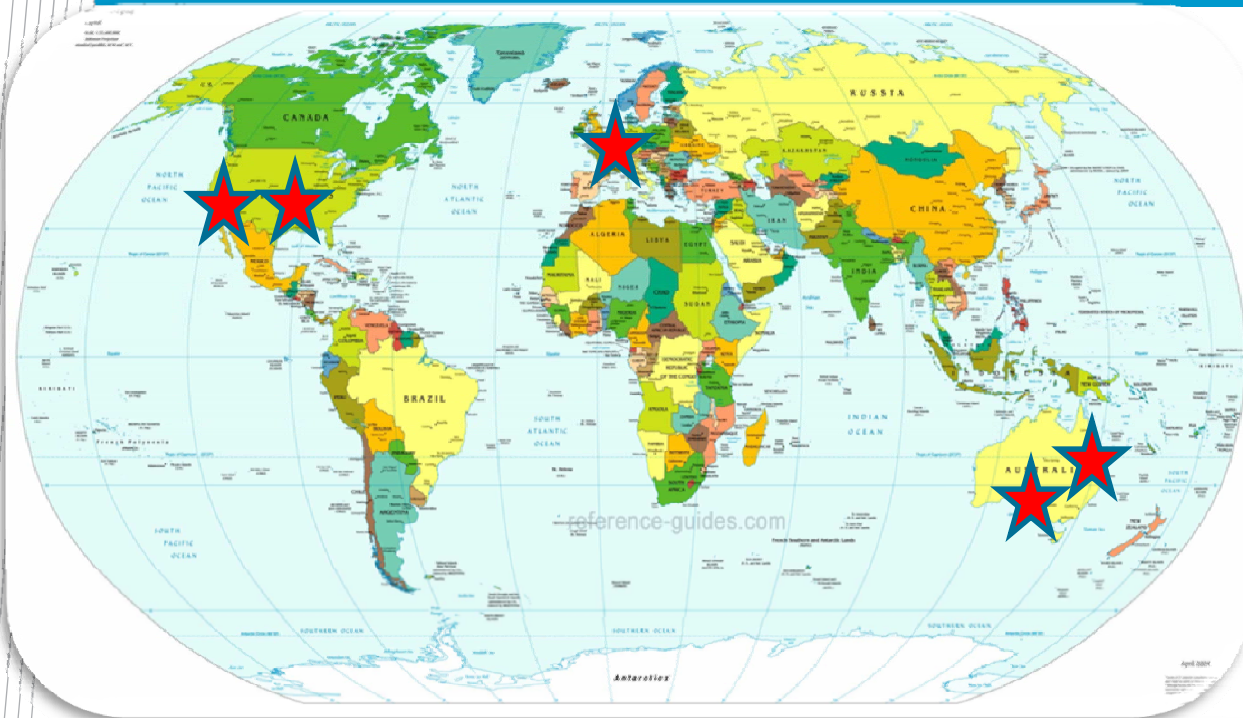
Main findings

Take home message

Toolkit



# 5 case studies worldwide



ZeroGen Project  
Otway Basin Project  
FutureGen Project  
Barendrecht Project  
Carson Project



# Current project status

## Otway, AU

Completed first phase of injection; monitoring to continue to 2015

## FutureGen, USA

Site selected Morgan County, Illinois.

DOE, which is committing \$1 billion in economic-stimulus funds to the \$1.3 billion project, has dubbed the new approach "FutureGen 2.0."

## Barendrecht, NL

After period of uncertainty cancelled in November 2010

## Zerogen, AU

Project dropped - ownership of ZeroGen was handed to an industry body, the Australian Coal Association.

- State taxpayers' investment \$102.5 million;
- Federal Government \$47.5 million towards the pre-feasibility study

*Department of Economic Development wrote down \$96.3 million of equity in ZeroGen as a loss in its recent annual report*

## Carson, USA

Project dropped - Project re-structuring and is now named 'California Project' in the mean-time

# How were sites selected?

## Otway, AU

- Research based selection; geological site characterisation

## FutureGen, USA

- Competitive process using extensive siting criteria to select from interested potential host communities

## Barendrecht, NL

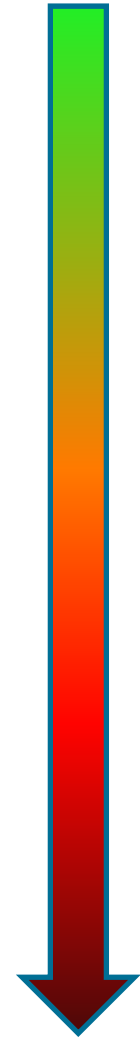
- Private industry selection, supplemented by grant award

## Zerogen, AU

- Queensland Government backed initiative, investigating best storage sites

## Carson, USA

- Private industry selection, based on commercial advantage of proximity to feedstock



# Communication, outreach & engagement

## Otway, AU

- Early focus on community acceptance & trust; consultation plan including education, community liaison and reference group

## FutureGen, USA

- Competition for siting (fostered community pride); access to technical experts; in-depth knowledge of community; multiple methods

## Barendrecht, NL

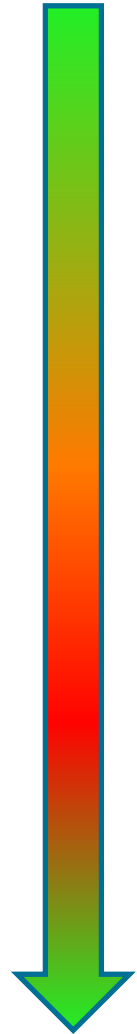
- Top down approach; no engagement in project design; reactive to opposition

## Carson, USA

- Extensive small meetings and low-key efforts, but (social) context not taken enough into account

## Zerogen, AU

- Building trust; identifying risks in stakeholder communication & responding to them; commitment to transparency



# Evaluation of case studies

- Translation *lessons learned* of individual case studies into list of 39 evaluation factors
- Evaluation factors = success factors
- Categorised in:
  - **Context**
    - National / state
    - Local
  - **Communication**
    - General
    - Informal
    - Formal
  - **Project design**
  - **Project management**



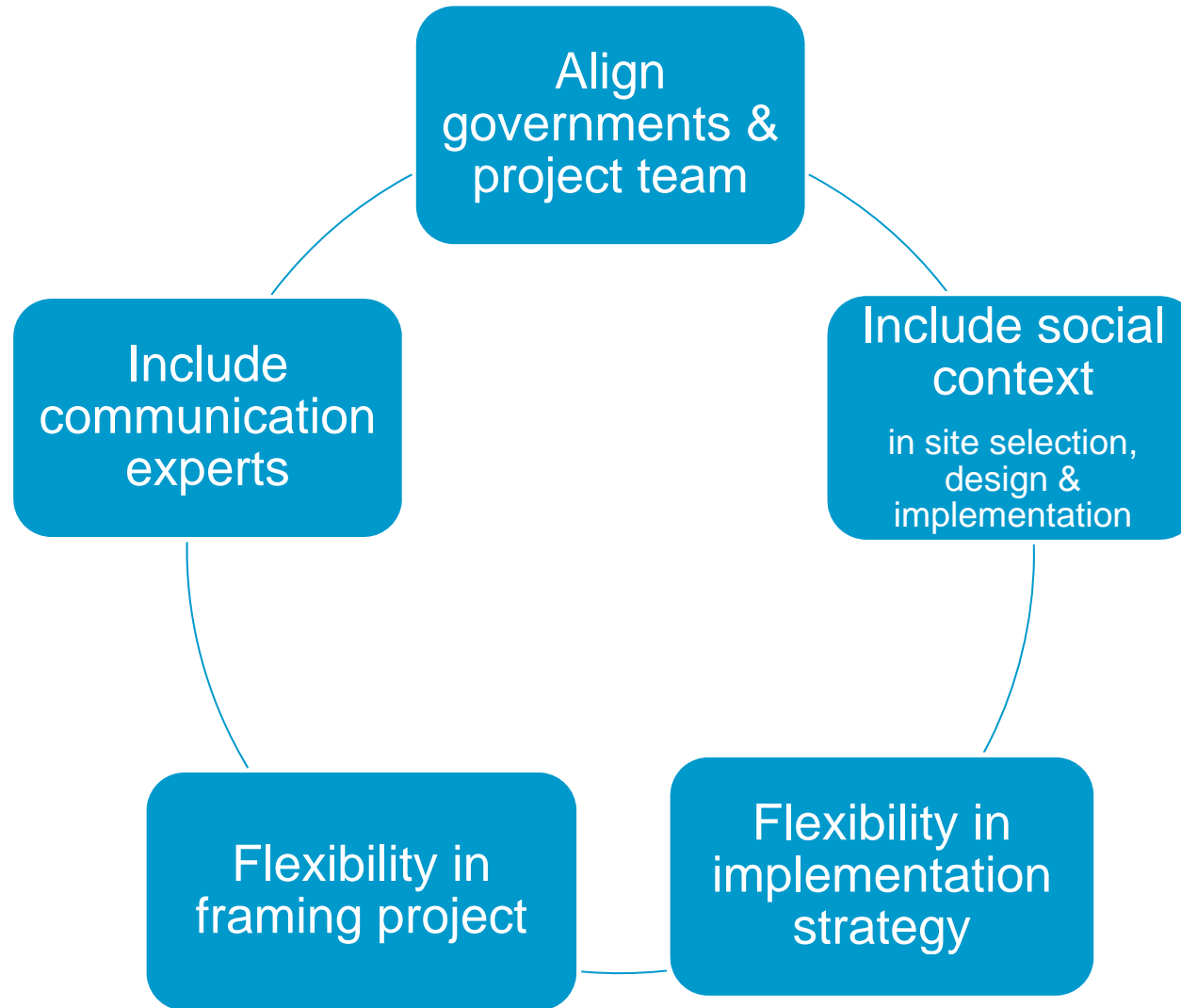


# Main Findings

- Best practice in **communications and outreach alone are not sufficient** to ensure successful CCS project deployment.
- A project's ability to **adjust** its planning and management **to its social context** is more likely to ensure a positive outcome for all involved.
- Successful projects **integrate communication and outreach as a critical component** of the project from the beginning.

# Lessons learned

## Project planning & management



## Planning & Management: Key Questions

- To what extent are the **key government** (national, state, local) **and project team** members **aligned**?
- Can the project developer affect the situation and **enhance coordination and a shared agenda**?
- Are communication experts/staff included as an **integral part** of the project team **from the outset** of the project?

## Planning & Management: Key Questions

- To what extent are factors related to ***social context*** included in:
  - Selection of a specific site
  - Project design and implementation
- What degree of ***flexibility*** does the project developer have in framing the project?
- What degree of ***flexibility*** does the project developer have in adjusting the implementation strategy?

# Lessons learned

## Communication, engagement and outreach

### Investigate

- Know community well
- Identify local benefits
- Identify all stakeholders

### Adapt

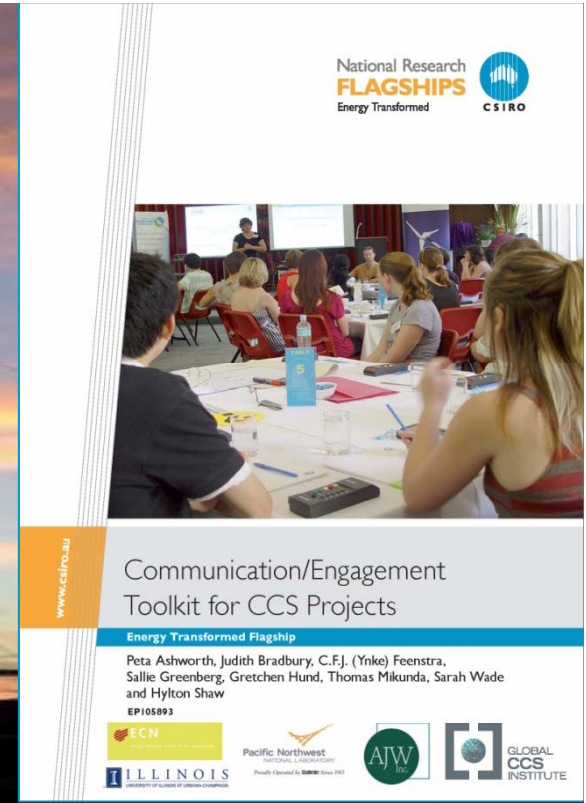
- Message & channels to community & stakeholders
- Include local benefits

### Engage

- Engage early!
- Two-way communication
- Unique factor - competition

## Take home message

1. The public will accept CCS, but not always
2. Communication, engagement and outreach alone is not enough
3. Ability to adjust planning & management to social context is crucial



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# Communication/Engagement Toolkit for CCS Projects

Energy Transformed Flagship

Presented by: **Anne-Maree Dowd**

(Authors: Peta Ashworth, Judith Bradbury, C.F.J. (Ynke) Freenstra, Sallie Greenberg, Gretchen Hund, Thomas Mikunda, Sarah Wade and Hylton Shaw)

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# Background

Selection of case studies based on:

- Geographical location
- Outcome of project

Individual case study reports

- Desk research incl media analysis
- Stakeholder interviews via common interview guide

Comparison case studies

- Listing factors influencing success
- Evaluation cases on these factors

**Development of a practical toolkit**

- **Based on lessons from case studies**
- **Input from people working in the field!**

**This  
presentation**

# Toolkit goals

- To assist in the design and management of communication and engagement activities around CCS projects worldwide
- Universal guide for CCS implementors:
  - To use at different stages & in various ways
  - Including methods & examples
  - Practical and informative



# The Toolkit

- **Content:**
  - Gathering social data
  - Stakeholder engagement
  - Communication Plan
- **Examples from the toolkit**

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## Communication/Engagement Toolkit for CCS Projects

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# Content (1)

## Gathering social data

Local context and local benefits must be known well

### What's in the toolkit:

- Explanation & possible working ways (quantitative & qualitative data)
- Worksheet to fill in by CCS project team
  - Demographics
  - Local attitudes to projects
  - Local impact of project
- Baseline survey
  - Who, what, why, when & how explanation
  - Examples of interview guide
  - Examples of internet & paper surveys

# Examples from the toolkit

## Gathering social data

### QUESTION 3: KNOWLEDGE OF CLIMATE CHANGE AND RELATED ISSUES

Please complete the following by circling the number that most closely matches your opinion.

How would you rate your knowledge of the following?	No knowledge		Moderate knowledge			High knowledge	
Climate change	1	2	3	4	5	6	7
Causes of greenhouse gas emissions	1	2	3	4	5	6	7
Government initiatives to reduce greenhouse gas emissions	1	2	3	4	5	6	7
Industry initiatives to reduce greenhouse gas emissions	1	2	3	4	5	6	7

### QUESTION 4: KNOWLEDGE OF ENERGY SOURCES AND RELATED TECHNOLOGIES

Please complete the following by circling the number that most closely matches your opinion.

How would you rate your knowledge of the following?	No knowledge		Moderate knowledge			High knowledge	
Wind	1	2	3	4	5	6	7
Carbon dioxide capture and storage (CCS)	1	2	3	4	5	6	7
Nuclear	1	2	3	4	5	6	7
Hydro-electric	1	2	3	4	5	6	7
Coal	1	2	3	4	5	6	7
Natural gas	1	2	3	4	5	6	7
Geothermal (hot rocks)	1	2	3	4	5	6	7
Solar	1	2	3	4	5	6	7
Biofuels	1	2	3	4	5	6	7
Oil	1	2	3	4	5	6	7
Wave/tidal	1	2	3	4	5	6	7

### WORKSHEET 1: LOCAL ATTITUDES TO PROJECTS

Has the community been subjected to large project proposals in the past?

CCS PROJECTS	YES ✓	NO ✓	LIST
Power plants (Coal, gas, nuclear)			
Wind farms			
Enhanced oil recovery			
Geothermal			
Solar farms			
Biofuels			
Other			

Have any surveys or research been done previously in the community in regard to a large planned project?

YES  NO

Have any local groups, websites or blogs been set up opposing or favouring a project in the past or presently?

LOCAL GROUPS	YES ✓	NO ✓	LIST
Websites			
Blogs			
Other			

# Content (2)

## Stakeholder engagement

Stakeholders should be engaged in the right ways and at the right moment (start early!)

### What's in the toolkit:

- Identifying stakeholders
  - Explanation
  - Worksheet
  - Stakeholder list example & worksheet
- SWOT analysis stakeholders
  - Worksheet
- Forming Independent Steering Group
  - Explanation
  - terms of reference
- Electing a community Liaison Officer
  - Explanation
  - Job description & newspaper advertisement example

# Examples from the Toolkit

## Stakeholder engagement

### FORMING AN INDEPENDENT STEERING GROUP (ISG)

#### Local Community Leaders

Many local members of the community would be valuable to have participating on the CLG. Community groups can be broken down into landowners, business owners, service providers and social groups. From each of these four groups, ideally one representative would be present. Depending on who is available within your community, you may not have access to this broad range, nor the interest from the community to participate. Therefore you may be forced to look wider than those outlined below.

#### Government Representatives

Local Council Representative

#### Media Representatives

Journalists from local radio, television, newspaper, magazine.

#### NGO Representatives

Social and Environmental Groups which are active in the community.

This Community Liaison Working Group should be formed early as possible in the life of the project after the stakeholders have been identified. This ensures that the community have

a visual point of contact to concerns to. By implementing early in the project, it can act to act in a reactive manner to media hype or propaganda with the project.

Ideally, this group will work with the CLO to meet, coordinate and manage any issues raised in the community. Its main goal will be to ensure that the public are involved about all stages of the project.

### COMMUNITY LIAISON OFFICER

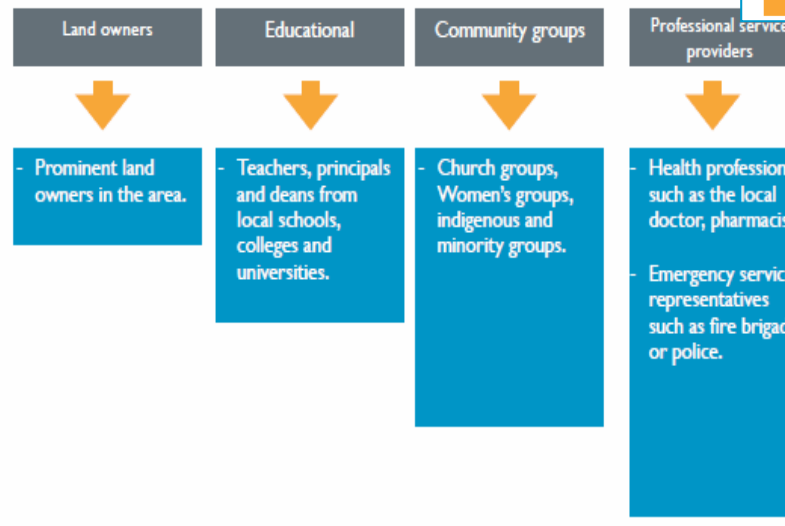
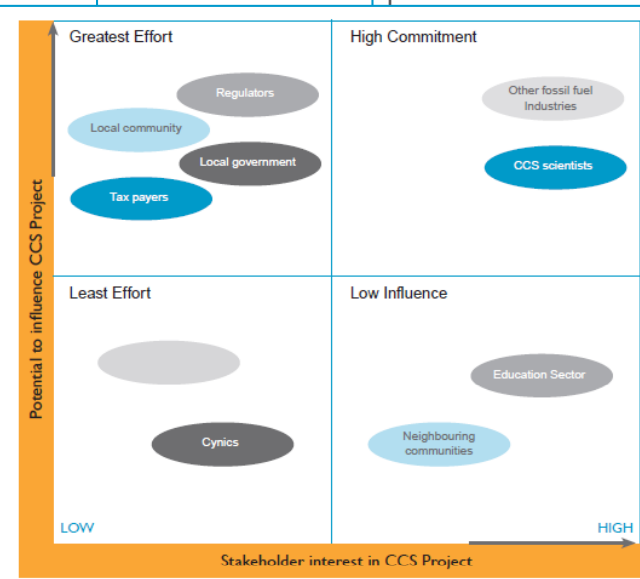
Opportunity for an experienced Community Liaison Officer [INSERT ORGANISATION OR PROJECT NAME] to be working closely with a variety of stakeholders across the local community.

The CLO's communications role and act as the link between local community and project developers in identifying key issues and project objectives.

The CLO requires demonstrated experience in community engagement.

Key responsibilities of the role include, but are not limited to:

- Identifying a variety of stakeholders
- Facilitating community meetings
- Responding to community enquiries
- Providing information and feedback for stakeholders
- Identifying and communicate grievances or issues



### Stakeholder Group of the Media

#### Strengths

- The ability to widely distribute project information to vast audiences.

#### Opportunities

- Promote communication and engagement through various types of media sources.

#### Weaknesses

- Lack of knowledge regarding technical information which can lead to misinformation being disseminated.
- The exposure of information before formal announcements are made.

#### Threats

- Disgruntled environmentalists contacting the media.

Stakeholders in different areas of

with excellent reputation and

# Content (3)

## Communication Plan

Communication experts!

A communication and engagement strategy should fit the context and be developed in an early stage of the project

What's in the Toolkit:

- Explanation
- Example
- Media release instructions
- Ideas for education about CCS

Insert a release date here (and time if needed)

Insert headline here [Needs to be attention-grabbing]

Insert body of text here

- The first paragraph should include the most important information, (who, what, where, when & why).

• Use direct quotes from reliable sources to provide a first person point of view.

### School Curricula

[www.keystonecurriculum.org](http://www.keystonecurriculum.org)

Individual lesson plans and resources for primary and secondary school students centred on climate status investigation including sequestration, population growth, sustainability, and emissions. Within the keystone curriculum, the main topic of climate change is explored through different subjects such as Social Studies, Language & Arts, Science and Math. An example of what types of lesson plans are available for each subject is listed below.

#### Social Studies

Teachers provide a stakeholder grid for students to use when evaluating public perception about an issue.

#### Language & Arts

Students complete an activity to encourage them to think about creative ways to take personal actions to reduce GHG emissions.

#### Science

Students will determine if CO<sub>2</sub> has mass through a scientific experiment.

#### Math

Students will illustrate the efficiency of different types of lighting in relationship to cost and light output through a wattage meter.

[www.keystonecurriculum.org/highschool/2009\\_lesson\\_intros/22\\_WedgeGame\\_HS09.html](http://www.keystonecurriculum.org/highschool/2009_lesson_intros/22_WedgeGame_HS09.html)

Keystone has also developed a "Wedge Game" for high-school aged kids. This game helps players to explore the types and magnitude of energy technologies that will be required to address climate change while meeting energy demand.





# Resources

The report is available at:

<http://www.globalccsinstitute.com/resources/publications/communication-and-engagement-toolkit-ccs-projects>

The individual case studies are available at:

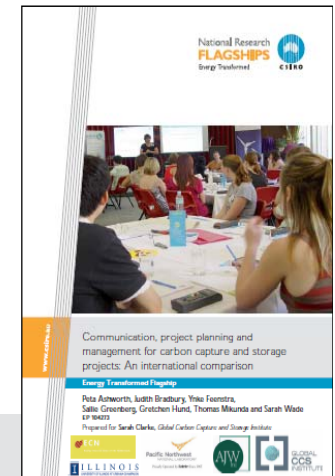
<http://www.globalccsinstitute.com/resources/publications/what-happened-barendrecht>

<http://www.globalccsinstitute.com/resources/publications/co2crc-otway-project-case-study>

<http://www.globalccsinstitute.com/resources/publications/carson-ccs-project-case-study>

<http://www.globalccsinstitute.com/resources/publications/futuregen-case-study>

<http://www.globalccsinstitute.com/resources/publications/zerogen-project-case-study>



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## *Interactive Activity*

**Please join your pre-assigned group members at one of the workshop tables**

*Read through the scenario*

*Start to develop your group's  
Communication and Engagement Plan*

## *Scenario: IGCC Plant with CCS*

You are a team of communication consultants who have been asked to scope a communication and engagement strategy for a new carbon capture and storage project.

The government today has confirmed funding for three new flagship projects. The company seeking your help is one of those flagship projects and has been allocated a large sum of public funds towards the project (2 billion euro or \$2.8b USD), for a new IGCC plant with CCS.

The project is proposing to store CO<sub>2</sub> in a saline reservoir that is situated near where the new IGCC plant has been proposed but will include some 100kms of pipeline. The plan is to have the project up and running by 2015.

Until now the project is only known to key stakeholders and no one in the community is aware that this under development.

## Scenario: IGCC\* Plant with CCS

Please consider the following questions:

- Given the presentations today what might you need to consider in relation to preparing the communication strategy for this project?
- Who do you need to talk to?
- What are you going to talk to them about?
- What might be the key messages for the projects?
- When will you begin the process of communication for each of the groups you have identified?
- What other considerations are needed to ensure the communication of the project is a success?
- Do you want the job? Why or why not?

**Please be prepared to present your responses to the rest of the participants.**

