

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 CO₂ 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

Group 1	Position/Job description	Organization, Country
Mr. Le Sambath	Geologist	CNPA, Cambodia
DR. Zhu Xueqian	Sr Geologist	SINOPEC, China
Mr Azran Jalil	Sr Engineer	PETRONAS, Malaysia
Mr. Amado Gusmao Soares	Sr Geologist	Timor - Leste
Mr. Anuchit Limsuwat	Policy Planner	DMF, Thailand
Ms Prapai Numthavaj	Dep Executive Director	PIT, Thailand
Mr Dinh Manh Quan	O & G Expert	PetroVietnam
Niran Chaimanee	Geo-envi. Sector Coordinator	CCOP TS

Challenges

- Conflict of interest between
Ministers - need to manage

0 Political challenges

2 ~~Pro~~
Burocratical challenges

3 Legal challenges

4 Public understanding very low

5 Land Settlement

6 Technical challenges



Challenges

G1

- Conflict of interest between Ministers - need to manage

① Political challenges.

2. ~~Points~~
Birocratical challenges

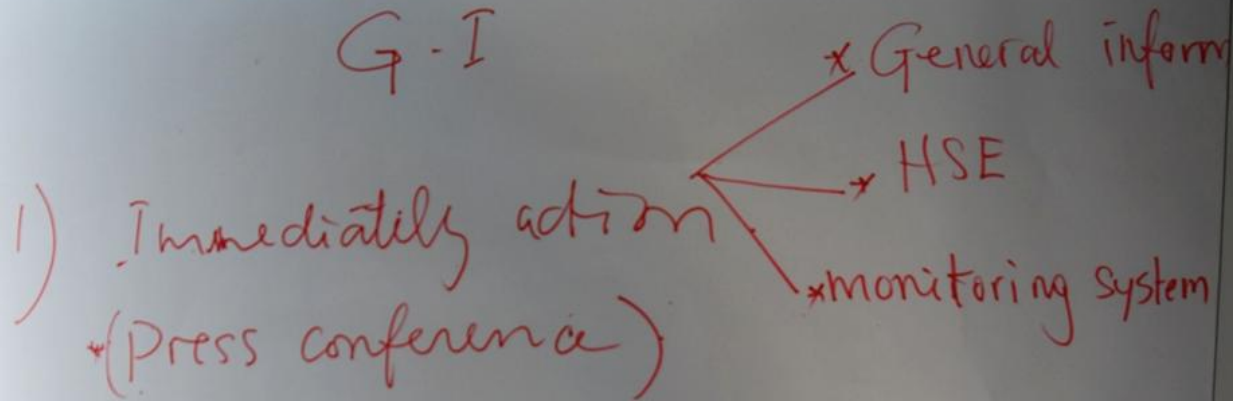
3. Legal challenges

4. Public understanding very low

5. Land Settlement.

6. Technical challenge

G-I



2). Gathering all the stakeholders for meeting

3). Forming a task force committee for implementation of communication & engagement plan

Group 2

Mr. Pham Xuan Tuyen	Deputy GM	PetroVietnam
Ms Nitida Nakaprecha	Envi. Scientist	PIT, Thailand
Ms Pornpimon Tumanoon	Geologist	DMF, Thailand
Dr. Witsarut Thungsuntonkhun	Petroleum Engr	DMF, Thailand
Mr Nazam Samsuri	Petroleum Engr	PETRONAS, MALAYSIA
Ms Yan Jin	Sr. Engr	SINOPEC, CHINA
Mr Sos Norun	Petroleum Engr	CNPA, Cambodia



- Policy makers

* Change of government

↳ Reactive approach

* Politicians

(Own Agenda)

(Opposition party)

- No clear Policy (CO₂ tax?)

- No clear regulations

- No host agency

Challenges/Barriers

Public Acceptance

"G2"

(Project already decided
so local community
may resist.)

— Many people don't believe in
CCS.

— Public Awareness/
perception (Worry)
(Victims, Risk, Safety)
— Conflict of interest
(Corruption)

- Policy makers

* Change of government

↳ Reactive approach

* Politicians

(Own Agenda)

(Opposition party)

- No clear Policy (CO₂ tax?)

- No clear regulations

- No host agency

Financial

↳ Policy (CO₂ Tax)

— Energy Price

Media

↳ Well Informed

— Info.

— Public concern

— Questions??

(HSE)

- Explain Important of Project ^{G2} _{Require Power}
- Explain Benefit of Projects to the communities _{Clean Tech}
- 3rd Party Expert to explain about technology,
 - H) SE concern & Mitigations
 - Ensure HSE issues (Call Center & All info can find from website)
- Series of meetings _{with communit}
- Set up steering committee _{Experts, Academics, local community, govt}

Group 3

Ms Marivic Azurraga	Geo-info Sector Coordinator	CCOP TS
Mr Neil O. Pesa	Sr Geocientist	DOE, Philippines
Dr Trin Intraprasong	Geologist	DMF, Thailand
Ms Kanchana Langkapin	Geoscientist	DMF, Thailand
Dr Phisan Santitamnont	Asst. Professor	Chulalongkorn Univ, Thailand
Mr Vu Tu Hoai	Process Engr	PetroVietnam
Mr Heri Hermiyanto	Researcher	Geological Agency, Indonesia
Mrs. Bongkoch Kittisompun	Director	Thailand Green House Gas Mgmt Org

EPPM - P2W6

* Barrier / Challenges

Policy Makers / Politician

- Regulations
- Policy Guidelines on CCS
- Different regulations being implemented by various government agencies (DMT, DOE, DENR etc. regulators)
- Policy, Insurance and legal

Media

- Bad Publicity

EPPM - P2W6

G3

* Barrier / Challenges

Policy Makers / Politician

- Regulations
- Policy Guidelines on CCS
- Different regulations being implemented by various government agencies (DMF, DOE, DENR etc. regulators)

Financial, Insurance and legal

- Policy

Media

- Bad Publicity

Education

- Language Barrier

General Public

- To find/identify key person (~~com~~ leaders)
- Public Acceptance

Project Specific

- HSE issues / acceptance
- Financial / Technical

Group 4

Mr Nguyen Canh Thuan	Process Engr	PetroVietnam
Dr Suntorn Pumjan	Asst Professor	Chulalongkorn Univ, Thailand
Mr Ranaiwat Nittarak	Engineer	Dept of Alternative Energy, Thailand
Ms Kanitta Danudom	Sr Geologist	DMF, Thailand
Mr Dan Emmanuel Montealegre	Geoscientist	DOE, Philippines
Ms Letty Brioletty	EOR Expert	Lemigas, Indonesia
Mr Yang Xiuxiang	Sr Reservoir Engr	SINOPEC, China
Mr Rongphet Bunchuaidee	Sr Official	Thailand Green House Gas Mgmt Org

challenges

- 4) Language barriers
— Local context
- A) Support from the government & politician
+ CO₂ tax
- 3) Technical Challenge
- 2) HSE challenge
- 5) Collaboration Challenge
- 6) Job opportunities

+ IEC - Information G4
Campaign Educator
Communicator

(Technical / Gov / Local ← Stakeholder)

\$ Work level by level
(National / State / Local)
Province

+ Local community need.
(Listen → accommodate)

challenges

G4

- 4) Language barriers
— Local context
- 4) Support from the government & politician
+ CO₂ tax
- 4) Technical Challenge
- 4) HSE challenge
- 5) Collaboration Challenge
- 6) Job opportunities

Group 5

Dr Luo Zuoxian	Sr Economist	SINOPEC, China
Dr Kim Jeong Chan	Director	KIGAM, Korea
Ms Elga Anita Torrezao Pereira	Director	State Natural Resources, Timor Leste
Dr Siree Nasakul	Sr Petroleum Engr	DMF, Thailand
Ms Sukamon Prakobchat	Scientist	Dept of Alternative Energy, Thailand
Dr Athikom Bangviwat	Assistant Director	King Mongkut Univ, Thailand
Mr Chatri Moonstan	Sr Program Officer	Norwegian Embassy, Bangkok
Mr. Khumgrich Tantravanich	Director	Energy Regulatory Commission, Thailand

Challenges

- Adoption of a carbon tax
- Co-ordination between Ministry offices (environment/energy/water + industry).
- Availability of stakeholders
- Extreme opposition (mitigate through using other NGOs to communicate support)
- Automatic opposition - always say NO to EVERYTHING



- SUCCESS STORY

G5

- Clear Liability/Insurance
With Full Government support

- Extended the Field life by
injected CO₂ back TO Reservoir
to increase the production.

- Create job opportunities