### 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  $CO_2$  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

### Use your copy of the toolkit

#### Communication and engagement Plan – Example

	1			Y	YEAR I	<i>i</i> ]	YEAR	12	Y	EAR 3		YEAR	14		YEAR 5		YEAR 6	6	YEAR 7		YEA
		To Note	Suggested Activities	1 2	2 3	4	1 2 3	3 4	1 2	2 3	4 1	2	3 4	1	2 3	4 1	2 3	4	1 2 3	4	1 2
Influential Others																					
Policy Makers	Federal; State	Includes environmental, health, minerals, energy, science, technology and innovation portfolios	Presentations to Government Departments – understanding by key government figures is integral to the success of the project and this group v need to be proactively target	w.csiro.au		E	Dr.O		-+	tir	$\sim$	ali	n (		for			C			
Politicians		Should be extended to all parties	Workshops for politicians and their researchers - Politicians have expresse an appetite for information on the top				Proj				110	ZIII	IC	-	101		. ب	5			
		Ser proc.	climate change and energy technologie Need to run short sharp workshops to allow them time to ask questions and understand complexity of carbon issue		11	Vatio	ional R	lesea:				s	tages	and	processe	s that	occur d	during	utlining the	oject.	
Financial, Insurance, Legal	International; National		Personal invitations CEO breakfast meetings — host a series of breakfast meetings to target key stakeholders in this group. Small groups will allow for more interactive discussion and dialog		This timeline is a guide only and can be tailored to bes suit the needs of the project.  Project Timeline for CCS								o bes	t							
			Individual presentations to stakehold group - similar to government these groups will require specific information around which to base their decisions		5	Regional studies			ne tial sites		In-depth assessme potentia	ent of	ar re				olders	) p	Establish a communication plan for stakeholders	$\nearrow$	Orgoing monitorin evaluation project
			Keynote speaker roles at internations conferences - interest in the development of these technologies is global and therefore investment should		•	storage a		within t	the area		character potential	risation of	Lei Su	roups ar epresen	and ntatives	stakeh	Į.	P ar ar	consultation through public engagement and communication activities	igh v t li n i	with key st local comminternal sta
	1		not be limited to Australian waters	Ш			w literature ate capacities	researci to locat	ch in relatio	ion - R		ssments pre-existing	inc	depend	dent steering ith varied	a stake examin	y your olders throug sholder map sing the level of ce and interes	gh co for an est b	Develop a communication plat that includes dates and activities. Include briefings to	in d	communic and amend according feedback Continue
Media	National; State; Local		Workshops for journalists across Australia - proactive communication v this group is essential to ward against opportunities for misinformation. Sma groups will be more effective and offer to transport them to the site while it is being developed will be essential					Examine which y present to the present findings	sibility that woul uired se ways in	old - B - ic ir to tion o	impacts are to the con through the of social di Examine for views of the	surveying ritical is sues nd benefits mmunity the collection data fundamental	- Ac a c s to ma rel the the de	client lis o establi naintain elationsi		in the p - Perform analysis	project at han m a SWOT s of each of takeholders	ana. ka g d in	key politicians and government, public displays of information, public meetings, news lette op en days, worksho	ers, ops	meetings/ within cor Provide in updates of Host ope provide at transpare ongoing p

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 OPolitical challanges. 2. Poro Cratical challages 3. Legal challages 4 Publick undestanty very low 5. Cant Cottlament. Technical challage

\* General inform (Press conference) 1 \*monitoring system 2). Gathering all the stakeholders for meeting 3) Forming a taskforce committee for Implimentation of Communication & Engagement plan

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				



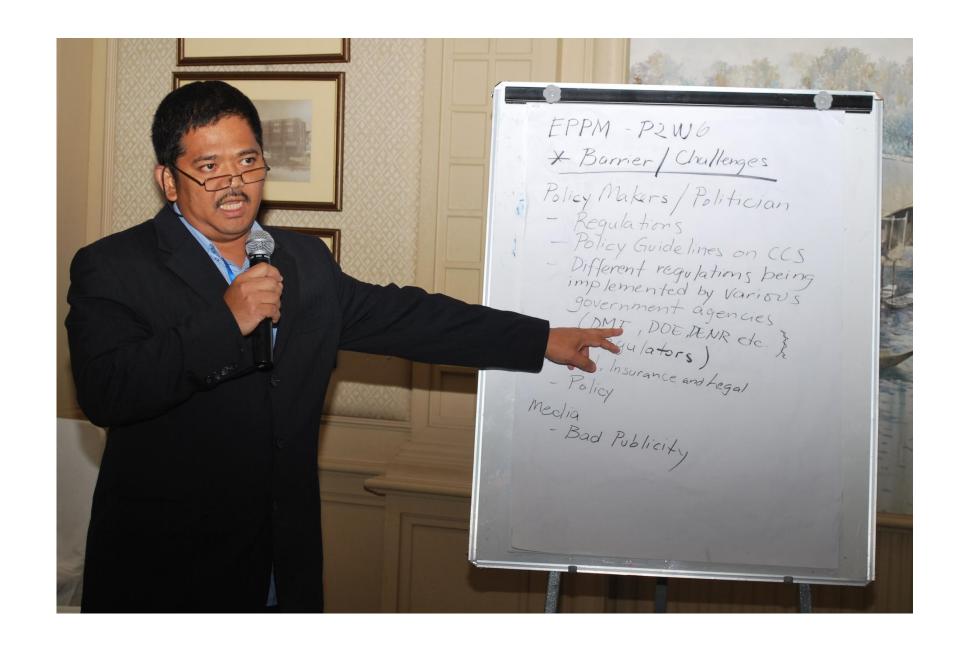
Challenges/Barriers.
Public Acceptance (Project already decided To local community
may resist.)
Many reople don A believe in ublic Awareness/ Perception (Worry (Victims, Risk, Enfety) - Conflict of intervest

Policy makers \* Change of Dovernment \* Politicians approach (Ovon Agenda) (Opposition party No clear Policy (C2 tox? No clear regulations No host agency

Financial L Policy (C) Tox - Energy Price /V (edin Mell Inform Info. Public concern Quesions??

Explain Important of Project Require Clean tech Explain Benefit of Project to the communities 3 Party Expert to explain about technology, +) SE conwin 8 Mitigations - Ensure HSE issues (Call Center & Allingo can find from website) - Service of meeting with commit - Set up steering committee; Total community, gove

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 - PZWO \* 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/indentify key

Person (com leaders)

Public Acceptaince

Project Specific - HSE issues acceptance - Financia/ /Technica/

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	Geoscientist	DOE, Philippines				
Montealegre						
Ms Letty Brioletty	EOR Expert	Lemigas, Indonesia				
Mr Yang Xiuxiang	Sr Reservoir Engr	SINOPEC, China				
Mr Rongphet	Sr Official	Thailand Green				
Bunchuaidee		House Gas Mgmt				
		Org				



TEC - Information G4
Compain Edwarton
Communication Technical/Gov/16001 Stakeholy I Work level by level National / States / Gcal Local community need. (Listen Jaccomodale)

challenges Local Context Despost from the government spolitician + co top 3) Technical Challenge 3) HSE challenge 5) Collaboration Challenge 6) Job oppostunities

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				



- SUCCES STORY Clear Liability Insurance With Full Bovernment support Extended the Field life by indected CO2 back 70 Veservour to increase the Production. Create Job Opportunities