



DISCUSSION PAPER ON COMMUNICATION AND PUBLIC OUTREACH

Presentation to the CSLF Policy Group

Mondher BenHassine
September 27, 2005



Natural Resources
Canada

Ressources naturelles
Canada

Canada 



BACKGROUND

- CSLF Policy Group (PG) members noted that public acceptance will be key to the successful deployment of CCS technologies
- PG expressed that public communications and outreach should be a priority of the group
- In January 2004 the CSLF Secretariat was tasked with developing a short report on public outreach
- Report discussed at last PG meeting, where Canada agreed to co-ordinate a more comprehensive piece for consideration in September 2005.





BACKGROUND (Cont.)

Secretariat report noted:

- CSLF public outreach activities should support member governments, based on the following principles:
 - Be responsive to the differing needs of Members
 - Ensure the greatest possible objectivity and credibility in all information
 - Support members by providing objectivity and credibility in all information
 - Support members by providing a large and common base of information
 - Reduce the costs of public outreach through costs sharing
 - Provide a forum for information exchange among members on public outreach





THE REPORT

- Co-ordinated electronically with input from 4 member countries
- Includes:
 - Inventory of current practices
 - Considerations
 - Recommendations to members
 - Recommendations to the Policy Group





SUMMARY OF CURRENT PRACTICES

- Development of educational materials
- Use of websites for two-way communication
- Greenhouse Gas Mitigation Strategy Documents
- Field project outreach activities
- Public attitudes and concerns surveys/focus group studies
- Involvement of key government officials
- Information sharing meetings/briefings/workshops with stakeholders
- Establishment of Multi-Stakeholder Working Groups





SOME CONSIDERATIONS

- Identified by members as an important area
- Responses seem to indicate:
 - Limited activity to date by most members
 - Experience and expertise not widespread among members
 - Generally, the public is not well informed on CCS
 - Regional issues versus national issues
 - Involvement of stakeholders is important
 - Public surveys have provided some important cues





MEMBERS MIGHT CONSIDER:

- The development of educational materials
- Surveys to obtain baseline information on attitudes
- Briefings/workshops to provide information as well as solicit feedback
- Identification of key stakeholders and the formation of a multi-stakeholder group



Natural Resources
Canada

Ressources naturelles
Canada

Canada 



RECOMMENDATIONS TO THE PG

- The issue of public communication and outreach be given higher profile by the Policy Group
- The CSLF play a role in the development of broader information on:
 - the issue of climate change and how CCS serves as a mitigation measure relative to other approaches
 - the benefits of CCS technology in reducing GHG emissions
- The CSLF web-site be used as a repository of information that members could draw upon to encourage the development of outreach approaches and activities





RECOMMENDATIONS TO THE PG (Cont.)

- The CSLF web-site provide information on the global challenge of climate change and the potential role of CCS as a GHG mitigation option
- Consider approaching the IEA on the possibility of quoting certain excerpts of their study on prospects for CCS
- Members start to identify public communication and outreach experts within their countries who could help with the development of plans/initiation of activities and could also dialogue with experts of other member countries.





RECOMMENDATIONS TO THE PG (Cont.)

- The Secretariat compile a listing of public outreach experts from member countries, based on input from members and include them in any stakeholder registry/database that may be developed.
- These experts be involved in the provision of recommendations to the Policy Group.
- Members be encouraged to develop public outreach approaches and activities, according to their own circumstances and that they share this information with other members through the Secretariat, as activity is initiated





RECOMMENDATIONS TO THE PG (Cont.)

- Members provide updates to information provided through the Secretariat, as new activities are developed and/or learnings are gleaned.
- The Secretariat report back to the Policy Group on the status of these and related activities at the next Policy Group meeting
- Member countries should also be encouraged to provide updates on public outreach activities at Policy and Technical Group meetings or Joint Group meetings.

