



Public Perception, Outreach & Education

CSLF Capacity Building Workshop – Issues that Impact CCS



www.nrcan.gc.ca

Anne-Marie Thompson
Program Manager – CO₂ Storage
Natural Resources Canada

January 29, 2008



Natural Resources
Canada

Ressources naturelles
Canada

Canada

Outline



- Public Perception & Role of Communications
- Carbon Capture and Storage Communications Workshop
 - Key Findings
- Activities
 - Public Perception Research
 - Case Study – Australia’s Otway Basin Project
- Policy Direction & G8 Summit
- Keeping CO₂ Safely Underground

Public Perception & Role of Communications



‘What is CCS?’

‘What are the risks associated with it? Groundwater contamination? Leakage?’

‘Who will oversee regulatory issues? What are the future impacts?’

‘Why me?’

- ‘New’ technology
- Need to Think Locally – As focus turns to specific projects, decisions will be made on local grounds
- Potential for Volatility – Lack of actual projects and low awareness means that the possibility for shifts in public attitudes remains high
- Importance of large-scale projects in shaping national attitudes towards CCS
- Dangers of *ill-conceived* Public Outreach and Communications strategies



David M. Reiner
Judge Business School, University of Cambridge
(Research Associate, MIT Laboratory for Energy & Environment)

Carbon Capture and Storage Communications Workshop



- International experts meeting held in Canada in Fall/07
- Carbon Capture and Storage Social Research Network (C2S2RN)
- Focus on public perception research and role of communications
- Communications lessons learned from other sectors
 - coalbed methane
 - power transmission sector



Key Findings



- Once formed, opinions can be slow to change
- Understanding of CCS remains low
- Balanced, valid and accessible information from a range of sources (industry, governments, research organizations, NGOs)
- Face-to-face dialogue is the most effective way to communicate



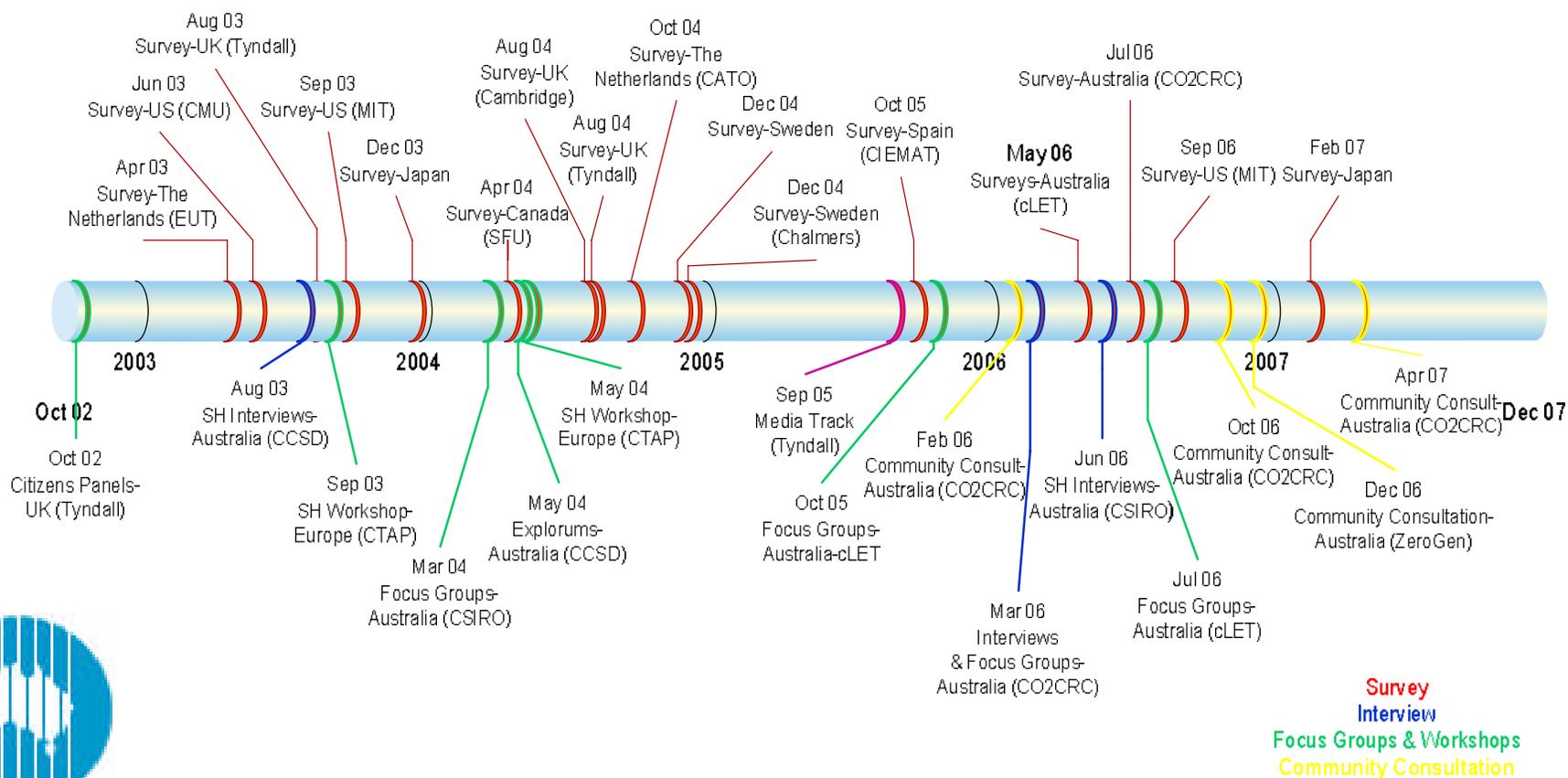
Key Findings



- Communication must be set in the context of climate change
- Stringent MMV & Regulation should be an integral component of any CCS project
- CCS should not be implemented at the expense of investments in renewable energy

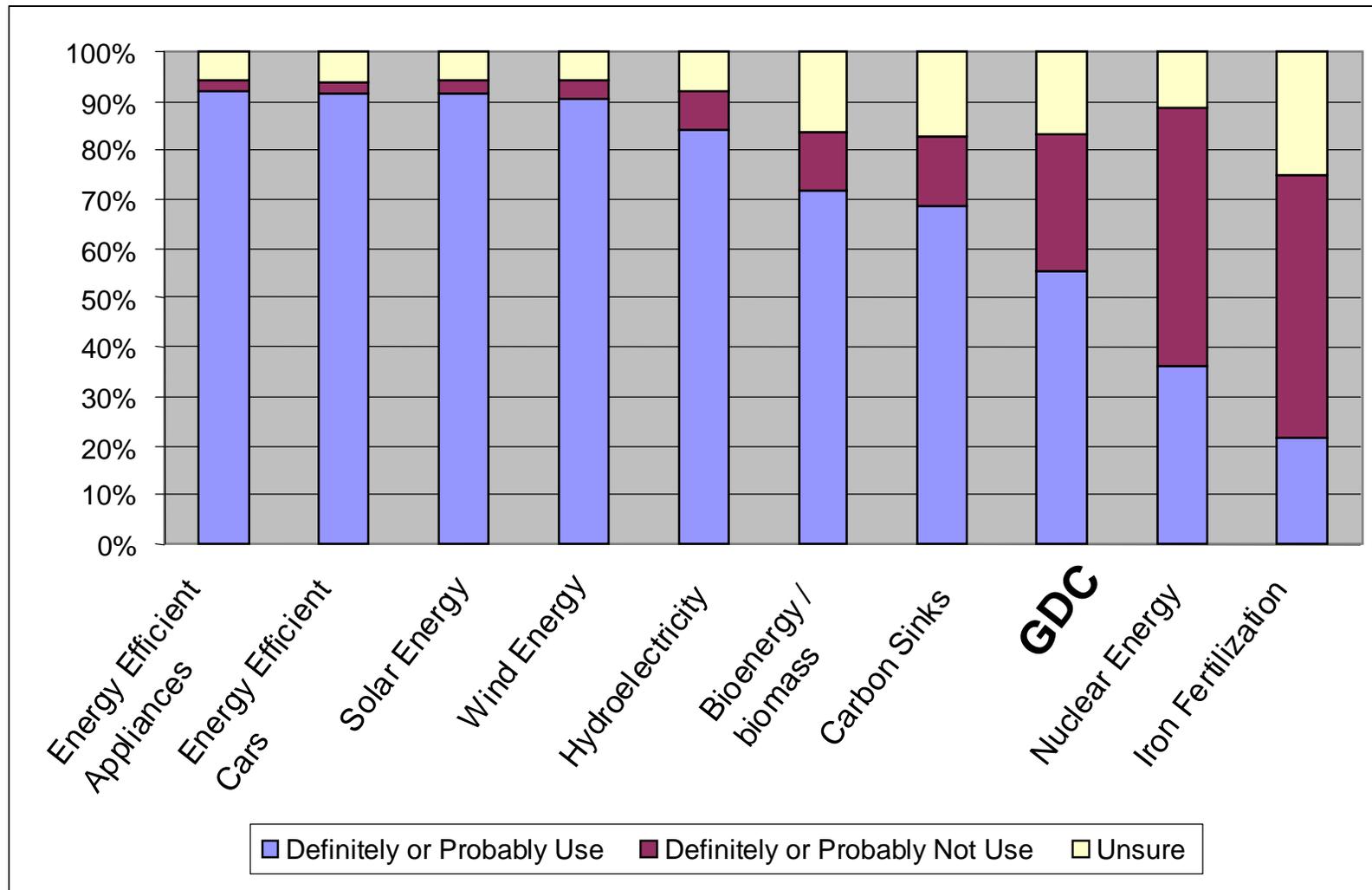


Public Perception Activities



CSIRO

Canadian Survey Results (Sharp et al., 2005) Energy Technologies that Respondents Would Use in a Climate Change Strategy



The logo for CO2 CRC features the text 'CO2 CRC' in a bold, sans-serif font. The '2' is stylized as a blue wave that flows from the top left, under the 'O', and then under the 'C' and 'R'. The background of the logo area is a light blue sky with white clouds.

CO2 CRC

COOPERATIVE RESEARCH CENTRE FOR GREENHOUSE GAS TECHNOLOGIES

Reducing carbon dioxide emissions to the atmosphere

Australia's Otway Basin Project – Applying Social Research to Communications

Case Study - Australia

CO2CRC COMMUNITY ENGAGEMENT

- Establishment of a reference group to provide in-depth consultation
- Three-monthly public and reference group meetings
- Distribution and analysis of informal questionnaires following meeting meetings to gain additional feedback and track issues
- Community newsletter issued every three months (in between meetings)
- Face-to-face meetings with key landowners
- A CCS/demonstration project DVD
- Brochure and fact sheets, web page
- Hotline to community relations manager for community in project area

CO2CRC COMMUNITY ENGAGEMENT

- Substantial positive project coverage in local media
- Risk/ issues management plan to address perceived risks
- Identify and track issues through:
 - periodic social research
 - through meetings/ Q&A sessions
 - informal questionnaires
 - media monitoring
 - use simple, non-technical language
- Dedicated, media-trained spokespeople to respond to stakeholders, community and media

Benefits of Communications

- Encourage ongoing engagement over the life of the project
- Meaningful consultation with community
- Provides ongoing avenue for two-way communication
- Becomes as a conduit between proponent and landowners
- Assists with early identification of emerging issues
 - Can address issues and communicate positive messages about the project
- Enhances proponent's credibility within the community
- Trust Building with the Nirranda community
 - Over-riding principles: the residents in the project area are always the first to hear new information about the project; and they receive that information directly from CO2CRC

High Level Policy Direction



- Educating the public on CCS is one of five high level recommendations to the G8 leaders on CCS
- Focus on linking CCS to reduced environmental impact and continued economic growth
- Stated need for committed resources

G8-IEA-CSLF

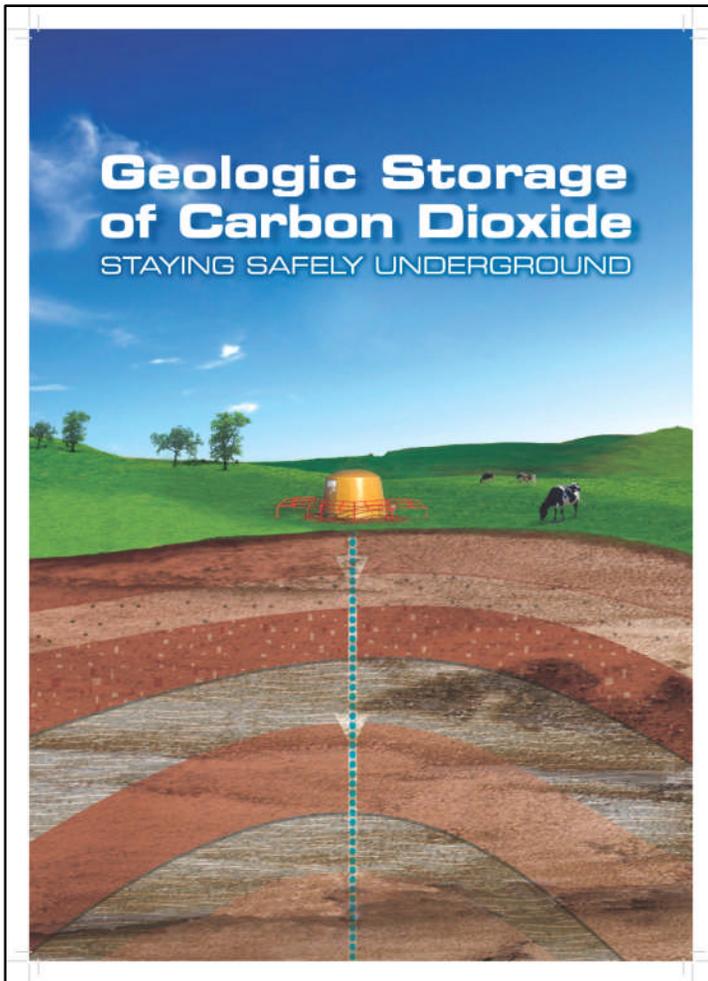


3RD WORKSHOP
**EARLY OPPORTUNITIES
FOR CARBON CAPTURE
& STORAGE**




CALGARY, CANADA
NOVEMBER 27 & 28
2007

Geologic Storage – Staying Safely Underground



Commissioned by
International Energy Agency (IEA)
Working Party on Fossil Fuels
with funding from Chevron, CO2CRC,
the IEA GHG Weyburn-Midale CO₂ Storage
and Monitoring Project, and Rio Tinto

Developed by Bluewave Resources, LLC
Graphics courtesy of CO2CRC

Questions to Ask Project Developers



1. How much CO₂ will be injected, at what rate, and over what period?
2. Into what geologic formation will the CO₂ be injected?
3. What alternative sites were considered for CO₂ storage and injection?
4. What studies were conducted of the storage reservoir and the alternatives?
5. How will the CO₂ be trapped in this formation and what evidence is there?
6. What seals exist between the storage formation and usable groundwater?
7. What monitoring activities will be conducted and by whom?
8. Who will be liable for leaks and what will be done by whom to fix any detected leaks both during and after injection?
9. What precautions at closure to will ensure continued safe storage?
10. What aspects of the project are regulated and under what authority?