



Roundtable: Outreach on Critical Issues

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Panel Introductions

- ***Victoria Osborne, Striker Enterprises, United States***
- ***Dominique Van Gent, South West Hub Project, WA Department of Mines and Petroleum, Australia***
- ***Bill Spence, Shell, Netherlands***
- ***John Nayton, Nayton Communications, Australia***



What Is Public Outreach?

- **Public outreach = Making an effort to understand, anticipate, and address public perceptions of and concerns about CO₂ storage**

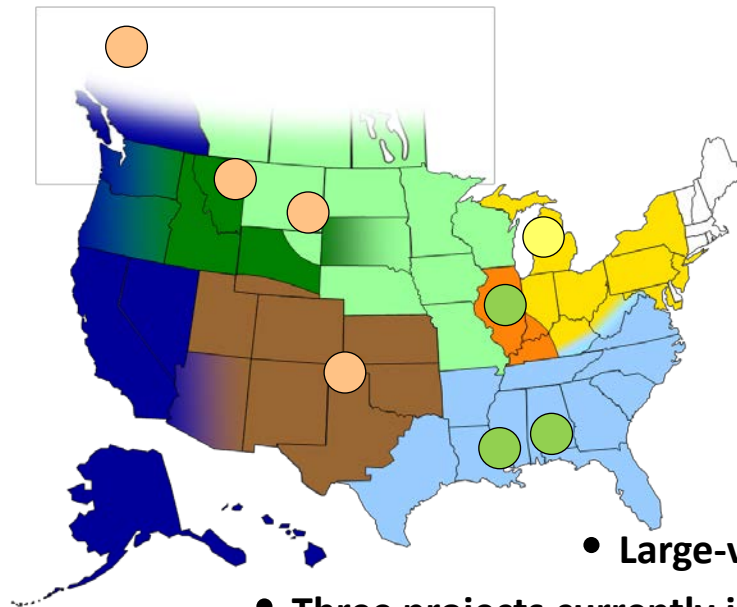
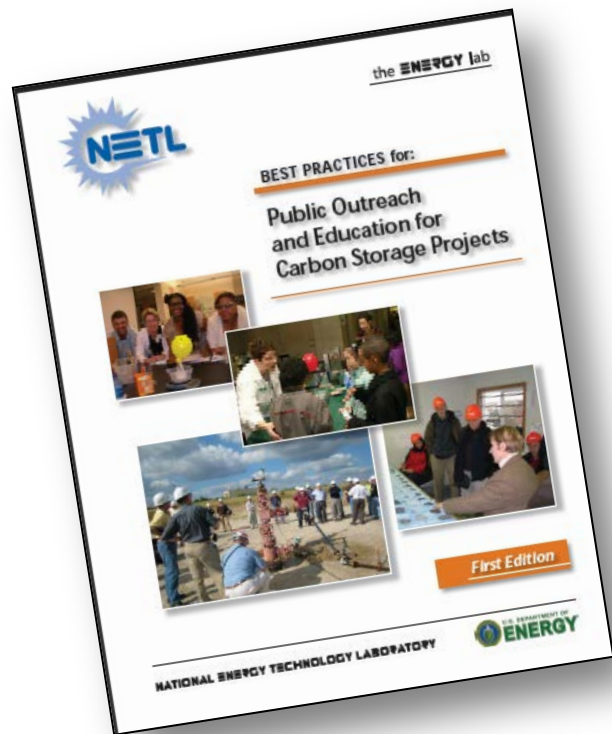


Key Challenges

- **Timing – Public demanding answers prior to completing risk assessment AND risk mitigation**
- **Uncertainty – Describing the implications of probability**
- **Fear of the unknown – How to plan for unanticipated events; technical vs. emotional public**
- **Independent verification – How to prove responsible behavior**

Regional Carbon Sequestration Partnerships

Focused on Public Outreach



- Large-volume tests
- Three projects currently injecting CO₂
- Remaining injections scheduled 2012 – 2015

● 2012 Injection Scheduled

● Injection Ongoing

● Injection Scheduled 2013 – 2015

Do Your Homework

- 1. Integrate public outreach with project management**
- 2. Establish the face of the project: a strong outreach team**
- 3. Identify key stakeholders at the outset of the project and as the project progresses**
- 4. Conduct and apply social characterization; understand public emotional level**

Develop Plans and Materials

5. Develop an outreach strategy and communication plan tailored to the community
6. Develop key messages and use them frequently
7. Design materials that are tailored to your audiences and speak to their concerns; be sensitive to changing concerns and new “public” participants

Implement, Assess, Refine

- 8. Actively oversee and manage your outreach program throughout the life of a project**
- 9. Monitor the performance of the outreach program and changes in public perceptions and concerns**
- 10. Be flexible – refine your program as needed**