

# Scrutinizing the Impact of CCS Communication on the General and Local Public

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## PROJECT OVERVIEW

### INSIDE THIS ISSUE:

<b>PROJECT OVERVIEW</b>	<b>1</b>
<b>WP1</b>	<b>2</b>
<b>WP2</b>	<b>2</b>
<b>WP3</b>	<b>3</b>
<b>WP4</b>	<b>4</b>

### SPECIAL POINTS OF INTEREST:

- **CCS Communication methods**
- **Comparison**
- **Effectiveness**
- **Public awareness**
- **Social acceptance**

The project “Scrutinizing the Impact of CCS Communication on the General and Local Public” is a collaborative project led by IEF-STE involving eleven partners from six countries: Germany, Greece, the Netherlands, Norway, Romania and the United Kingdom. It was initiated by the Fossil Energy Coalition’s (FENCO ERANET) 1st joint call for proposals and is funded by the respective National Funding Agencies of the involved countries.

The successful implementation of new energy technologies depends on multiple factors, such as technological developments and economic profits. Developments in the last 25 years, like the social conflicts surrounding energy technologies in the 1980s, have demonstrated that societal acceptance has developed into an imperative factor as well.

Public responses to technologies are sometimes characterized as emotional and inconsistent. Public acceptance may depend on the views and information rendered available, often through the

media, from professionally involved actors, such as the government and NGOs

However, at present, it can be assumed that the majority of the public is neither for nor against CCS, because the level of awareness among the public is very low or virtually non-existent.

For this reason, the need to communicate CCS to the public has

been recognized by various stakeholders, networks, platforms and projects. Therefore, a number of different education, communication and dissemination activities have been carried out, but to date there have been no studies on the effectiveness of the different types of communication methods, messengers and

materials.

Against this background the central objective of the project “Impact of communication” is to help to fill this gap by comparing different approaches to CCS communication with respect to their effectiveness. To achieve this objective, two methods are used in all the involved countries: 1) **Survey of a representative sample of citizens** and 2) **comparison of the effectiveness of two CCS communication methods** (oral presentation of information by experts to a small group of lay persons who will have the opportunity for extensive discussion on CCS (focus group), and Information-Choice Questionnaire, (ICQ).



**WP1: COORDINATION AND MANAGEMENT**

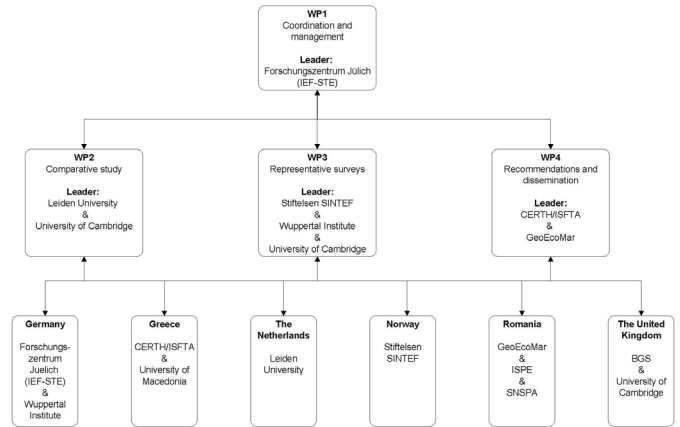
WP1 comprises the coordination and management of the project activities with regard to enhancing the integration of the research team within and outside of the project and achieving the project goals.

**Objectives:** Operational coordination and management of the project activities, Initiation and support of the integration of the partners in the development of a working group sharing a

common procedure for the implementation of the project goals and activities, Establishment of close links to other relevant CCS research networks and groups (e.g. ZEP, CSLF, C2S2-RN), Support of the project's dissemination activities.

**Role of participants:** Forschungszentrum Jülich as coordinator is responsible for the implementation of the WP1 objectives. All partners actively support the

coordination of the project activities and the achievement of the project goals.



Impact of Communication—Management Scheme

**WP2: COMPARATIVE STUDY OF CCS COMMUNICATION METHODS**

There is still a lack of up-to-date studies comparing the effectiveness of different CCS communication methods. In order to fill this gap, the project carried out a comparative study in each country on the effectiveness of CCS communication using focus groups and an Information-Choice-

Questionnaire survey.

The data are used to draw conclusions on the effectiveness of communication methods.

**Objectives:** Preparation of the focus groups and ICQ survey, Implementation of the focus groups and ICQ survey, Data evaluation and comparison.

**Role of participants:**

All partners are responsible for their own comparative study. The WP leaders will coordinate the activities and ensure that the objectives are achieved.

**Events:**

10th International Conference on Greenhouse Gas Control Technologies  
19th-23rd September  
2010, RAI, Amsterdam, The Netherlands

**WP3: REPRESENTATIVE SURVEYS OF PUBLIC AWARENESS, KNOWLEDGE AND OPINIONS CONCERNING CCS**

The project carry out a representative survey of the public in every participating country.

In some countries, studies are still lacking

on public awareness of CCS. While in others, a number of studies on awareness, knowledge and opinions regarding CCS already exist, but studies are still lacking

on public reactions to actual storage sites.

To ensure comparability between all countries, a set of core question on CCS awareness

**WP3: REPRESENTATIVE SURVEYS OF PUBLIC AWARENESS, KNOWLEDGE AND OPINIONS CONCERNING CCS (continue)**

is the same for all countries. In addition, in the Netherlands and Germany, the survey collects data on a regional level with regard to public reactions to onshore storage sites (ongoing or planned). In Norway and the UK, planned storage sites are offshore, and both countries will conduct regional surveys in the

vicinity of the area where there are proposals to capture and transport CO<sub>2</sub>. However, public opinion on storage sites offshore are of national interest and questions on this will be included in the survey. In Greece and Romania, no decisions have been made on sites; hence these surveys are on a national level.

**Objectives:** Preparation of the surveys, Implementation of the surveys, Data evaluation and comparison.

**Role of participants:** All partners are responsible for their own surveys. The WP leaders will coordinate the activities and ensure that the objectives are achieved.



Capturing Carbon Dioxide.

**WP4: DEVELOPMENT OF RECOMMENDATIONS FOR CCS COMMUNICATION AND DISSEMINATION ACTIVITIES**

The main **objectives** of WP4 are the development of recommendations for the communication of CCS, the dissemination of the project results, and the integration of the project team into other CCS research networks and groups on a national and European level.

**Objectives:** Development of recommendations for CCS communication, Discussion of the recommendations and project results with other CCS research networks and groups, Presentation and dissemination of the project results on the partners' websites and other CCS-related websites, Publication of project results in popular and scientific magazines

and journals, Presentation and dissemination of the project experiences and results at national and international conferences on CCS and climate change, Dissemination of the project results to relevant actors on a national and European level.

**Role of participants:** All partners will actively

disseminate the project results and support the development of recommendations for CCS communication. The WP leader will coordinate the activities and ensure that the objectives of WP4 are achieved.

**“Both the public and private sectors should increase public awareness and work on gaining public acceptance of CCS by increasing transparency of their activities and making information about on-going projects available to the public.”**

(Recommendation from 1<sup>st</sup> IEA - CSLF Workshop on Legal Aspects of Storing CO<sub>2</sub>)



Dissemination and Communication activities

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**We are on the web:**

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