

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

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## SPECIAL POINTS OF INTEREST:

- CCS communication methods
- Focus Group
- Information—Choice Questionnaire
- CCS options
- Comparison

## WP2: COMPARATIVE STUDY OF CCS COMMUNICATION METHODS

WP Leader: Leiden University, University of Cambridge

### Overview

There are different approaches to communicate with the public and evaluate their awareness regarding new technologies.

This WP compare and evaluate the effectiveness of two communication methods used to inform about Carbon Capture and Storage Technologies (CCS).

Those methods are communication via focus groups and via computer assisted questionnaire which helps lay persons to make use of the informa-

tion provided in order to form opinion on CCS (Information-Choice-Questionnaire, ICQ).

The results of the national comparative studies are compared to answer the question of how the

stability and quality of opinions vary depending on these two communication methods.

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



### Tasks—Procedure

The main objectives and tasks of the WP2 were the composition of sets of information on CCS to be communicated by experts to lay people in the focus groups and the development of guidelines and questionnaires for the focus groups.

Also, it was necessary to match the recruited partici-

pants of the focus groups and ICQ groups. The information in the focus groups was presented by an expert with the presence of a moderator.

The presented information and the discussions within the focus groups were recorded.

The focus groups were followed by the translation of the information dissemination processes, that occurred in the focus groups, into ICQ format.

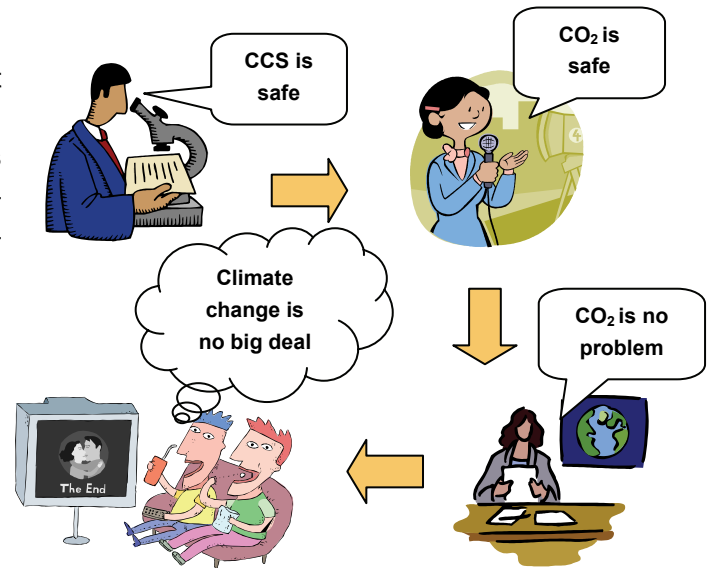
The implementation of three focus groups in all countries started at the beginning of May. Afterwards, the beginning of

**Tasks—Procedure (continue)**

the second part of the WP — the ICQ survey— in all countries started.

The Work Package will be completed with the analysis of the results of the focus groups and ICQ surveys in the different countries and the cross-national comparison of the results of at least three countries.

The information that was presented in both communication methods concerned the implementation of two specific CCS options in each country.



Dr. Aage Stangeland  
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**Implementation of the communication methods**

For the implementation of the communication methods, it was essential (apart from the recruitment of the participants, the expert, the matching etc.) to set the information that was to be presented in the focus groups and the ICQs.

The CCS options tried to be representative,

and at a point include elements of the country concerned, whether or not they are applicable in the specific country.

The reason for including two CCS options instead of one was to warrant some complexity of the information to be evaluated in the focus groups and ICQ. Complexity of informa-

tion is important because only in the face of complexity the ICQ and focus group discussions have added value concerning opinion formation.

Moreover, including two options offers better opportunities to develop good opinion quality measures.

The information about the specific CCS options was developed by BGS, in cooperation with Leiden University, University of Cambridge and IEF-STE.

**The CCS options for each of the participating country**

**UK:** Option 1: “Cluster of four coal-fired power plants with CO<sub>2</sub> capture and storage”: offshore storage in a saline aquifer

Option 2: “One gas turbine power plant with CO<sub>2</sub> capture and storage”: offshore storage in a saline aquifer

**Netherlands:** Option 1: “Cluster of four coal-fired power plants with CO<sub>2</sub> capture and storage”: onshore storage in a saline aquifer

Option 2: “One power plant using coal gasification with CO<sub>2</sub> capture and storage”: offshore storage in a saline aquifer

**Romania:** Option 1: “Cluster of four coal-fired power plants with CO<sub>2</sub> capture and storage”: onshore storage in a saline aquifer.

Option 2: “One gas turbine power plant with CO<sub>2</sub> capture and storage”: offshore in a saline aquifer

### The CCS options for each of the participating country (continue)

**Greece:** Option 1: “Cluster of four coal-fired power plants with CO<sub>2</sub> capture and storage”: onshore storage in a saline aquifer

Option 2: “One gas turbine power plant with CO<sub>2</sub> capture and storage”: offshore storage in a saline aquifer

**Germany:** Option 1: “Cluster of four coal-fired power plants with CO<sub>2</sub> capture and storage”: onshore storage in a saline aquifer

Option 2: “One power plant using coal gasification with CO<sub>2</sub> capture and storage”: offshore storage in a saline aquifer

**Norway:** Option 1: “Cluster of four gas-fired power plants with CO<sub>2</sub> capture and storage”: offshore storage in a saline aquifer

Option 2: “One gas turbine power plant with CO<sub>2</sub> capture and storage”: offshore storage in a saline aquifer

### Comparison of the two communication methods

Since the results of the focus groups and the ICQs are not evaluated yet, there cannot be done any comparison. That will be the content of a forthcoming newsletter.

The only comparison that can be made concerns the way that the information is being transmitted to the lay people.

In the first method, a small group of people receives the information from an expert on the subject through a series of limited time presentations.

The group is given the chance to ask the expert clarifying questions and to discuss their views regarding the information and the CCS options.

Afterwards, they are asked to complete a questionnaire based on the information received earlier. At this point, they have the opportunity to compare and evaluate the two CCS options (the ones mentioned above for each country).

As far as the Information Choice Questionnaire is concerned, the information that is given

is exactly the same with the previous method.

The only difference is that the people read the information individually while they fill in the questionnaire and thus they cannot ask the expert questions or discuss their views with others..

There are followers for both the methods. But there is no comparative study. And here lies the importance of this WP.

#### Events:

- ◆ IEA GHG Social Research Network, 2-3 November, 2009 at CIRED, Paris
- ◆ 4th International Freiberg Conference on IGCC & xTL Technologies, 3-5 May, 2010, Dresden, Germany



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