

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

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SPECIAL POINTS OF INTEREST:

- Representative survey
- National or regional survey
- CCS communication
- Attitude
- Acceptance

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

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 WP co-leader: University of Cambridge

Overview

This WP main objective is to carry out representative surveys of the general public in every participating country.

The need for representative surveys comes from the lack of studies on public awareness of CCS in countries like Norway, Romania, Greece and on the reactions of the public to actual storage sites in Netherlands and Germany.

In some countries with ongoing or planned CCS pro-

jects, like UK, Norway and Germany, data were collected at a regional level. In the rest of the participating countries, data was collected only at a national level.

To ensure the comparability between all countries, the questionnaire of this WP included a set of core questions on CCS awareness and ini-

tial acceptance.

The surveys were conducted by telephone in Greece, Germany and Romania and by internet in Netherlands, UK and Norway.



Tasks—Procedure

The main objectives and tasks of the WP3 were the development of the questionnaires for the national and regional surveys, definition of characteristics for which the samples should be representative, selection of the regions for the regional surveys, coordination of the surveys within

the national research teams and within the project consortium, contacting a minimum of 1000 respondents per country to ensure representativeness and the analysis and comparison of national and regional data.

The questionnaire was elaborated in two versions, one for the countries without CCS initiatives (Greece, Romania) and one for the countries with ongoing or planned CCS projects (Germany, Norway, Netherlands, UK).

Tasks—Procedure (continue)

Both versions of the questionnaire included a set of core questions and general information about CCS and for the second version, more complex, was added specific information related to CCS projects.

The representative sample was chosen to be composed from 1000 people, divided on sev-

eral representative criteria, such as gender, age, occupation and for some countries vocational qualification. The sample was split in four, for each sub sample being used a different scenario. The four scenarios were set to see in what way the public perception is influenced by the type and the

source of the received information. Therefore people were presented positive information about CCS with or without naming the source (Shell) or negative information about CCS with or without naming the source (Greenpeace).



Implementation of representative surveys

For the implementation of the representative surveys, it was essential for each country to choose the version of the questionnaire to be translated and implemented and the type of the survey. Therefore Greece, Germany and Romania chose to conduct a telephone survey and Netherlands, UK and Norway a web-based survey.

As regards the chosen versions of the questionnaire, Greece and Romania, countries that do not have ongoing CCS projects, chose the shorter version, version 1, that does not include specific information related to actual storage sites.

The rest of the participating countries chose the second version.

The UK, Netherland, Norway and Germany conducted regional surveys.

In the UK, the Yorkshire and Humber region was chosen, where the proposed plant at Hatfield has recently received funding from the European Commission. Germany selected the Rhine region for the power plant (near Cologne) and Northern Germany for the potential storage site. The regional survey in Norway was conducted in Rogaland, the centre of the petroleum industry. In the Netherlands, the

Northern provinces, where a major regional hub has been proposed around Eemshaven was selected.

The implementation of national surveys started in all participating countries in October and the datasets will be available till the 15th of January this year.

On Tuesday February 2nd 2010, an overwhelming majority of Member States finally endorsed a European Commission Decision setting out the procedures and criteria for selecting the large-scale projects for CO₂ capture and storage (CCS) and innovative renewable energy that will be supported with 300 million EU emission allowances (EUAs), today equivalent to about €4bn but set to be worth more in the future.
<http://www.bellona.org/ccs/>



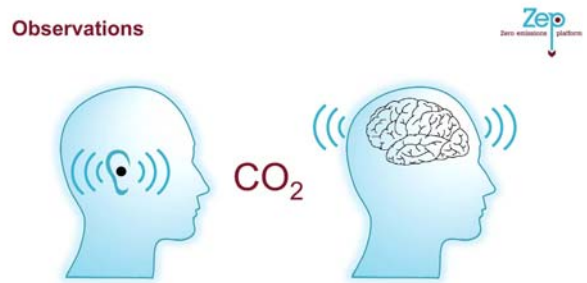
WP3 Questionnaire

The questionnaire implemented in the national and regional surveys was divided in three parts, one including a set of core questions, one following the presentation of concrete suggestion of CCS facility and the last part related to the general acceptance after information about CCS was presented.

For Greece and Romania the second part of the questionnaire regarding the concrete suggestion of a CCS facility was excluded.

The set of core questions, identical for all the participating countries, was composed from questions related to socio demographic data, attitudes, media preference, trust, knowledge and initial attitude on CCS.

As regards to the last part of the questionnaire, the source of the positive general information about CCS was Shell company and the negative information was selected from the Greenpeace site.



People have heard of CO₂, but nothing further ...

Carbon Capture & Storage (CCS) –Public Communication and Aspects for Education & Training (Dr. Klaus Willnow)

“As a safe and efficient method of capturing and storing millions of tonnes of CO₂ emissions underground for thousands of years, CCS represents the bridge to a sustainable energy system.”

(The European Technology Platform for Zero Emission Fossil Fuel Power Plants, Strategic Research Agenda (ZEP, SRA))

Results of the representative surveys

Since the datasets for this WP will not be available till 15th this month, the results of the representative surveys could not be yet evaluated.

After all datasets will be put in the same format and will be gathered, they will all be integrated and they will make the object of a cross-national analysis.

The analysis of the regional data will evaluate regional attitudes com-

pared to the attitudes recorded within the national samples.

The analysis is meant to reveal important aspects related to CCS public acceptance. It has to answer to questions regarding people previous knowledge about CCS, their media preference, who they trust to provide them information and what it is their general attitude about CCS mitigation and climate change problems.

One particular aspect of the analysis will be to compare the results within the four group experiment. It is very important to see in what way the source of the information influences the decisions people make.



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