

# CCS – Public Perception and Communication

Lori Gauvreau

Schlumberger Carbon Services

---

Sept 21, 2010

- Language
  - Engagement
  - Understanding
  - Acceptance
  - Support
  - Enthusiasm
- Balancing local and global issues
  - Climate change and mitigation in general
  - Specific projects and local/individual impact

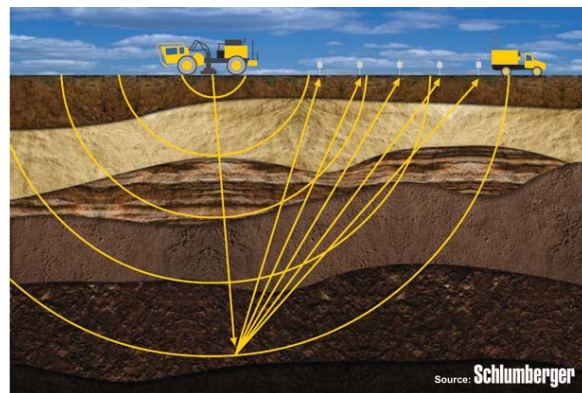
# The importance of language (and pictures)

- Sequestration  $\leftrightarrow$  Storage
- Need to be consistent among ourselves
- Some BAD things to say:
  - “when we’re done, the well will be **plugged and abandoned**” (technical term)
  - “we’re storing **supercritical** CO<sub>2</sub>” (technical term)
  - “There are **risks** attached to this project” (unqualified use)
  - “it will cost **\$1 billion** to add carbon capture to this plant” (inappropriate unit)
  - “we’re storing CO<sub>2</sub> in **aquifers**” (drinking water connotation)
  - “we’re storing CO<sub>2</sub> in **reservoirs**” (not to be confused with caverns)
- a BAD thing to show:
  - Images showing a storage site **just below the surface** (wrong scale)

# Public Perception

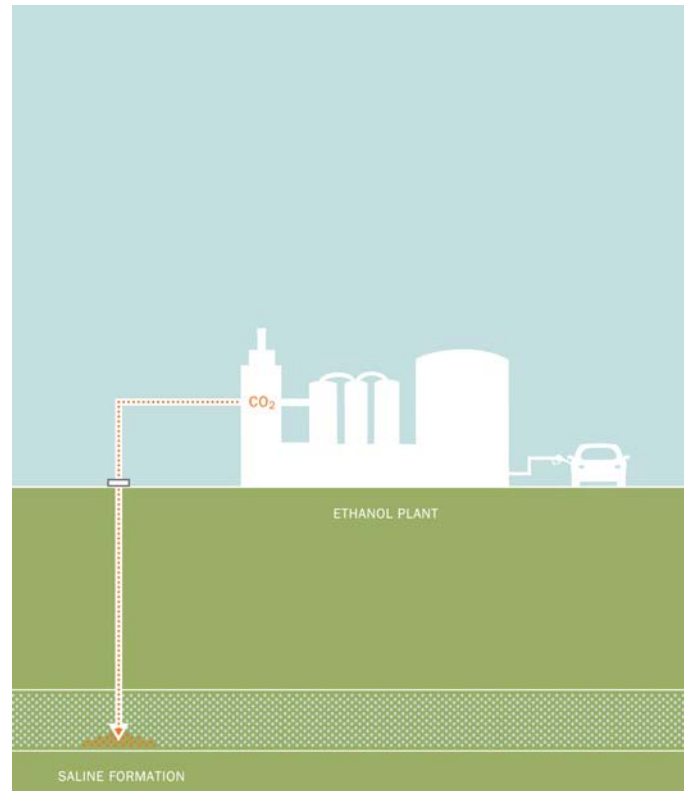
removing misconceptions through use of proper visualizations

To explain the concept of geological storage at public meetings we found using images and animations gets the message across quickly.

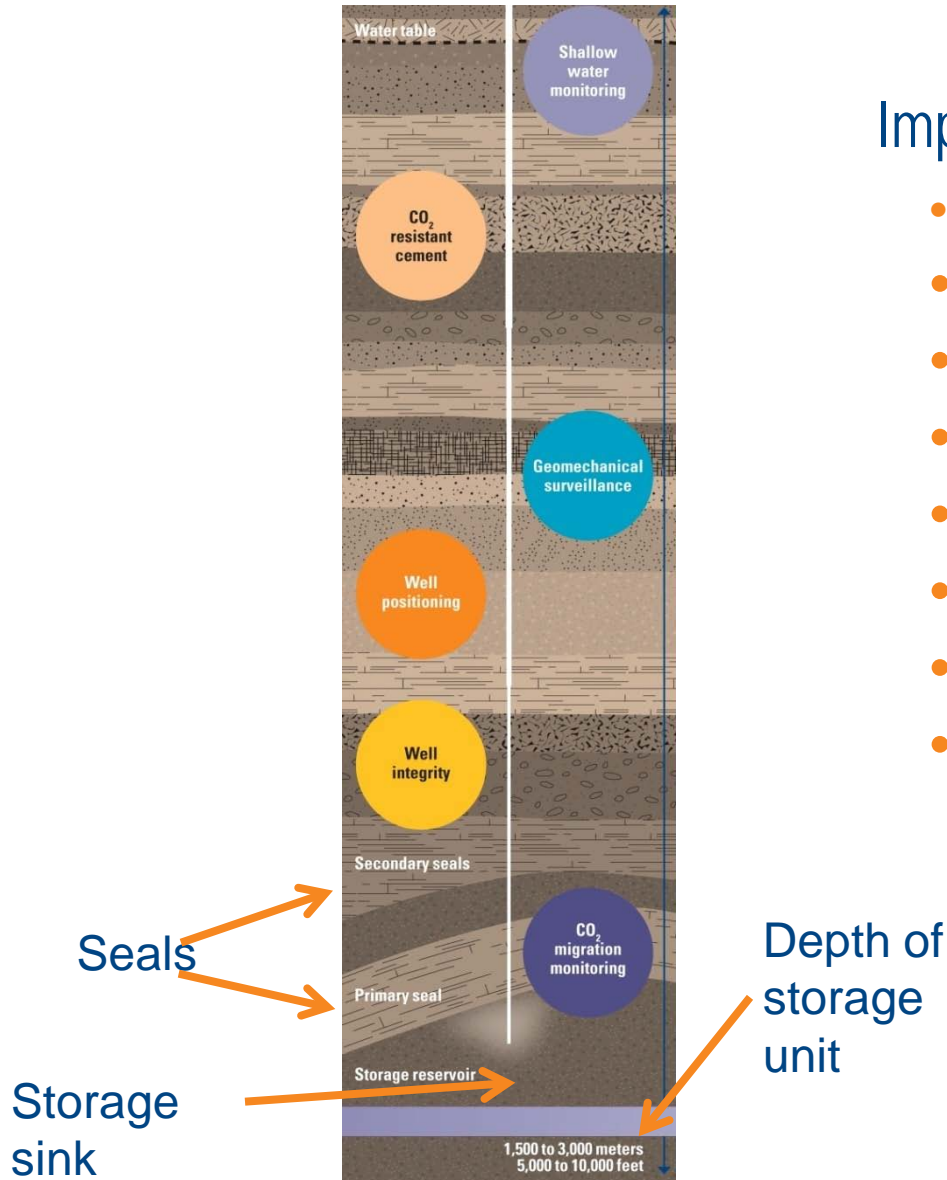


Public has limited knowledge of subsurface

- Static images can help explain
  - Seismic
  - Depth of injection
  - CO<sub>2</sub> movement
- Animations can show the process
  - Seismic
  - Depth of injection well
  - Capture and Storage
  - Plume evolution (over time)



# Ensuring understanding



## Important to convey key concepts

- Porosity
- Permeability
- Storage sinks
- Seals
- Seismic monitoring processes
- Depth of storage units
- Drilling operations
- Site characterization.

Main take away point: Communication Matters

- How
- Who
- When
- Where
- Why

Preferable to proactively implement public outreach to avoid having to be reactive or responsive

Outreach should never be an “add-on” – integral to each and every project.

- Geologic site characterization is essential to successful carbon storage
- Context (social site characterization) is essential to successful public acceptance of carbon storage
- “Site Characterization” in public outreach consists of a systematic process to identify:
  - Different publics and their level of interest, information needs, and perspectives
  - Ways to address those differing needs
- Public skepticism often greets new technologies – people fear what they don’t know.
- Framing risk, context, and issues impacts acceptance
- Messenger matters (“face” of the project)
- Local context and history matters



- Repeat key messages.
- Restating the key messages in different manners (animations, drawings, posters) helps get the messages across.
- Collaboration and information sharing between projects is critical, especially understanding different public misconceptions encountered.
  - includes project managers, risk managers, and outreach/communications people.

- Essential role for project partners as experts
- Are technical experts the best to communicate to the public ?
- Need to be able to explain technical issues in non-technical terms
- Difference between impact and understanding of capture / transport / storage project components
- Need to be able to scale up our communications experience from pilot → demonstration → 'commercial'
- Local concerns can be over the smallest things

- Climate change and mitigation in general
  - Can't start talking about CCS without understanding
    - the climate context
    - urgency of the problem
    - it's just part of the solution
  - Industry not the right messengers for this (NGOs, journalists, politicians,...)
  - but that doesn't mean we can't do anything...
- Schlumberger activities:
  - Global citizenship : climate change & carbon reduction
  - Educational programs : 'SEED'
  - 'technical expert' influence through :  
IEA, CSLF stakeholders, GCCSI, ZEP, NACCSA, CCSA, ...

# Some real examples we've seen

- CO2CRC Otway Project:
  - Very good public communications practice with good result (finally)
  - Careful use of language: early talks of a 'potential' project
  - Local farmer works at and watches over the visitor's center
- CO2SINK Ketzin Project:
  - Local benefits, including...
  - ... volunteer fire department avoided disbandment
- MGSC Illinois Basin – Decatur Project:
  - Community meetings prior to drilling the well
  - What happens during drilling ? : animation to explain
  - How loud will it be ? : benchmarks with common events, eg. A lawnmower
  - Will there be any jobs created ? specialized work, but other community benefits
  - Local employer with excellent relationship with local agencies, media, etc.
- Futuregen ...

- Direct benefit from MGSC experience in building a communications plan
  - Used as a guideline for their own plan
- Direct benefit from DOE Best Practices Manual
  - at the time unpublished (but with DOE approval!)
  - Shared industry involvement in multiple projects.
- Also benefit from IEA-GHG Weyburn Midale project experience.
  - Same province, similar community

## What to do about it ?

- Some full scale projects
  - to be done well and perceived to be done well
- Local benefits
  - clear and quantified: jobs, regional investment, ...
- Knowledge sharing
  - Project partners role
  - DOE Best Practices guidelines

## Misinformation:

- from 'experts'
- from 'non-experts'

- What to do if, for example, someone made a CO<sub>2</sub> leak disaster movie ?

<http://www.youtube.com/watch?v=-VUNFx7jxbc>

As of Sept 16 – 9,137 views of this trailer ...



THE AVERAGE ADULT  
CAN HOLD THEIR BREATH  
FOR JUST OVER  
ONE MINUTE...

HOW LONG COULD YOU?





BASED ON TRUE EVENTS

CO<sub>2</sub>

CO2MOVIE.COM

WILD BEAGLE PRODUCTIONS IN ASSOCIATION WITH ZONE 5 PICTURES PRESENT A FILM BY JOHN DEPEW AND ADAM STARR CO<sub>2</sub>  
GRACE SHIN IM JARED STARR KATE BAILEY AARON FIRICANO JON NUQUIST ROB SLOCUM TJ HORGAN AND CANDY O'TERRY  
SCREENPLAY BY CHRIS STONE DIRECTED BY ADAM STARR MUSIC BY SOMEONE PRODUCED BY JUDY COLEMAN DIRECTED BY JOHN DEPEW

[lgauvreau@slb.com](mailto:lgauvreau@slb.com)