



NATIONAL ENERGY TECHNOLOGY LABORATORY



Presentation to 2009 Annual Review Meeting



The Plains CO₂ Reduction Partnership



Overview

- **Background information in best practice manual**
- **Best practices**
- **Next Steps**
- **Discussion**

Background

- **Public outreach -- significant efforts to understand, anticipate, and address public perceptions of and concerns about CO2 storage**
- **Ideally, can lead to a mutually beneficial outcome where project developers move ahead with the support of well-informed stakeholders**
- **Best practices intended to serve as a framework to aid developers in designing and implementing effective outreach programs**
- **Outreach needs to take into account the needs and concerns of the target audience as well as the extent to which the developer already has relationships in the community**

1. Integrate Public Outreach with Project Management

- **Public outreach needs to be incorporated as an integral component of CO2 storage project management.**
- **A key component of integrating public outreach with project management is building in the time necessary to accomplish the various steps in advance of engaging the public.**
- **It is preferable to proactively implement public outreach in order to avoid having to act in a reactive or responsive mode.**

2. Establish a Strong Outreach Team

- **Strength partly a function of the strength of relationships**
- **Outreach is not simply an add-on activity – it is integral to the project.**
- **It is essential to establish a strong outreach team with a clearly defined structure, delineated roles and responsibilities covering**
- **The project team becomes the face of the project and their words and conduct can have a direct influence on the public's perception of whether the project is being carried out professionally and in a transparent and safe manner**

3. Identify Key Stakeholders

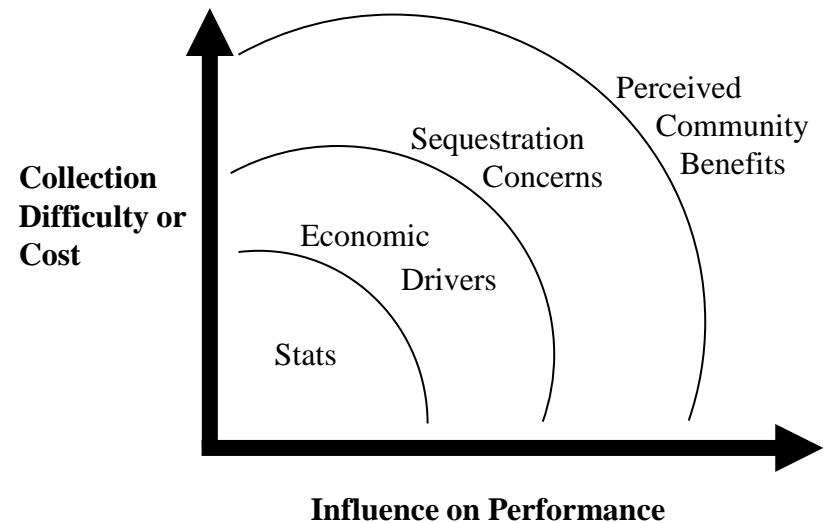
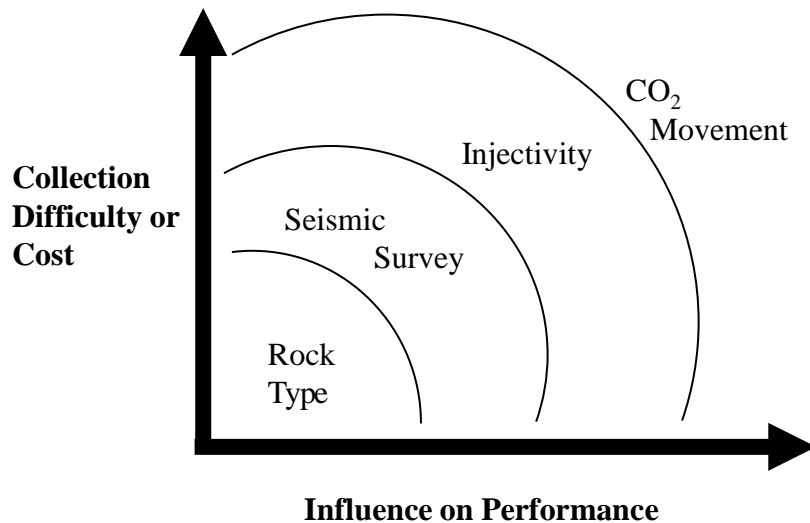
- **Early CO2 storage projects may be viewed as primarily local concerns, but they are being carried out in the context of national and international debates on climate change**
- **Stakeholders may come from an area that extends well beyond the project's locale and regulatory jurisdiction**
- **Stakeholder identification will take place over the course of a project**

4. Conduct and Apply Social Characterization

- **Social characterization: detailed information about stakeholder groups and their concerns about CO2 storage**
- **Used to develop insights into influential community members, local concerns and potential benefits, and assist in shaping outreach plan**
- **The level of effort will vary based on the community characteristics and the extent to which the developer has existing relationships in the community**
- **As is the case with technical geologic site characterization, the process of gathering social data is iterative**

Social Characterization

Just as site characterization informs efforts to design a project to suit the local geologic and other physical conditions; it can also be used to design effective public outreach to suit local conditions



5. Develop an Outreach Strategy and Communication Plan

- **The outreach strategy and communications plan ties together the information, planning, and preparation**
- **Must be tailored to the stakeholders for a particular project**
- **The strategy should be the overall plan to manage and monitor project outreach throughout the duration of the project**

6. Develop Key Messages

- **Identifying a set of key messages that can be consistently repeated in outreach activities and materials can help stakeholders develop a clearer understanding of the project and how their concerns will be addressed**

7. Develop Outreach Materials Tailored to the Audiences

- **Develop outreach materials that work for the intended audiences**
- **The amount of information and level of technical detail provided must be tailored to match the audience's degree of interest, education, and time constraints**
- **Having multiple types of materials available provides the outreach team with the flexibility to use different options, depending on the audience's makeup and interests**

8. Actively Oversee and Manage the Outreach Program Throughout the Life of the CO₂ Storage Project

- Outreach programs should be actively managed to ensure that consistent messages are being communicated and that requests for information are fulfilled**
- The team should seek opportunities for interaction**
- As a project unfolds, public perception will to be influenced by the extent to which the project and the project team are well coordinated and responsive**

9. Monitor the Performance of the Outreach Program and Changes in Public Perceptions and Concerns

- **Monitoring can help identify any misconceptions about the project or CO₂ storage and develop outreach strategies to correct them**
- **Monitoring can be accomplished through informal and formal processes (interviews, media assessments, etc)**
- **Consider social media**

10. Be Flexible – Monitor Public Opinions and Awareness; Refine the Public Outreach Program as Warranted

- The outreach team must be ready to adapt to changes in information about the site, unexpected events, and other conditions that may have a strong influence on the public's perception of CO2 storage during project implementation**
- Feedback can improve the overall performance of the project and the outreach team while helping to work toward increasing public acceptance**
- Outreach processes and materials should be updated If the case arises where some concerns cannot be addressed, the communications materials should explain why**

Appendices

- **Appendix 1: RCSP Information**
- **Appendix 2: Planning and Managing Public Outreach Activities**
- **Appendix 3: Using Social Characterization to Enhance Project Management**
- **Appendix 4: Sample Communications Plan**
- **Appendix 5: Sample Press Release Elements**
- **Appendix 6: Sample Fact Sheet and Poster Guides**
- **Appendix 7: Planning a Site Visit Planning**
- **Appendix 8: Conducting a Focus Group**
- **Appendix 9: Additional Information about CO2 Storage**

Next Steps

- **Working draft under review internally**
- **Planned review at RCSP Annual Review meeting**
- **Graphics layout**
- **Final Approval**
- **Planned release to public in late 2009 / early 2010**

Discussion

- **Suggestions**
- **Questions**
- **Comments**
- **Suggestions for dissemination and use**

Thank you!