

# **CCS – Public perceptions, outreach and communications**

## **UK activities**

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## UK context

- **UK CAT strategy, June 2005**

Objective: To increase public awareness and stimulate an informed debate on the role of CATs

- **HoC S&T Select Committee Report, 'Meeting UK Energy and Climate Needs: The Role of Carbon Capture and Storage', February 2006**

Conclusions and recommendations Paragraph 32

'Clear and transparent information at an early stage will be crucial for securing public acceptance. The Government must therefore adopt a proactive approach to clear communication.'

# International context

- **G8**

Gleneagles 2005 Plan of Action: ‘...to address the barriers to the public acceptability of CCS technology’

- **IEA WPFZ ZETs Phase II**

‘Improving public and political awareness’ one of the key objectives

- **Plus**

Other DT also engaged with other international organisations that also have communications as central to their strategy, eg CSLF, EU Zero Emissions Fossil Fuel Power Plant Technology Platform

# UK activities I

- **Tyndall Centre**
  - Small study undertaken in 2002/3 to investigate public awareness and attitudes towards CCS.
  - Used focus groups, but sampling too small to give statistically reliable information.
  - Public initially had reservations. Reservations largely appeared to be disarmed following explanation of the technology.

## UK activities II

- **ON Communications**
  - Again small study undertaken in 2002/3.
  - To suggest the key elements of a communications strategy aimed at addressing and improving public understanding of CCS.
  - Useful early indicator of key stakeholders and suggested actions.

## UK activities III

- **Workshop, London, 23 January 2006**
  - Undertaken jointly with IEA WFFF.
  - Pulled together international experts on public perceptions and communications of energy technologies.
  - Delegates from 7 countries, with representation from WEC, DTI, USDoE and CSIRO, among others.
  - Used as a pre-meeting to develop a proposal to develop a communications strategy for the UK.

## UK activities IV

- **Communications strategy**
  - Project commissioned in March 2006.
  - Led by BP, via Phase 2 of the CO<sub>2</sub> Capture Project.
  - 4 months duration. Report by early July.
  - Will provide an improved understanding of public concerns and regulatory issues associated with widespread deployment of CCS.

## UK activities IV

- **Communications strategy *cont.***
  - Will assist in creating constructive dialogue on CCS development among stakeholders working in regulatory and policy environments where there are competing priorities.
  - Will offer strategies to address concerns of the various stakeholders, based on most effective approaches to dialogue and education.
  - To identify most appropriate stakeholders to engage and potential areas of conflict.



## Next steps

- Complete project to develop a communications strategy
- Implement strategy

## Timing

- July 2006: Project completion
- Post-July 2006: Implement strategy