

**Carbon Sequestration Leadership Forum**

[www.cslforum.org](http://www.cslforum.org)



## Communications Task Force

John Grasser

October 12, 2009

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## **CSLF Communications & Outreach Activities**

- Since Policy Meeting in June:
  - Drafted CSLF Event Endorsement Guidelines
    - Transparent, standardized process for co-sponsoring events with CSLF
  - Drafted CSLF Web Linking Policy
    - Standards and criteria for linking to sites from CSLF website
  - Outlined Carbon Capture and Storage (CCS) Q&A Papers
    - High-level explanation of CCS issues/concerns for general public

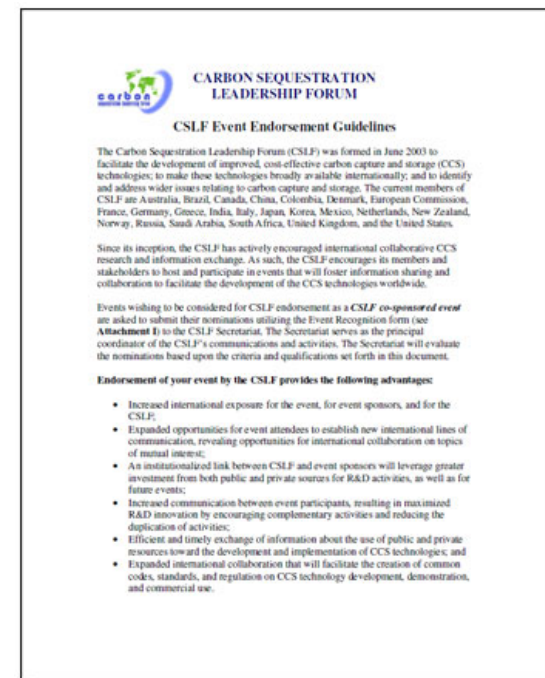
# Carbon Sequestration Leadership Forum

www.cslforum.org



## CSLF Event Endorsement Guidelines

- Event organizers must demonstrate:
  - Event organized by public and/or private entities from at least one CSLF Member country
  - Event is consistent with goals and purposes of CSLF
- Event Sponsors must agree to:
  - Allow CSLF to post link to the event
  - Use CSLF logo
  - Send an invitation
  - Provide one free registration
  - Provide presentation opportunity




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## CSLF Event Endorsement Guidelines

- Event organizers must submit *CSLF Event Recognition Submission Form* (to be available on CSLF website)
- Event organizers must sign *CSLF Event Recognition Agreement* (upon approval)

 CARBON SEQUESTRATION  
LEADERSHIP FORUM

ATTACHMENT 2

CSLF EVENT RECOGNITION AGREEMENT

The Carbon Sequestration Leadership Forum hereby endorses the INSERT NAME OF EVENT as an event designed and organized to facilitate the transfer of knowledge and information that is in accord with the objectives of the CSLF.

The INSERT NAME OF EVENT is located in INSERT LOCATION OF EVENT and will INSERT OBJECTIVE OF EVENT.

In compliance with the working principles for a CSLF Event, INSERT NAME OF LEAD EVENT SPONSOR HERE is the CSLF event nominator and agrees, subject to operational considerations, to comply with the requirement identified in the CSLF Event Guidelines.

The following signatures attest to this certification:

\_\_\_\_\_  
Lead Event Coordinator

\_\_\_\_\_  
Other Partner(s)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

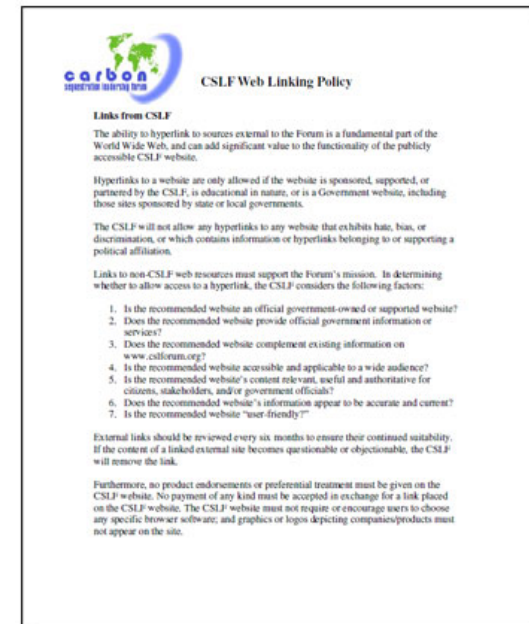
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## CSLF Web Linking Policy

- Hyperlinks to a website are only allowed if website is:
  - Sponsored, supported, or partnered by the CSLF;
  - Educational in nature; or
  - Government website, including those sites sponsored by state or local governments
- Links must support the Forum's mission
- Links that exhibit hate, bias, political affiliation, or discrimination are prohibited
- No product endorsement allowed





## **CSLF Web Linking Policy**

- Links from the CSLF will be reviewed periodically and may be removed if:
  - Link contains inaccurate or misleading information or has changed such that it is no longer in compliance;
  - Access becomes difficult due to non-standard formatting, lengthy download times or intrusive advertising; or
  - Link is permanently unreachable or remains unavailable for a lengthy period.

# Carbon Sequestration Leadership Forum

www.eslforum.org



## Message Development for CCS

- Extensive literature review shows public concerned about:
  - Why CCS? (instead of renewables, conservation)
  - Safety of CCS (will it cause earthquakes, explosions, H<sub>2</sub>O contamination?)
  - Cost
  - Scale (who is storing what, where, and how much is needed?)
  - Liability (who pays if leak occurs now, or 300 years from now?)

**UNITED STATES Carbon Sequestration Council**  
April 2009  
*Is CO<sub>2</sub> Sequestration Safe?*

**An international comparison of public attitudes towards carbon capture and storage technologies**  
David Rowe<sup>1,2\*</sup>, Tim Curry<sup>3</sup>, Mark de Figueiredo<sup>4</sup>, Howard Hering<sup>5</sup>, Steven Kozminski<sup>6</sup>, Kenneth Kurki<sup>7</sup>, Mikael Åhlin<sup>8</sup>, Filip Blomqvist<sup>9</sup>, Mikael Östergren<sup>10</sup>

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<sup>6</sup> Department of Sustainable Energy, Chalmers University of Technology, Göteborg, S-412 96 Sweden

**Abstract**  
We offer a comparative study of public opinion towards key questions of energy, low-carbon carbon capture and storage (CCS), understanding of CCS and related new technologies or as part of a national climate view and will need to be extended to an

**Keywords:** public

**Introduction**  
Public acceptability is widely recognized as a public attitude on global warming or in systems to mitigate anthropogenic emissions. Public acceptability remains sparse. To understand developing strategies for carbon capture and storage (CCS), there has also been a number of studies of public attitudes to a number of different countries in a more

**Background perspective**  
used by the U.S. Carbon Sequestration Council in the summer of the 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009 and 2010. When from a and, where geographically stored CO<sub>2</sub> can be found in the ground or natural gas reservoirs of many basins, the cost of storage per tonne that is lost within of over 10% of the world's projects that fraction to

**CO<sub>2</sub> CAPTURE PROJECT**

**Public Perception of Carbon Dioxide Capture and Storage: Prioritised Assessment of Issues and Concerns**  
Summary for Policy-Makers

Commissioned by: International Energy Agency Working Party on Fossil Fuels

Funded by: UK Department of Trade and Industry

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## Message Development for CCS

- CSLF to develop series of high-level Q&A papers (*inFocus*)
  - 1-2 pages each; written for a general audience
  - Promote positive CCS messages
  - Topics to include:
    - *Why CCS?*
    - *Capturing CO<sub>2</sub>*
    - *Storing CO<sub>2</sub> Underground*
    - *Transporting CO<sub>2</sub>*
    - *Health & Safety Matters*
    - *Legal/Regulatory Matters*
    - *Financial Matters*

