



CARBON SEQUESTRATION LEADERSHIP FORUM

POLICY GROUP

DRAFT

**CSLF SECRETARIAT DISCUSSION PAPER
ON PUBLIC AWARENESS OUTREACH**

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Note by the Secretariat

CSLF Secretariat Discussion Paper on Public Awareness Outreach

Background

Based on instructions from the Chair and Vice Chair, the Secretariat developed the draft discussion paper on public outreach by the CSLF. This draft discussion paper describes potential CSLF activities to support Members in their public outreach activities in a manner in which they deem appropriate for their own domestic needs.

The attached discussion paper was sent to the Policy Group for review and comments on 22 July. Comments were received by the deadline of 2 August and these comments are incorporated in this revision.

Action Requested

The Policy Group is requested to approve the Public Awareness Outreach Initiative.

DRAFT DISCUSSION PAPER

CSLF PUBLIC AWARENESS OUTREACH

CSLF Secretariat Paper

Cost effective carbon sequestration technologies will ultimately be achieved with the support of stakeholders and the public at large. Obtaining and sustaining this support requires an effective public outreach approach.

1. Nature of Activities

CSLF public outreach activities should support Members by helping them inform their publics on issues associated with CO₂ capture and storage technologies. In order to achieve its purpose, CSLF public outreach activities should be guided by the following principles:

- Be responsive to the differing needs of Members,
- Ensure the greatest possible objectivity and credibility in all information,
- Support Members by providing a large and common base of information,
- Build on and not duplicate activities that may be occurring elsewhere,
- Reduce the costs of public outreach through cost sharing, and
- Provide a forum for information exchange among Members on public outreach.

2. Specific Content and Delivery Differences

Country-by-country differences will require outreach methods specifically tailored to meet the individual needs of each. This will allow each country to choose from a range of options, from the Internet to printed materials. Existing publications and media in each country could also serve as useful and economical vehicles for dissemination of information about CO₂ capture, transportation and storage. Some of these are country or region-specific; others may have broad international dissemination.

3. Establishment and Organization of CSLF Public Awareness Outreach Taskforce

The CSLF should establish and organize a CSLF Public Awareness Outreach Taskforce, ideally, consisting of representatives of each Member. Each Member could be asked to assign an individual or group of individuals, with one designated country leader to the Public Awareness Outreach Task Force. It would be helpful for these designees to have communications experience within their respective countries and also be able to draw upon the best available objective technical and scientific information. Objectivity and balance are the keys to credibility.

Much relevant information that could be used for outreach activities is available from various sources and more is being generated as time goes on. One important early outreach activity would be the identification of available information upon which CSLF Members may wish to draw for their own outreach efforts, evaluate the usefulness of available information and assess what new products may be necessary in light of clearly-articulated communications objectives.

The CSLF Secretariat should support the work of the Taskforce and help to coordinate outreach activities.

4. Initial Outreach Workshop

The CSLF should consider an initial outreach workshop as soon as is practicable after the establishment of the CSLF Public Awareness Taskforce. This workshop would serve to familiarize the representatives of the participating CSLF Members with each other and provide the opportunities to develop objectives for the CSLF Public Outreach activity and the means of implementation.

As part of the preparation for this workshop, the Taskforce should query CSLF Members on what outreach activities they are undertaking and/or plan to undertake, as well as what is done in other fora (such as the International Energy Agency). Based on the findings, the Taskforce could consider what gaps may exist, what outreach goals and requirements may need to be addressed through the CSLF, and which are being handled well elsewhere. The results could be presented to the Workshop.

The workshop could usefully include presentations on the technological, scientific, economic and environmental issues associated with carbon capture and storage that the outreach activity would need to address in a balanced and objective manner.

Additionally, this workshop would provide a forum for the Members to discuss the particular outreach challenges they face and, conversely, an opportunity for other attendees to offer possible solutions.

In addition to the CSLF Members, the workshop would benefit from having representatives of stakeholders in attendance that are responsible for outreach and public relations. The experience of the private sector in this area could prove invaluable to the Member representatives.

Also, the CSLF may want to consider having formal presentations by individuals with national or international stature from the private sector or academia who have distinguished themselves in the fields of public relations and media.

5. Components of Outreach Activity

The details of this activity, including the media components, will obviously be more fully developed following the initial meeting referenced above. The following media formats could be considered for inclusion in this activity:

a: Written Materials

This format will serve to support the other media by allowing the CSLF to present the more complex issues associated with carbon capture, transport and storage technologies in the traditional fashion. Written materials can serve a range of uses; from detailed reference materials on the science and technology associated with the CSLF to age and education level appropriate handouts designed to answer specific questions about any aspect of the project or the relationships between the participating countries. The individual countries can then determine distribution of these materials.

b: Internet

The Internet has become the media format of choice for both the developed and developing world. All the materials listed above and any others developed by the Public Awareness Outreach Taskforce would be available on the CSLF website. This website can serve as a “virtual” library for all matters and materials related to and developed for the CSLF.

c: Films

This format can be particularly effective due to ease of distribution and inexpensive replication using CD-ROMs. Additionally, the films can be accessed using the Internet. Streaming them on the CSLF website and making them available for downloading.

The use of short films will also allow Members to present the material in a culturally appropriate fashion to all elements of society, from school children to both educated and uneducated adults, depending on the particular needs of the nation.

6. National, Regional and International Activities

Formal meetings of Members are essential to any multinational organization. At least as important, however, are the national and regional meetings and activities associated with the organization and/or the subject matter it addresses. Without the effective implementation of outreach activities, the success of the effort may be undermined through either unanswered questions or simply a lack of knowledge.

CSLF Members should be encouraged to create and implement their respective outreach plans as soon as possible and share them with each other.

It is recognized that while Governments have primary responsibility for outreach efforts on their carbon capture, transport, and storage efforts, it will be useful to actively engage community opinion leaders, including representatives of business interests, educators and non-governmental organizations in their efforts in order to maximize the benefits derived from these efforts. In addition, the contribution of these stakeholders early on in the process of developing informational and educational materials for the CSLF and the scheduling of related events and activities will prove essential to the overall success of the initiative.

A calendar of events in each country, from the local level to international meetings could be maintained by the CSLF Secretariat and posted on the official website. In addition, the CSLF Outreach Taskforce could provide support and counsel for events as well as proactively develop, organize and support “CSLF-centric” events in each participating country.