



CSLF-P-2006-04
22 February 2006

POLICY GROUP

**SECRETARIAT REPORT ON
CSLF PUBLIC COMMUNICATION AND OUTREACH ACTIVITIES**

Note by the Secretariat

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Note by the Secretariat

Background

At the meeting of the Policy Group in Melbourne, Australia, on 15 September 2004, the Secretariat presented a report that recommended that the Policy Group establish a Public Awareness Outreach Task Force whose activities would support, but not supplant, CSLF Members' activities in this area. This recommendation was accepted, and the Policy Group created a Public Awareness and Outreach Task Force for this purpose with Canada as lead. Other members of this Task Force were the European Commission, France, and the United States. The Task Force produced a discussion paper which was considered at the meeting of the Policy Group in Berlin, Germany, on 27 September 2005. The report concluded that much more needed to be done by CSLF members in this area and that the Policy Group should give public outreach a higher profile. The Policy Group requested that the Secretariat investigate how to implement the report's recommendations. This report of the Secretariat is being circulated to the Policy Group with this Note.

Actions Requested

The Policy Group is requested to discuss and consider the report of the Secretariat on implementation activities for Public Communication and Outreach.

Conclusions

The Policy Group is invited to note in the Minutes of its 3 April 2006 meeting that:

“The Policy Group discussed and considered the report by the Secretariat on CSLF Public Communication and Outreach Activities.”



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The Discussion Paper of the Task Force on Public Outreach (the "Task Force") delivered to the Policy Group in Berlin in September 2005 made a number of recommendations. These recommendations were accepted by the Policy Group. One recommendation was that the Secretariat report back to the next Policy Group Meeting on the status of activities in this and related areas. Other recommendations were made to CSLF Members and to the Policy Group. The Policy Group directed the Secretariat to review the report of the Task Force to ascertain implementation steps that might result from the report.

This report provides the requested update on Member communication and public outreach activities, summarizes the recommendations of the Task Force, and presents the Secretariat's recommendations for implementation steps.

Status of Activities

In order to determine the status of Members' communication and public outreach activities, as directed by the Policy Group in Berlin, the Secretariat sent an e-mail to Policy Group delegates on 1 December 2005 requesting delegates to:

- Develop communication and public outreach approaches and activities and provide this information to Secretariat for dissemination.
- Provide updates on communication and public outreach activities.
- Provide ongoing updates to any existing communication and public outreach approaches and activities to the Secretariat.
- Provide names and contact information for communication and public outreach experts to the Secretariat for inclusion in CSLF Stakeholders Registry.

In addition, the Secretariat asked delegates to please review the "Links" section of the CSLF website (www.cslforum.org) and provide corrections, additions, and any other changes.

A follow-up e-mail was sent to Policy Group delegates on 9 January 2006 requesting that the information developed after the Berlin meeting be submitted by February 4, 2006. Three responses were received:

- Denmark provided a report titled, "Geological Storage of CO₂ - a contribution to future climate policy" issued by the Geological Survey of Denmark and Greenland (GEUS). This publication was initially issued in Danish and, due to broad interest, the website has been translated to English. A link to the Danish Energy Authority (DEA) website for posting on the CSLF website was also provided.
- A list of Canadian public outreach and communication experts on carbon capture and storage and an update on Canada's public outreach and communications activities pertaining to carbon capture and storage were provided.
- The United States has provided lists of CCS experts with its Regional Carbon Sequestration Partnerships and from the larger CCS community.

The Secretariat is awaiting additional responses.

Recommendations of the Public Outreach Task Force

The Task Force made several recommendations. Overall, it stated that public outreach should have a higher profile for the CSLF and that CSLF Members should be encouraged to implement their outreach approaches and activities and share them with each other. Some specific recommendations were for the individual Members and others were for the Policy Group (including recommendations for the Secretariat to implement).

Recommendations to Individual Members

- Develop educational materials describing CCS technology and place it in context.
- Conduct surveys to obtain baseline information on the current state of knowledge.
- Use outreach briefings and workshops to provide information and solicit feedback.
- Identify key stakeholders and form of multi-stakeholder groups.

Recommendations to the Policy Group

- The CSLF should play a role in the development of broader information on CCS.
- Public communication should have a higher profile for the Policy Group.
- The CSLF website should be used as a repository for outreach information.
- The website should provide information on the climate change challenge and CCS.
- Members should start to identify public communication and outreach experts.
- Secretariat compiles a list of public outreach experts based on Members' input.
- Consider having identified experts sit in on any future public outreach working group.
- Members develop approaches and share through the Secretariat.
- Members provide updates on information provided through the Secretariat.

- Secretariat report to Policy Group on status of these and related activities at the next meeting.

General Considerations

The Secretariat agrees with the Task Force that Public Outreach should have a higher profile for the Policy Group and that CSLF Members should be encouraged to implement their outreach approaches and activities and share them with each other through the CSLF. Without effective outreach, Carbon Capture and Storage (CCS) efforts can be undermined through either unanswered questions or simply lack of knowledge by the public or key stakeholders. Sharing can make each of the Members more effective, reduce costs to each, and accelerate outreach activities.

The Secretariat believes that the most appropriate methods for the CSLF to assist Members would be to:

- Provide a practical basis for Members to exchange information on public outreach,
- Facilitate the development of informational materials, and
- Assist the Members in identifying common and best practices in public outreach.

The Secretariat also believes that the CSLF should not become involved in communications for specific projects (other than through the recognition process), communications activities should be the responsibility of project developers. CSLF public outreach activities should, however, assist Member efforts by providing appropriate support, where requested, on communication and public outreach.

The Secretariat has several specific recommendations consistent with these considerations for how to implement the Task Force recommendations. These recommendations are highlighted *in italics* below.

Specific Recommendations for Implementation Steps

1. *The Task Force should develop a coherent approach to collaboratively developing needed information.*

The Task Force recommended that the CSLF play a role in developing broader information about climate change, how CCS serves as a mitigation option, and the benefits of CCS.

Table 1 provides a preliminary list of the information needs of various audiences. As can be seen, a wide variety of information may potentially be required, although there is significant overlap among the audiences. Informational materials could be developed by the Members individually, collaboratively or through the identified experts.

Table 1
Preliminary List of Public Outreach Audiences and Information Needs

Audience	Information Needed
General Public	<ul style="list-style-type: none"> • Health and safety issues • Environmental benefits and costs • Cost and other impacts
Local Authorities	<ul style="list-style-type: none"> • Health and safety issues • Likely local economic impact • Legal and administrative requirements
Public in Affected Areas	<ul style="list-style-type: none"> • Health safety issues • Likely economic impact
Carbon Source Industries	<ul style="list-style-type: none"> • Costs and benefits • Technical status
Labor Groups	<ul style="list-style-type: none"> • Potential impact on employment
Rural/Agricultural Populace	<ul style="list-style-type: none"> • Health safety issues • Environmental benefits
Equipment Supply Industries	<ul style="list-style-type: none"> • Business opportunities • Technical status and challenges
Financial Institutions	<ul style="list-style-type: none"> • Business opportunities • Technical status and challenges
Academia/Science	<ul style="list-style-type: none"> • Information gaps/research needs • Potential project and funding opportunities
Environmental NGOs/Constituencies	<ul style="list-style-type: none"> • Environmental benefits
Primary and Secondary Education	<ul style="list-style-type: none"> • Descriptions of the technology and its benefits

Collaboration could potentially expedite the development of this information, help to ensure its quality, ensure its widespread availability, avoid duplication and lower the costs to participants in the collaboration. Given that the CSLF itself does not have a funding mechanism, the best approach would be for the Task Force to decide what is needed and the priorities, and to consider how these materials can be developed collaboratively and how funding can be obtained.

Such collaboratively-developed materials do not have to be the finished products actually used for outreach. Rather, they could be components that others could use or even guidelines or best practices that could be followed to be most effective.

2. Create a list of public outreach experts.

The Task Force recommended that the Secretariat develop a list of public outreach experts.

The Secretariat has sent an e-mail asking Members to identify public outreach experts in their countries. As of this writing (late February 2006), only two Members have responded. The Secretariat encourages other Members to identify experts to the Secretariat. These experts should have communications experience and also be able to draw upon the best available objective technical and scientific information.

The Task Force should consider how the skills, knowledge and expertise of the experts can best be used.

3. Use the CSLF website and other methods, as appropriate, to communicate information about CCS.

The Task Force recommended that the website provide information on the global challenge of climate change and the potential role of CGS.

A considerable amount of information on climate change and CCS is already on the web and the website already has some of this information. In order to avoid duplication and to simplify and speed up the effort, the Secretariat suggests that, rather than greatly expand what is on the CSLF website, annotated links be used to relevant sites that have such information. The annotations would, in a sentence or two, describe the contents of the site for which there is a link.

The Task Force also recommended that portions of the International Energy Agency (IEA) report "Prospects for Carbon Capture and Storage" be placed on the website.

This document is already available for downloading from the IEA website. The CSLF website already has a link to it on the "Publications" page.

The Task Force further suggested exchanging information on outreach activities on the CSLF website.

The Secretariat believes that a combination of methods should be used for this purpose. Completed materials sent in by Members could be posted on the website. A page on the CSLF website for publications already exists and such materials could be placed on this page or one like it. The multimedia section could similarly be used for materials of that type. To the extent that Members or the public outreach experts wish to exchange draft materials or have discussions, other methods (such as email lists) may be more effective and should be explored by the Task Force.

4. Use annotated website links as the recommended information repository.

The Task Force recommended that the Secretariat implement a repository of information on the CSLF website.

Much relevant information that could be used for outreach activities is available from diverse sources and more is being generated at an accelerating rate. It would be highly duplicative for the CSLF to be such an internal repository. The annotated links in the website described in the previous recommendation should, however, serve much of the need for such a repository. Further, more specific mechanisms could also be developed by the Task Force.

5. Hold an outreach workshop. after the next CSLF meeting.

The Task Force, in several of its recommendations, suggested that Members share information and experience on communication and public outreach through the CSLF Secretariat

As a first step in meeting this need, Members have been invited to give short presentations on this topic at the Delhi meeting. An effective way to facilitate the exchange of ideas in this area, however, is still needed. Such an effective mechanism could be provided by a CSLF workshop on Public Outreach.

The CSLF should have a full-day workshop on public outreach the day after the next CSLF meeting in or close to the city at which the CSLF meeting is held. (This would be similar to the way in which the technical workshop was held in Potsdam the day after the Berlin CSLF meeting.) This workshop would bring together the identified experts and could also be attended by CSLF delegates and stakeholders attending the CSLF meeting. It will be a valuable networking opportunity for the public communications experts and CSLF Members.

The workshop should have presentations and discussions on communication and public outreach issues. It would be a working meeting that will provide a forum for Members, the Task Force and public outreach experts to discuss the outreach challenges they face and the methods they use. It would enable participants to describe and compare their activities and start to identify future needs and best practices. The workshop could also make recommendations for methods of further sharing of information on public outreach

In addition to the CSLF member counties, the workshop would benefit from having communications experts with relevant experience from stakeholder organizations in attendance. Their experience could prove valuable to the Members and to the experts identified by the CSLF.