

PCOR PARTNERSHIP—MULTIFACETED AND MULTILEVEL OUTREACH

Daniel J. Daly, Janet L. Crossland, Charlene R. Crocker, Charles Gorecki, Edward N. Steadman, and John Harju

Energy & Environmental Research Center
University of North Dakota
15 North 23rd Street, Stop 9019
Grand Forks, ND 58202-9018



The Challenge

Inform and educate the general public and key audiences at the regional and project level regarding carbon capture, utilization, and storage (CCUS) technology and its role in carbon management.

Approach

Implement a two-pronged effort: regionwide outreach and outreach tailored to the area of the demonstration projects. Develop outreach products. Connect with communities. Track audience exposure.

Outreach Team – Everyone Has a Role

Integral to the PCOR Partnership Program, the outreach team comprises program management and technical members, with expertise in science, engineering, and outreach. Partners play an important role in outreach, and PCOR Partnership outreach supports partner outreach efforts.

Outreach Materials – General and Project Focused

- Fact sheets
- Television documentaries and DVDs
- Lesson plans
- Web sites
- Atlas
- Video clips and shorts
- Presentations
- Posters



Regional Level

Use existing networks including public television, educator seminars, and libraries. Establish a source of technical information and a network for the professional and policy communities. Maintain a strong Web presence as the core of regional outreach activities.



Project Level

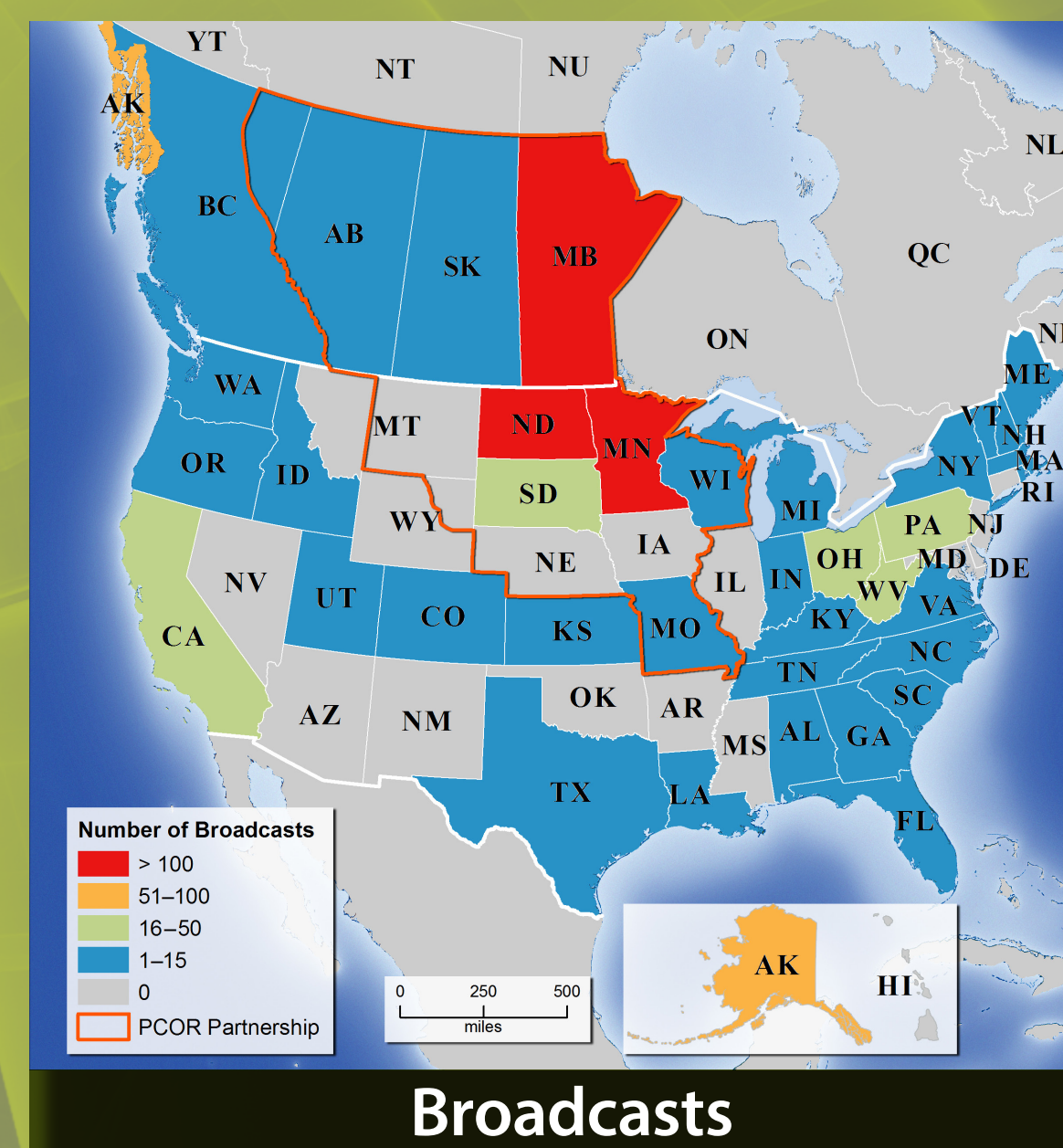
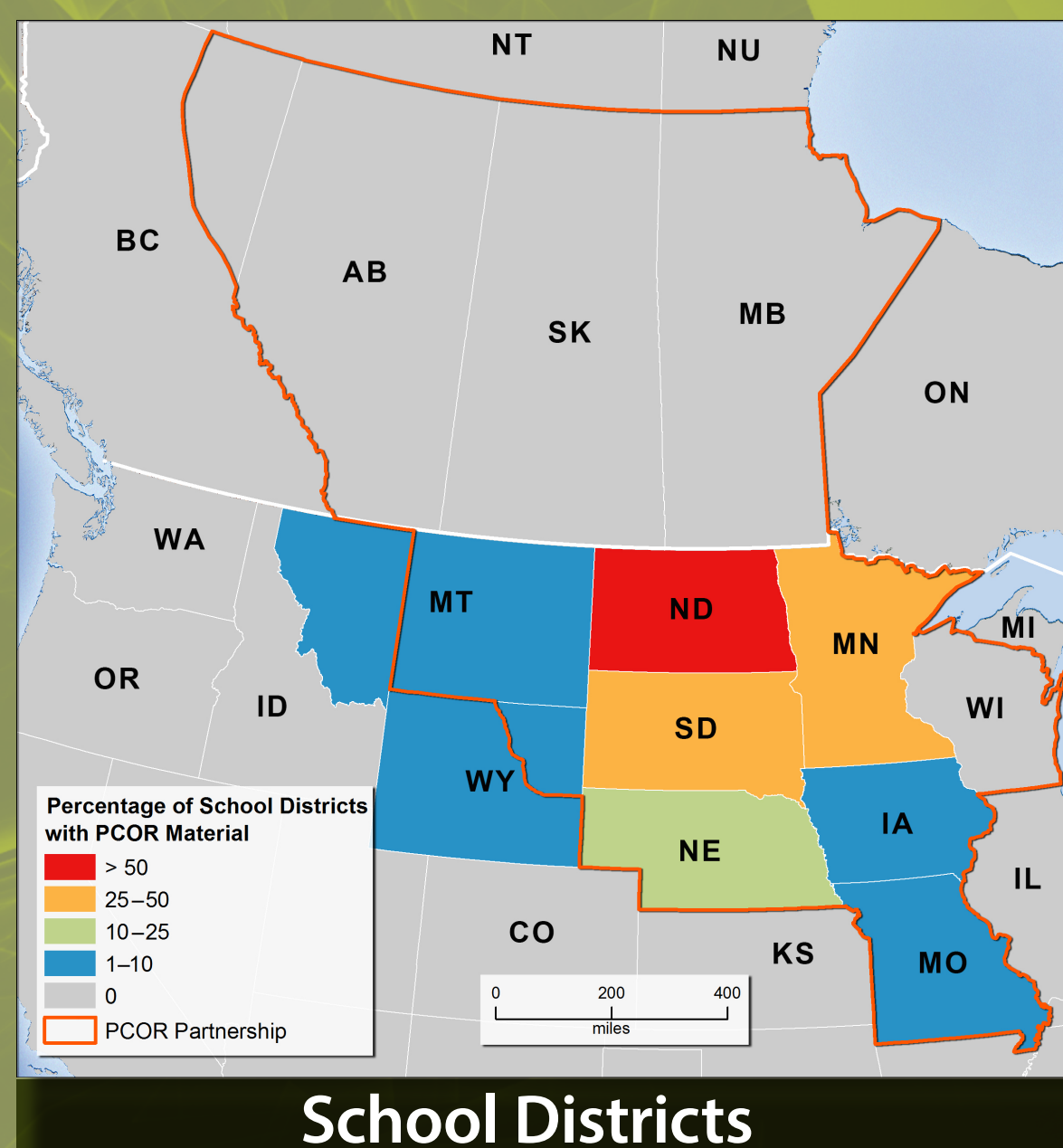
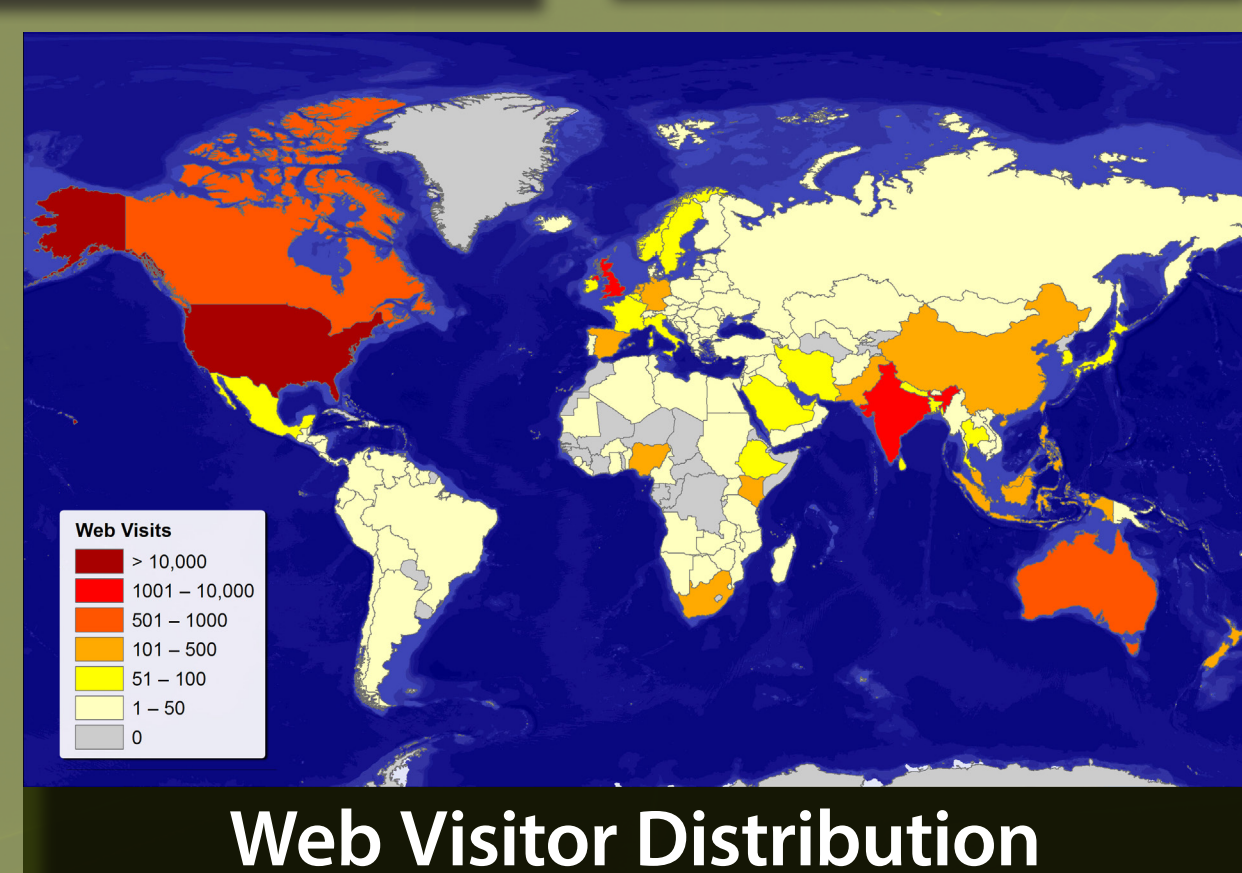
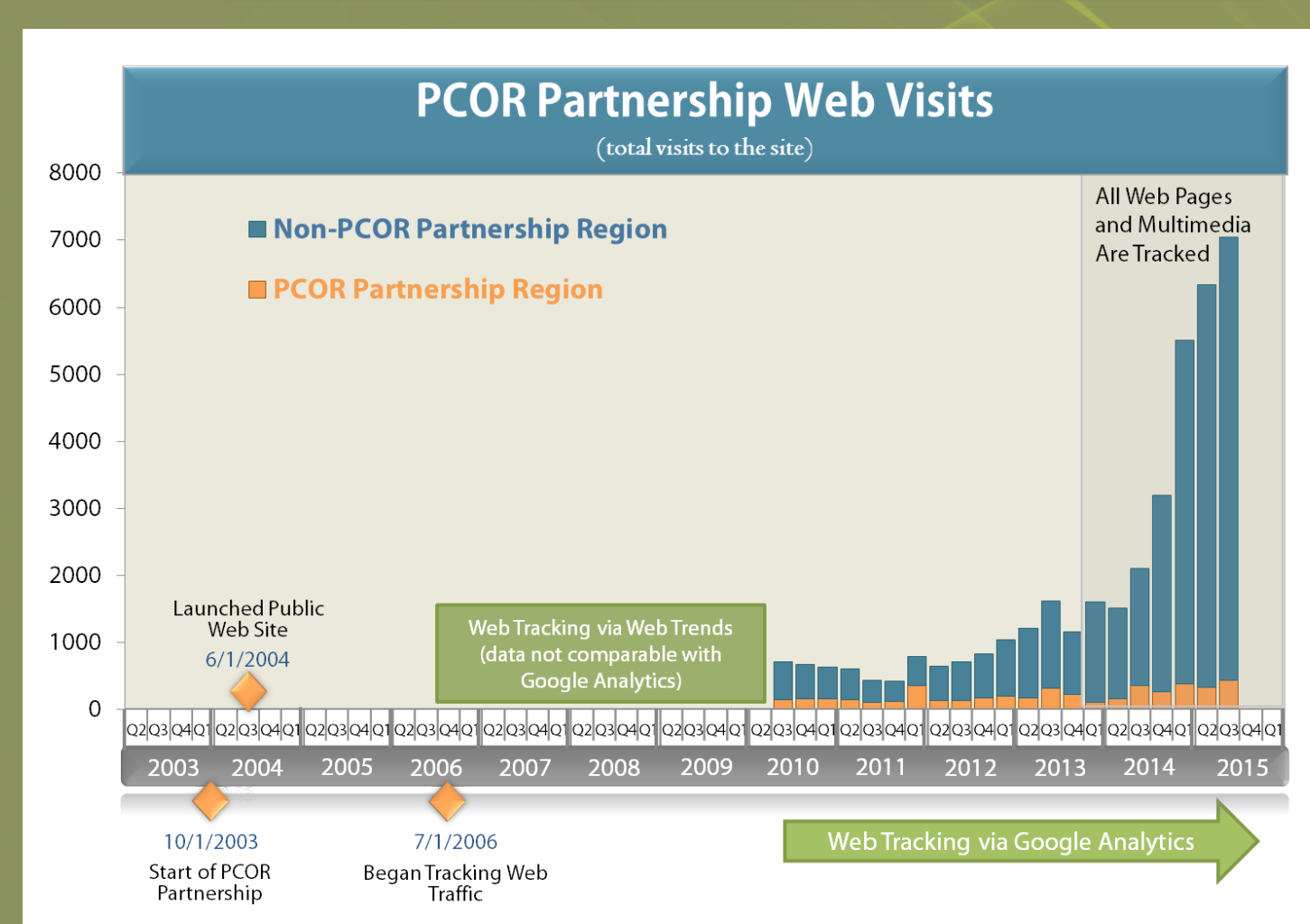
Collaborate with commercial partners to provide outreach to local stakeholders for the PCOR Partnership projects. Provide outreach advice and/or materials for other CCUS projects in the region.



Tracking and Assessment

Track outreach activities, including the following:

- Web visits
- Documentary broadcasts
- Presentation venues and attendees
- Outreach material distribution (geographically by recipient type)



Fast Facts

- Reached over 1300 teachers
- Outreach materials in 357 school districts in 8 states
- Aired 778 broadcasts in 34 states and 4 provinces
- Web site visits from 127 countries