Using Message Maps in CCS Communication Authors: Corresponding author: Sarah Wade, WADE, LLC Coauthors: Daniel J. Daly, Lydia Cumming, ² Gary Garrett, ³ Marian Stone, ⁴ Martha Cather, ³ and Kathryn Watson ⁶ Tenergy & Environmental Research Center, ³ Battelle, ³ Southern States Energy Board, ⁴ Bevilacqua-Knight, Inc., ⁵ New Mexico Tech, ⁶ Big Sky Carbon Sequestration Partnership

RCSP Outreach Working Group

1. Challenge

- Stakeholder concerns include both technical and social issues.
- Answers touch on the environment, the economy, and our energy mix, as well as site geology and carbon capture and storage (CCS) technology and its relation to individuals and communities.

At times it can seem like our communications raise more questions than they address. How can we get the issues on the table? How do we get our team on the same page? How do we get the key points in context? How do we respond effectively to concerned stakeholders?

2. Response

Message maps can help meet this challenge by organizing important details in support of central points. Creating the hubs and spokes of the message map organizes critical issues and supporting information. Once completed, the message maps provide a consistent, flexible, and practical visual framework for oral presentations, written materials, and unscripted forums.

3. Building a Message Map – Basic Steps

The Regional Carbon Sequestration Partnership (RCSP) Program's Outreach Working Group (OWG) conducted a workshop in which *MediaMasters* provided training and guidance for developing message maps for CCS. The process uses a "hub and spoke" framework using the following steps

Positive Points Central Message List Messages The key central message Central Central The message list should will become "home base Message reflect your views and the (the "hub"). views of stakeholders.

Central

Proof Points

List specific points that message unique

Point 4

Expand the wheel

Driling Down

Detail

Point 5

under GHG

Central

Detail

Detail

Detail

4. CCS Message Mapping

The OWG representatives listed numerous CCS messages and chose a central message: CCS is important to our future quality of life. How? In five ways (the five positive points in yellow). For example, CCS provides "Energy System Benefits" (statement circled in red below).

What Benefits? Well, there are several... Each of the statements in the red boxes concretely illustrate how CCS provides benefits to energy systems. The statements in the green boxes provide the detail.



energy system

- Having the option of CCS compliance cost by 70% relative to a non-CCS scenario.
- sions from large fossil fuel

Enables continued use of fossil fuels and existing infrastructure to supply baseload electricity as demand grows.

New baseload power plants can be constructed to accommodate future

– Fosters energy diversity.

Sample Messages

- CCS can be done safely
- CCS can be used to address climate change.
- CCS R&D is driving down cost

CCS Is Important to Our Future **Quality of Life**

Natural Resources

mportant to **Our Future Quality of Life**

Enables states and

CCS Is

Energy System

security

CCS Is Important to **Our Future Quality of Life**

– CCS can be applied

- use of fossil energy
- Can be implemented in

5. Applying CCS Message Maps

You are at a public meeting. An opinion is voiced: CCS is too expensive, why should we spend tax dollars on it?

Your answer follows the route laid out on the message map: Investing in CCS allows continued use of fossil energy while reducing GHG emissions. For example, CCS could help manage CO₂ e from natural gas processing now and from fossil fuel electric plants in the future. CCS also supports CO₂ EOR, and that will increase our oil production. It is estimated that EOR using anthropogenic CO₂ CCS could yield an additional 3 million barrels of oil per day by 2030. Making an investment in CCS now would help safeguard our energy security in the long run, which is important to our quality of life

CCS Is

Important to

Quality of Life

Benefits

The communication map retains the important points. The color and pattern make the relationships easy to visualize. The maps can be accessed as needed for oral presentations, proposals, fact sheets or to respond to questions from stakeholders or the media.

Enables states and Likely to be the optimal and energy strategy for some regulators and regulated entities because and regulated entities becaus of available energy sources,

delivery systems, and demand. – California, Texas, Illinois,

CCS projects, and five other states have projects under

Fosters energy diversity.

- Enables use of vast fossil
- Enables CO, EOR to boost

- Could yield 3–3.6M barrels,