

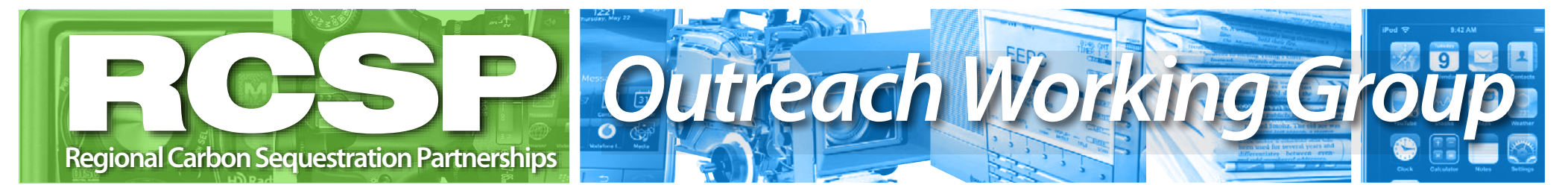
# Outreach Best Practices: A Practical Foundation for the Future

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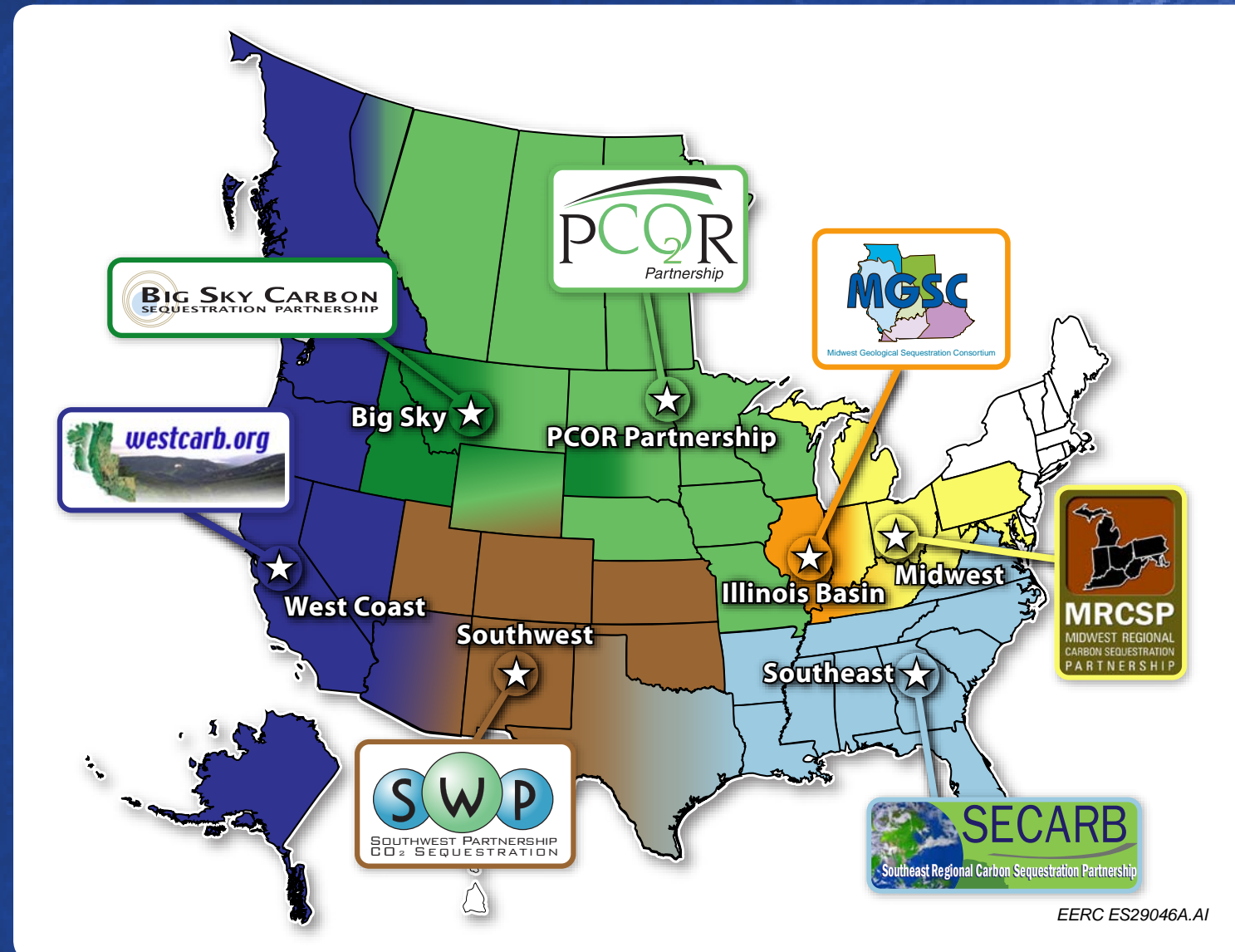
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## Sequestration, Regional Partnerships and Outreach

Geologic storage (GS) of CO<sub>2</sub> is emerging as the leading storage option for carbon capture and storage (CCS) projects related to large-scale stationary sources like power plants, refineries, or natural gas-processing facilities. Since 2003, the seven regional public/private sector partnerships under the U.S. Department of Energy's (DOE's) Regional Carbon Sequestration Partnership (RCSP) Program have been building capabilities and engaging stakeholders to address this need.

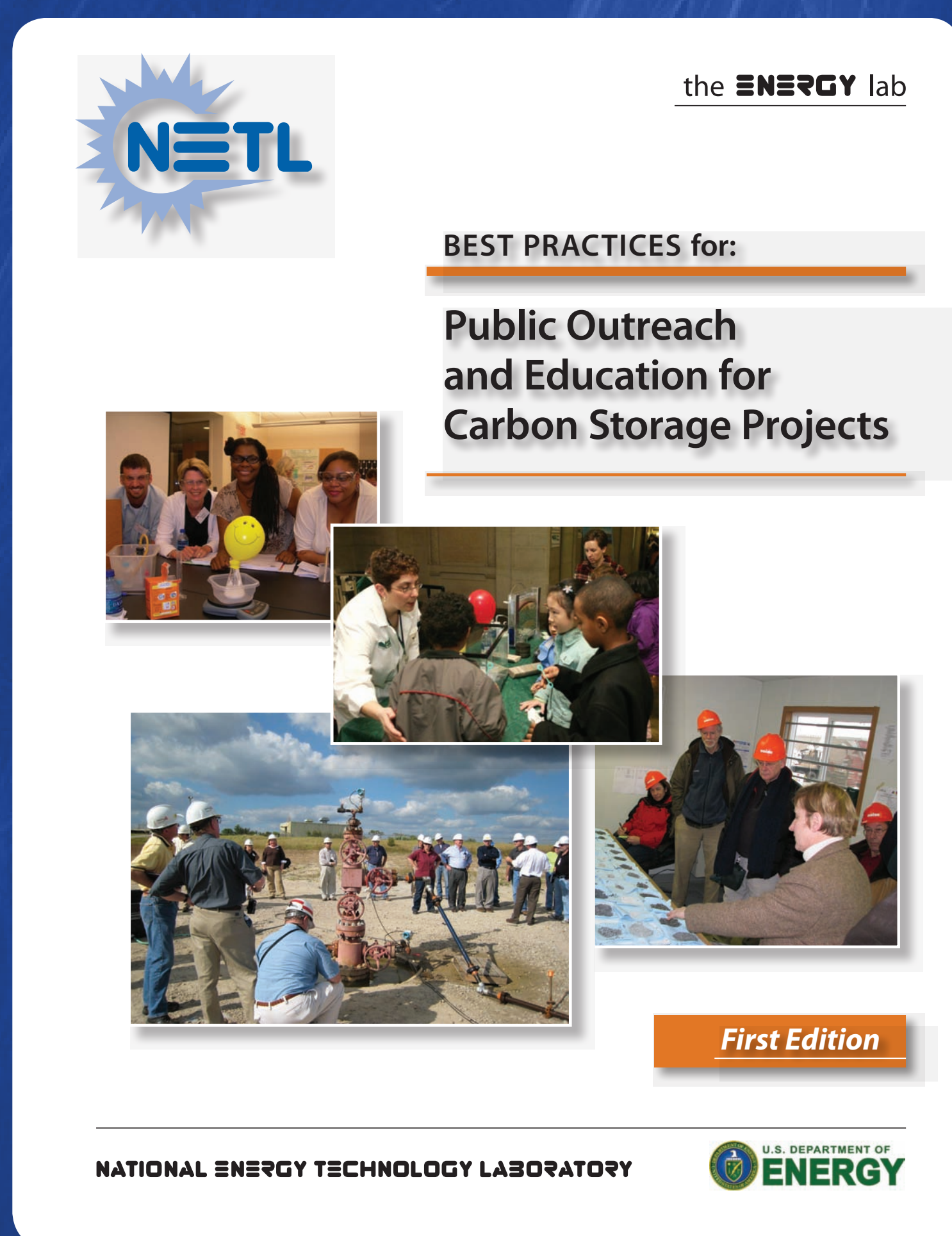


“Public outreach needs to be incorporated as an integral component of CO<sub>2</sub> storage project management—ideally starting at the time of project conceptualization (BPM, p. 15).

Effective public outreach involves listening to individuals, sharing information, and addressing concerns through proactive community engagement (BPM, p. 31).”

## From Outreach Experience to Best Practices

The regional partnerships gained experience and understanding, and developed methodology, through outreach related to a number of small-scale validation projects in the United States and Canada. In some cases, these projects were embraced and supported by the community; in other cases, there was almost no reaction, and in some areas, projects were met with opposition. During the validation phase, the regional partnerships shared their outreach experiences through the program's Outreach Working Group (OWG). The lessons learned from these outreach efforts are now available in a DOE report entitled “Best Practices for: Public Outreach and Education for Carbon Storage Projects,” released December 2009.



## Aquistore – Putting Best Practices to Work

Conceived in 2009, the Aquistore Project is an integrated saline reservoir (SR) injection project located in the western Canadian province of Saskatchewan. Aquistore is a “greenfield” CCS–GS project, that is, the site has not had previous industrial activity. The Petroleum Technology Research Centre (PTRC), the project lead, convened a communications panel comprising all of the partner companies. Many had significant outreach experience. However, even as a group, the panel members agreed they needed support in planning and implementing outreach for a stand-alone commercial greenfield CCS–GS operation. The BPM proved useful in the following ways (Sacuta and others, 2010):

1. The BPM offered a common starting point for the diverse members of the panel.
2. The BPM addressed outreach needs over the life cycle of a greenfield project.
3. The BPM templates and materials supported outreach for a fully integrated CCS–GS project, one that includes capture, transport, injection, and attendant monitoring and verification.

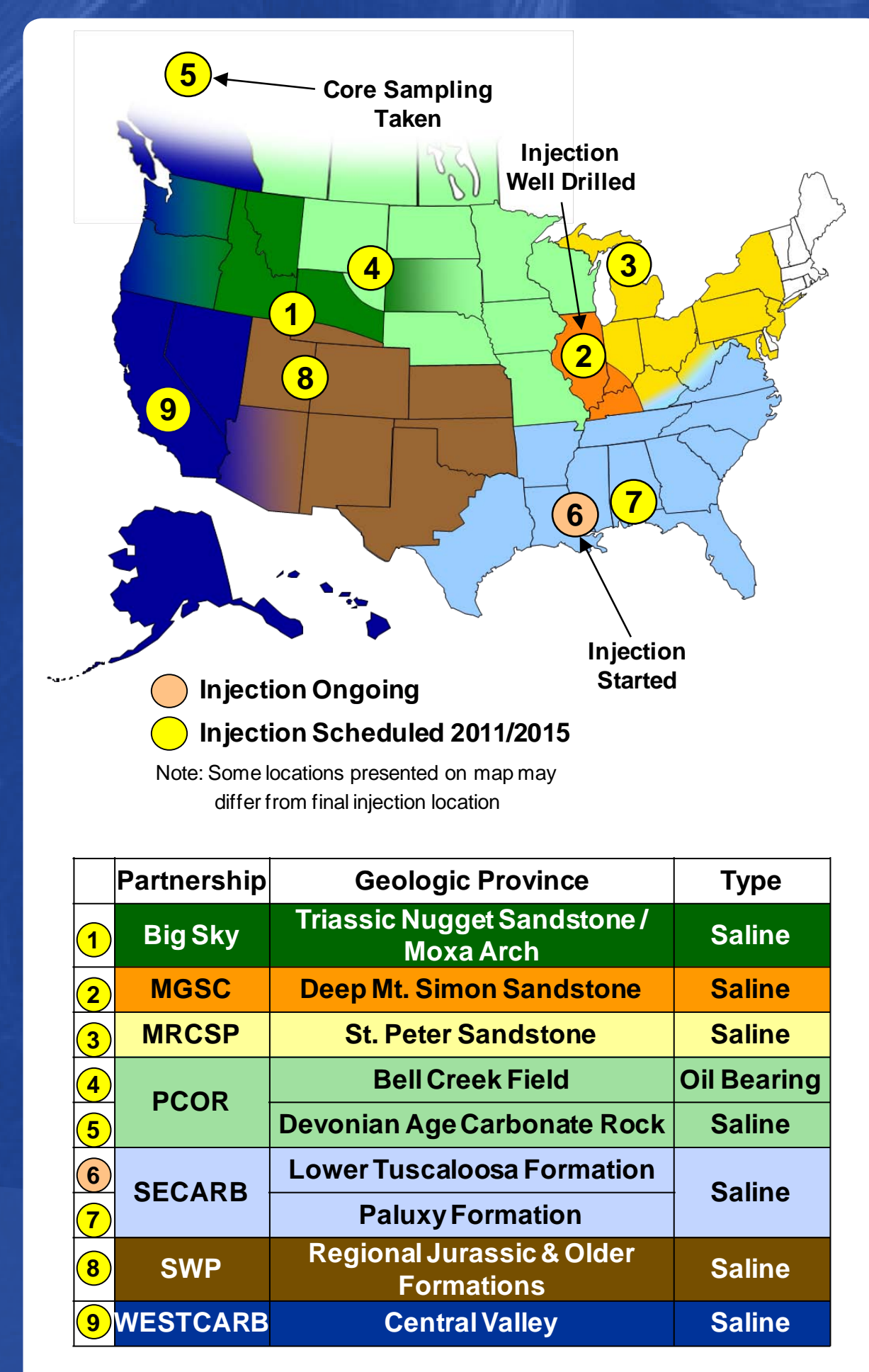
“DOE's Outreach BPM provided a solid, stepwise approach to planning communications for Aquistore. Nine of the best practices led to the Aquistore communication plan, and the tenth (flexibility) will perhaps be the most important as the next stages of the project (pipeline construction, capture facilities) unfold.”

– Norm Sacuta, Communications Manager and Aquistore Communications Panel Lead, PTRC, Regina, Saskatchewan



## Proven Practices to Support Demonstrations

The RCSP Program is now in the development phase, and each of the partnerships is implementing at least one pre-commercial-scale project as indicated in the figure. The OWG will continue to conduct project-specific CCS–GS outreach and draw from those experiences to review the lessons learned in applying the best practices with the intent of updating them as warranted and supplementing the materials with further insights on the use of community feedback in project design and implementation.



The best practices manual (BPM) provides ten best practices and supporting materials that can help address the practical aspects of conducting public outreach for carbon dioxide storage projects across a variety of geologic and cultural settings:

- Best Practice 1 – Integrate Public Outreach with Project Management
- Best Practice 2 – Establish a Strong Outreach Team
- Best Practice 3 – Identify Key Stakeholders
- Best Practice 4 – Conduct and Apply Social Characterization
- Best Practice 5 – Develop Outreach Strategy and Communication Plan
- Best Practice 6 – Key Messages
- Best Practice 7 – Tailor Outreach Materials to Audiences
- Best Practice 8 – Outreach Throughout the Program
- Best Practice 9 – Monitor Outreach Performance
- Best Practice 10 – Be Flexible!

<sup>1</sup> Sacuta N., and Greenberg S., 2010, Cross border collaboration in applying public outreach best practices to the Aquistore project, in Proceedings of the 9th Annual Conference on Carbon Capture & Sequestration: Pittsburgh, Pennsylvania, May 10–13.