



# Public Participation: Industry's Role

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*CCS Global Legal Symposium, 15-16 Mar 2010*

# IEA Greenhouse Gas R&D Programme



- A collaborative international research programme founded in 1991
- Aim: To provide information on the role that technology can play in reducing greenhouse gas emissions from use of fossil fuels.
- Producing information that is:
  - Objective, trustworthy, independent
  - Policy relevant (but NOT policy prescriptive)
  - Peer reviewed by external Expert Reviewers
- Focuses on Carbon Dioxide Capture and Storage (CCS)
- **Activities:** Studies and reports (>120); International Research Networks: *Wells, Risk, Monitoring, Modelling, Oxy, Capture, Social Research, Biofixation*; Communications (GHGT conferences, IJGGC, etc); facilitating and focussing R&D and demonstration activities eg Weyburn; working with IEA (including Regulators Network), GCCSI, CSLF, EU ZEP, US RCSP, CO2CRC, etc.



**IEA GHG is an IEA Implementing Agreement in which the Participants contribute to a common fund to finance the activities.**

# Private sector project developer's objectives



- To be within the law
- To be profitable, minimising costs



# Regulatory requirements for public participation



eg

- Aarhus Convention
- EU EIA, IPPC – Annex V, CO2 Storage Directive
- OSPAR
- US APA and NEPA
- World Bank - Extractive Industries Review

# However – there is benefit from exceeding the minimum regulatory requirement



- Particularly for new and complex concept such as CCS
- ‘Development without conflict – the Business case for Community Consent’ (Jon Sohn, WRI, 2007)
  - Non-CCS project examples
- CCS examples:
  - CO2Sink at Ketzin, Germany (IEAGHG Risk Assessment Network 2009)
  - CO2CRC Otway Project (IEAGHG Risk Assessment Network 2009)
  - US RCSP example from Tony Booer

# NETL Best Practices Manual for 'Public Outreach and Education for Carbon Storage Projects'

(US DOE, 2009/1391)



1. Integrate public outreach with project management
2. Establish a strong outreach team
3. Identify key stakeholders
4. Conduct and apply social characterisation
5. Develop an outreach strategy and communication plan
6. Develop key messages
7. Develop outreach materials tailored to audiences

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8. Actively oversee and manage outreach programme throughout project life
9. Monitor performance of outreach and changes in public
10. Be flexible – change programme as needed



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## Public Participation - Industry's role

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- While there are commercial power stations, chemical plants, and pipeline networks, there is no commercial CO<sub>2</sub> geological storage.
- There is currently no 'CCS industry' and CCS will not happen unless it becomes a viable business
- Communication about current 'demonstration' projects conflates the issues of CCS in general and specific projects.
- Critical need for 'demonstrations' to be done well and perceived to be done well
- Do people believe what industry says?  
In general NO, for specific projects YES (or maybe)
- Current examples of communication are from pilots or 'demonstrations'
- Will this experience apply to 'industrial scale' projects?

## Anecdotes (not evidence) from pilot projects

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### CO2CRC Otway project:

- Very good public communications practice
- Early talks of a 'potential' project
- Exemplary public acceptance (finally)
- Landowner issues take time (compulsory acquisition)

### CO2SINK Ketzin project:

- Local benefits, including...
- ... Volunteer fire department avoided disbandment

### How were local stakeholder concerns accommodated?

- Community meetings prior to drilling the well
  - What happens during drilling ?
    - industry animation to explain
  - How loud will it be ?
    - industry benchmarks with commons events, eg. A lawnmower at a distance
  - Will there be any jobs created ?
    - Industry answer: specialized work, but other community benefits
- Clear explanations to answer questions without “talking down to...”
- Local employer (ADM)
  - Excellent relationship with local agencies, media, etc.

### First(?) Canadian CCS project

- Direct benefit from MGSC experience in building a communications plan
  - Used as a guideline for their own plan
- Direct benefit from DOE Best Practices Manual
  - at the time unpublished (but with DOE approval!)
  - Shared industry involvement in multiple projects.
- Also benefit from IEA-GHG Weyburn Midale project communications experience.

# The impact of regulation on public participation

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- Do these examples demonstrate “exceeding the requirements” ... ?
- What should regulation demand of industry ?
  - “Transparency”
  - Cannot mean sharing of all information
  - Must mean clear explanation of activities
- For pilot and demonstration projects,  
local concerns have been accommodated...  
...and experience shared between projects.
- ...does this experience scale up to a full-sized industry ?
- ...does the regulation ?