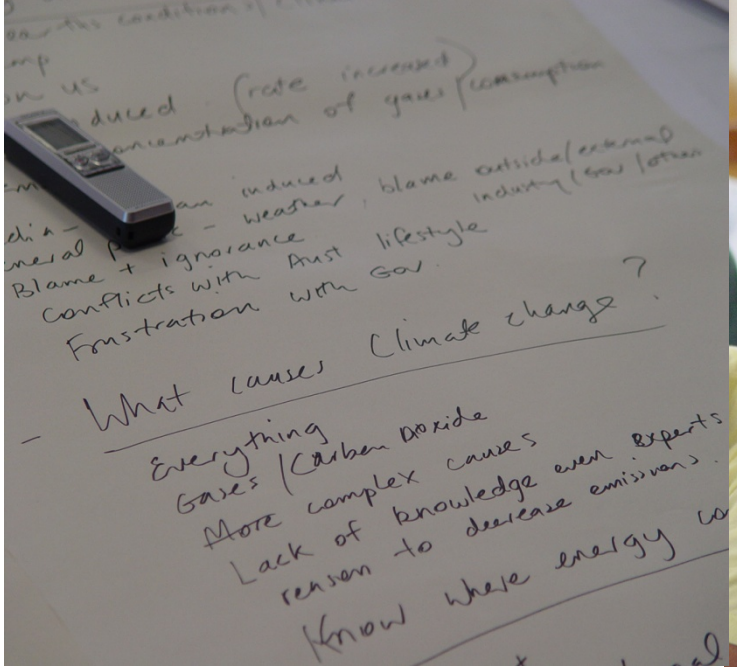

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Stakeholder engagement for successful CCS deployment : Considerations and lessons learned

Peta Ashworth,

Group Leader, Science into Society, CESRE

Presentation to Japan CCS Workshop, 18th January 2012

CSIRO

Overview

- CSIRO and CCS social research
- Why engage and communicate about CCS?
- Findings from case studies
- Best practice - guiding principles
- Suggestions for Japanese projects
- Additional resources
- Questions

CSIRO's CCS social research

CSIRO today: a snapshot

Australia's national science agency

One of the largest and diverse in the world

Ranked in top 1% in 13 research fields

Internationally recognised staff

Award winning talent

Building national prosperity & wellbeing

CSIRO related research portfolios

•Energy Transformed

•Advanced •Coal Technology

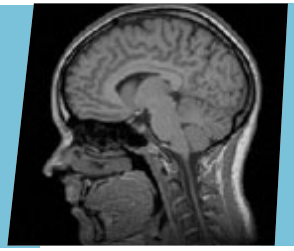
•Petroleum •and •Geothermal

•Climate Adaptation

•Minerals Down Under

•Water for a Healthy Country

•Food Futures



•Preventative Health

•Wealth from Oceans

•Future Manufacturing

•Sustainable •Agriculture

•Light Metals

CSIRO's CCS Social Research

Energy Transformed Flagship

- Social research to understand energy preferences and inform engagement
- Founding partner of Carbon Dioxide Capture and Storage Social Research Network (C2S2RN)
- Followed by IEA Greenhouse Gas Research & Development Social Research Network

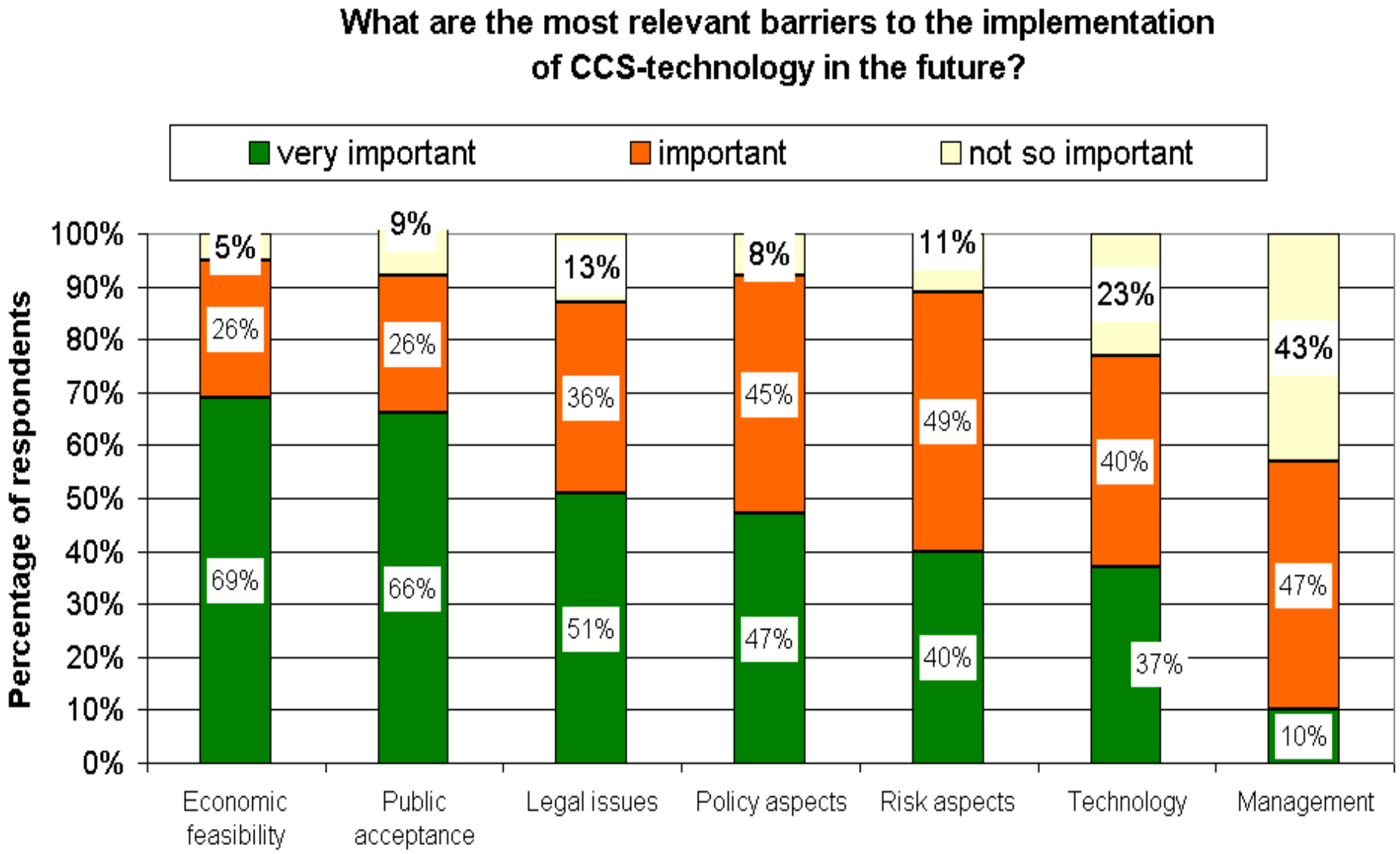
Partnership with Global Carbon Capture and Storage Institute

- International collaborations across 13 projects
- Japan Stakeholder Day, 19 November 2010
- Dr Kenshi Itaoka, Mizuho Information and Research Institute
- Dr Makoto Akai, National Institute of Advanced Industrial Science and Technology

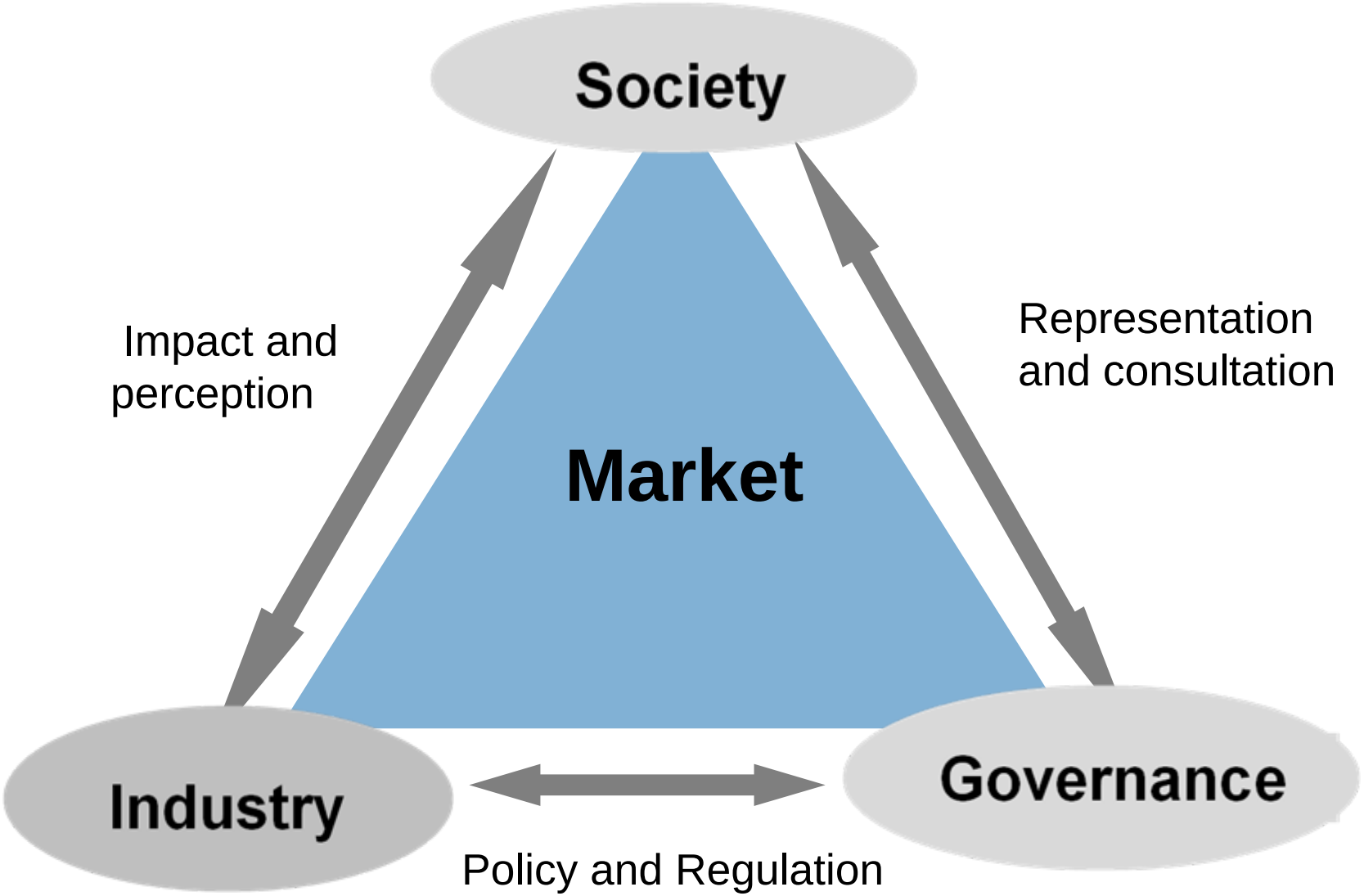
Why engage and communicate about CCS?

Public acceptance is important

Source: P.Ragden et al. , Fraunhofer



Industry does not exist in isolation



Specific Reasons

1. Response to regulation

- Increasingly required by regulation and seen as best practice

2. Reduce perceptions of risk and increase support

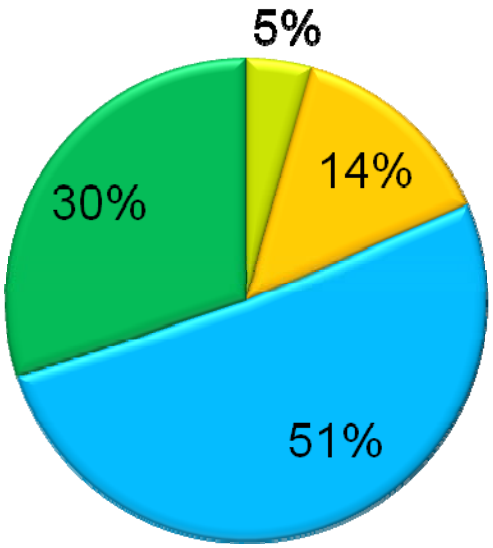
- Once formed public attitudes can be slow to change
- Build trust and facilitate social justice
- The public will accept CCS, but not always. A project's ability to adjust its planning and management to its social context is more likely to ensure a positive outcome for all involved.

3. Create and sustain local benefits

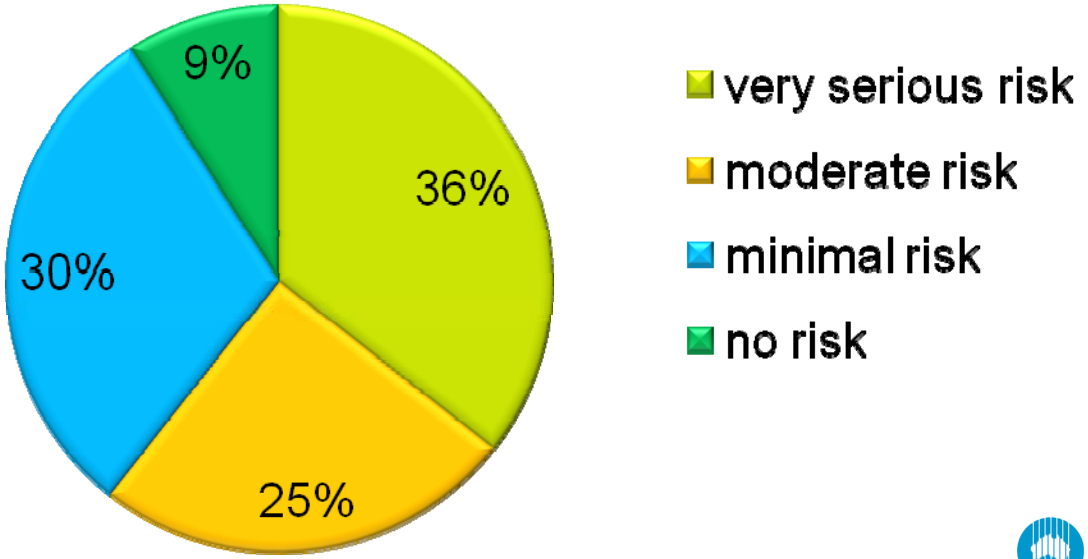
- Message about both global and local benefits
- Identify local benefits and develop - opportunity!

Perceived risks of CO_2 leakage

Stakeholders: energy industry



Stakeholders: NGOs



Considerations for a risk communication plan

1. Compared to developers other stakeholders will likely view risk in a more expansive way
2. Non-technical risks may provide a greater challenge than technical risks.
3. Project developers should attempt to ascertain how community members view project risk:
   - Be open, respectful and responsive to the public
   - Be proactive in the sense of planning ahead about issues that could arise
   - Prepare for media interactions
   - Use appropriate visual aids and analogies to help communicate concept to the public and keep them simple

Findings from case studies

Japanese context

The importance of cultural identity

- Japan holds very different cultural views to that of other nations.
- These attitudes and views lie deep in the nation's history
- Meaningful social time for engagement – may take longer but is important

Japanese context

The importance of cultural identity

- Local pride is very important and communities care a great deal about image and the way they are perceived.
- Sensitivity to environmental issues

Japanese Context

- Offshore - onshore storage issues
  - Highly built up infrastructure makes it difficult for pipelines
  - Natural seismic activity that occurs in Japan is a challenge when discussing onshore injection
  - Leakage is seen to be a real threat – hence offshore opportunities have been examined
  - Offshore injection strongly impacts on fishermen who have mixed views
  - Property rights in certain areas

Japanese Context

- Local benefits of CCS projects
  - Need to closely examine each community
  - May not be many new local benefits for Japan – particularly the fishermen
  - Economic considerations may be important for some communities
  - Precedence with nuclear
- The role of NGO's in the debate
  - Local versus international presence

Global versus Local Benefits

Global picture

Build public confidence in the viability of using fossil fuel resources to meet increasing future energy needs while reducing CO_2 emissions through CCS. **BUT** at the same time there is a need to invest in renewable energy technology development. CCS must be presented as part of a portfolio of solutions to climate change, not seen as the only answer.

Local project

To assist with planning, building trust and confidence - an understanding of the technology, social context, ability to be responsive, commitment to transparency, avenue to in-depth knowledge within the community, and create support for future growth.

How do we define local benefits?

- **Frame discussion** around climate change and the energy portfolio
- **Decisions** are made collectively, NOT by responding to decisions made by others or one-by-one
- **Dialogue** is had with a range of stakeholders across all levels - experts and non-experts
- **What** is **important -** pros and cons
- **Identify the value** for each community and set of stakeholders
- **Takes time,** not a done deal and commitment needs to be maintained over time

Trust and procedural justice are critical

Elements of Trust

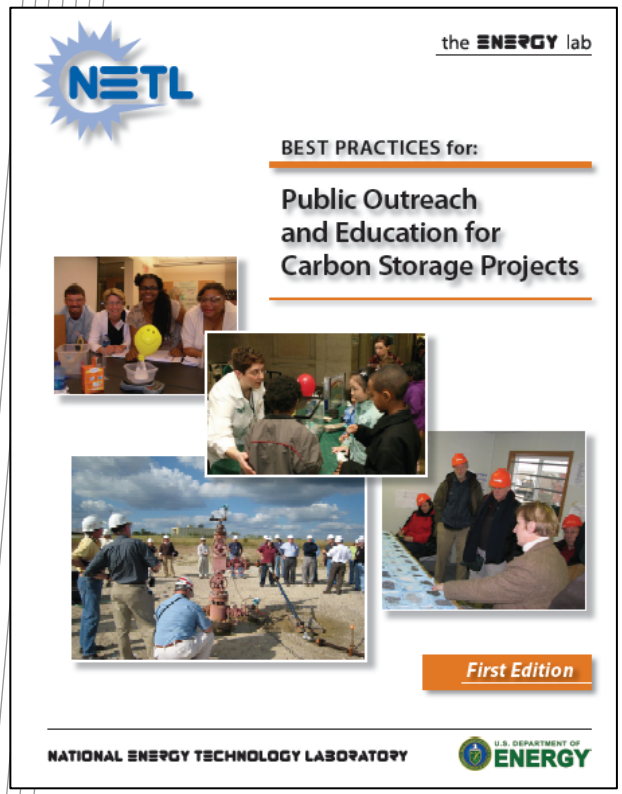
- What **information** is offered?
- **Who** is the **messenger**?
- What is the **process** being used?

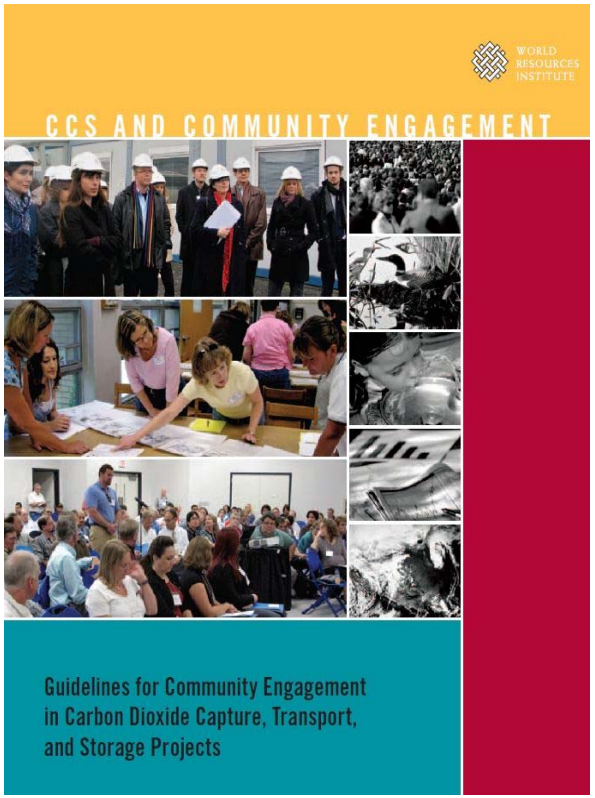
Procedural Justice

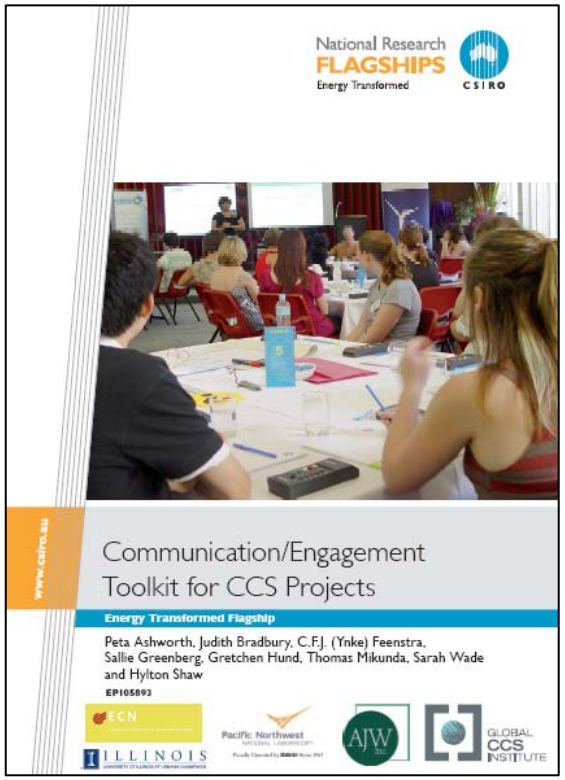
- Will the process be **fair**?
- Is it **transparent?**
- Will anyone **listen** to us?
- Can we **have a say** in what happens?
- Who can I **call**?

Best Practice – Guiding Principles

Guiding principles from best practice reports







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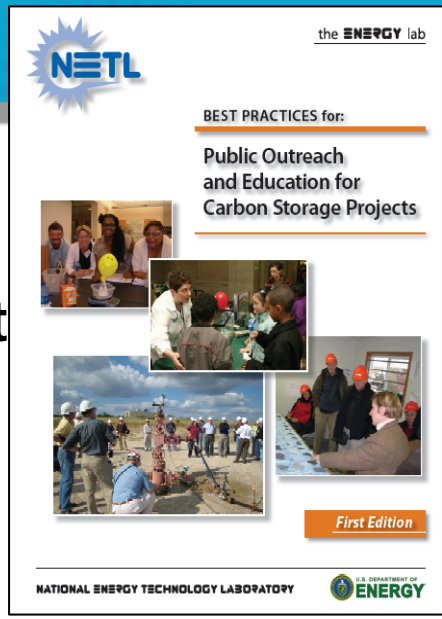
DOE, 2009: Public Outreach and Education for Carbon Storage Projects

Outlines 10 best practices



1. Integrate public outreach with **project management**
2. Establish a strong **outreach team**
3. Indentify key **stakeholders**
4. Conduct and apply **social site characterization**
5. Develop an outreach **strategy and communication plan**
6. Develop **key messages**
7. Develop outreach **material tailored** to the audiences
8. Actively oversee and manage outreach **through the life of the storage project**
9. Continuously **monitor** the outreach program and changes in perceptions and concerns
10. Be **flexible – refine** the outreach programs as warranted

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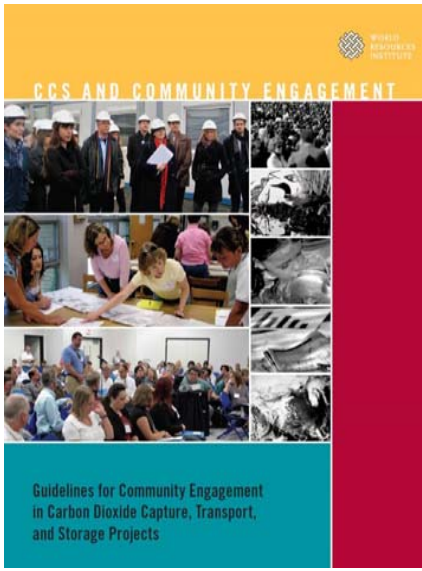
WRI, 2010: CCS and Community Engagement

7 principles of effective community engagement

1. Prepare communities before engaging
2. Determine what level of engagement is needed
3. Integrate community engagement into each phase of the project cycle
4. Include traditionally excluded stakeholders
5. Gain free, prior and informed consent
6. Resolve community grievances through dialogue
7. Promote participatory monitoring by local communities



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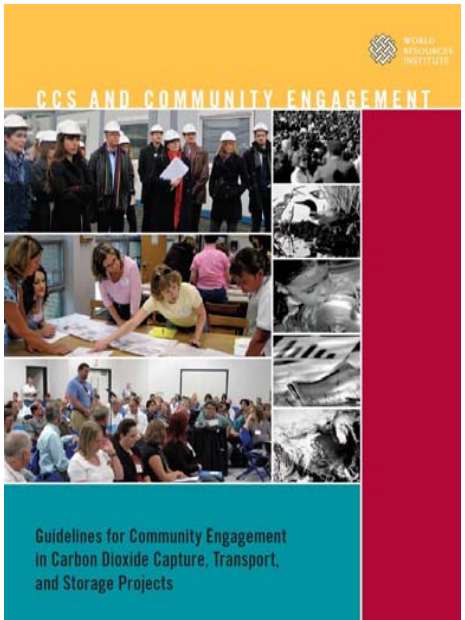
WRI, 2010: Requirements of the engagement process

1. Understand local community context
2. Exchange information about the project
3. Identify appropriate level of engagement
4. Discuss risks and benefits of the project
5. Continue engagement through time



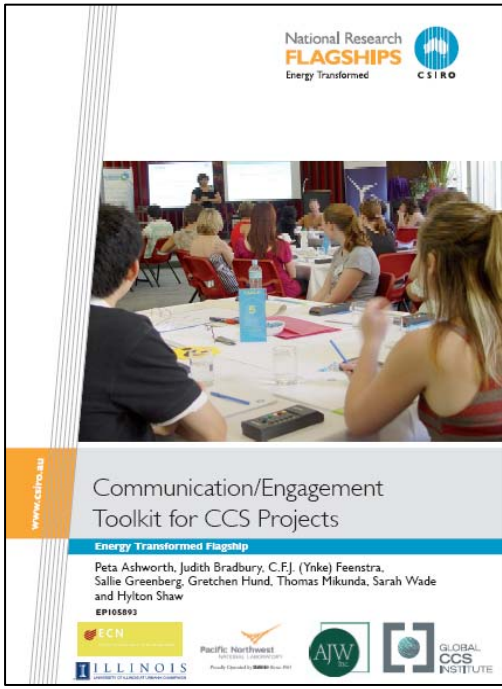
Requirements of the engagement process.

Key Principles in CCS Community Engagement and Roles for Each Party in the Process

	Understand Local Community Context	Exchange Information about the Project	Identify Appropriate Level of Engagement	Discuss Risks and Benefits of Project	Continue Engagement through Time
REGULATORS	Learn community concerns. Determine, meet, and possibly improve public participation requirements.	Educate, respond to, and provide information to the public.	Establish a multistakeholder engagement process.	Require communication and contingency measures and regular updates during life cycle. Evaluate environmental and other impacts.	Require public participation at key stages and increase engagement in the process.
LOCAL DECISIONMAKERS	Understand community interests, identify leaders, and establish a dialogue early.	Contact developers early. Ask questions. Identify, seek, and publicize pertinent information about the project.	Determine engagemen level and establish a transparent process.	Ask questions. Identify and communicate concerns and clarify follow-up process. Insist on full disclosure.	Establish institutional memory, possibly a taskforce. Consider participating in monitoring and reporting. Regularly update the community.
PROJECT DEVELOPERS	Assess community dynamics and your historical presence. Weigh participatory engagement.	Engage early and develop a relationship with the community. Answer questions. Seek input, and provide information openly and transparently.	Foster two-way engagement; consult and negotiate with communities. Address concerns. Convey feasible level of engagement.	Answer questions. Discuss with community risks, benefits, uncertainties, and mitigation and contingency plans. Consider benefit sharing.	Engage community at each step of project schedule. Consider informal, long-term relationship to ease stewardship transition.

Communication and Engagement Toolkit

- To assist in the design and management of communciation and engagement activities around CCS projects worldwide
- Universal guide for CCS implementors:
  - To use at different stages & in various ways
  - Including methods & examples
  - Practical and informative
- Content:
  - Gathering social data
  - Stakeholder engagement
  - Communication plan



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Communication and Engagement Toolkit

1. Otway Basin Project
2. ZeroGen Project
3. Barendrecht Project
4. FutureGen Project
5. Carson Project

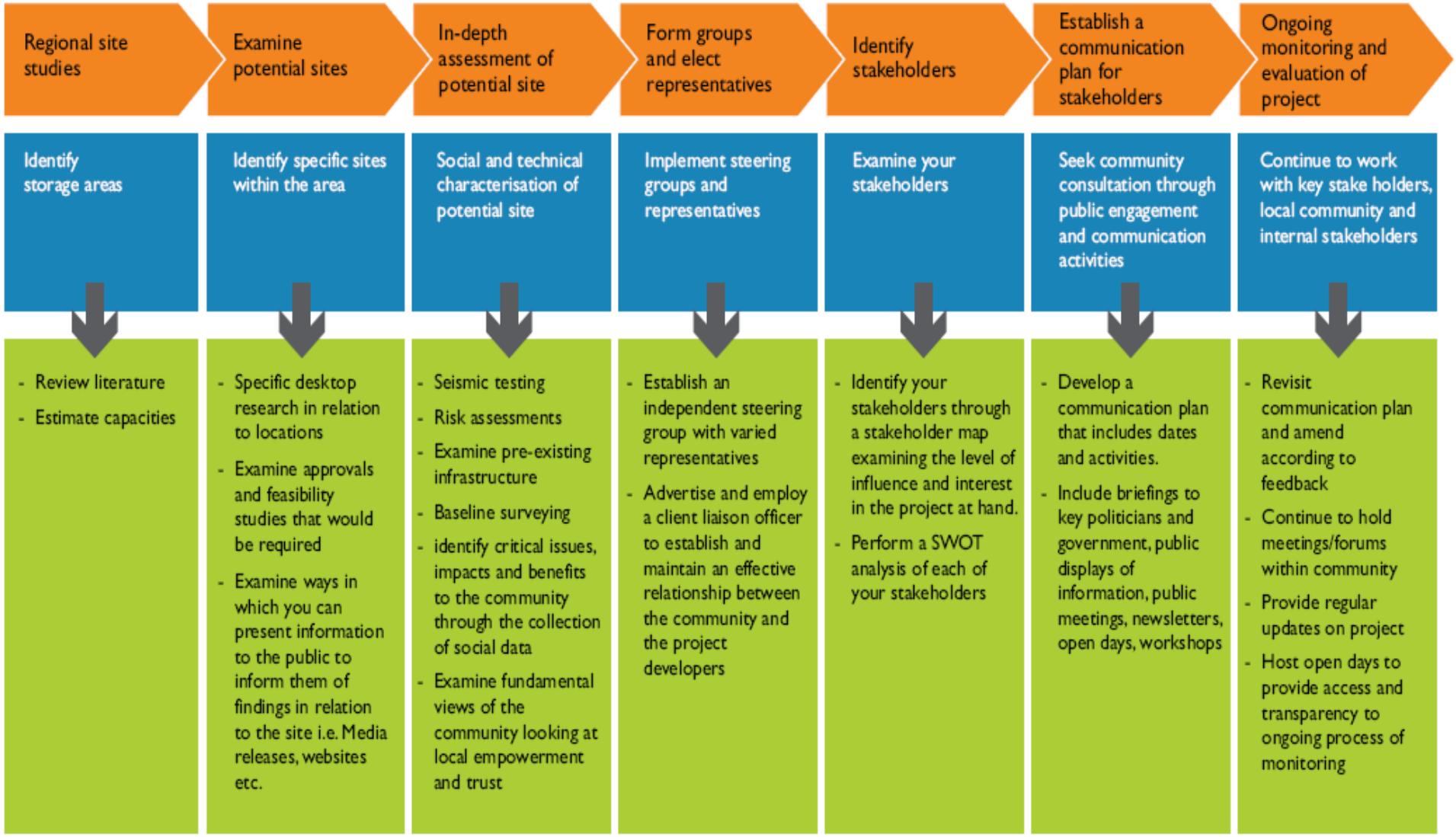
Suggestions for Japan CCS projects

Opportunities for Japan CCS projects

- Make use of these existing reports on best practice
  - Similar messages, instructions and principles in each
  - Process features and activities also apply BUT
  - Modify as required e.g. informal networks
  - Capture your process and lessons to inform your project overtime and other projects
- Share lessons and access support through the existing CCS social research network
- Design CCS projects to sustain and create local benefits

Opportunities for Japan CCS projects

Project Timeline for CCS



Project timeline for Japan CCS projects

1. Regional site studies
2. Examine potential sites
3. In-depth social and technical assessment of potential site
4. Implement steering groups and representatives
5. Identify stakeholders
6. Seek communication consultation through engagement
7. Ongoing monitoring and evaluation of project

Step 3:
In-depth social (and technical) assessment of site

- Seismic testing
- Risk assessments
- Examine pre-existing infrastructure
- Baseline surveying
- Identify critical issues, impacts and benefits to the community through the collection of social data
- Examine fundamental views of the community looking at local empowerment and trust

WORKSHEET 1: LOCAL ATTITUDES TO PROJECTS

Has the community been subjected to large project proposals in the past?

CCS PROJECTS	YES ✓	NO ✓	LIST
Power plants (Coal, gas, nuclear)			
Wind farms			
Enhanced oil recovery			
Geothermal			
Solar farms			
Biofuels			
Other			

Have any surveys or research been done previously in the community in regard to a large planned project?

☐ YES ☐ NO

Have any local groups, websites or blogs been set up opposing or favouring a project in the past or presently?

LOCAL GROUPS	YES ✓	NO ✓	LIST
Websites			
Blogs			
Other			

Step 3:
In-depth social (and technical) assessment of site

- How has the community been subjected to large project proposals in the past?
- Have engagement activities been done with the community previously in regard to large planned projects?
- Have any locals or groups, websites, media or others demonstrated strong opposition or favouring of projects in the past or present?
  - *Fishing and tourism industry, other petroleum developments*
- Trust, empowerment, procedural justice?
  - *Respect for local leaders*
  - *Organisational capacity of local leaders*
- What do the community value – what are or could be local benefits?
  - *Jobs through fishing and tourism industry*
  - *Protective sense of place*

Step 4: Establish an independent steering group

4.a. Establish an independent steering group with

Land owners	Educational	Community groups	Professional service providers
▪ Farmers ▪ Fisherman ▪ Holders of exploration and mining leases ▪ Business owners e.g. hotels	▪ School principals ▪ Science teachers ▪ University representatives	▪ Indigenous leaders ▪ Religious leaders ▪ Environmental groups ▪ Local leaders for minority groups	▪ Health professionals e.g. doctor or pharmacist ▪ Emergency service representatives

Step 4: Community liaison officer

4.b. Advertise and employ a liaison officer to establish and maintain effective relationships between the community and the project

COMMUNITY LIASON OFFICER

This is a diverse role and requires demonstrated experience in community consultation.

Specific responsibilities of the role include, but are not limited to:

•• Liaise with a variety of stakeholders

•• Organising and facilitating community meetings

•• The handling of community enquiries

•• Provide information and feedback for stakeholders

•• Effectively identify and communicate grievances or issues

•• *Communication skills in both English and Japanese*

•• *Existing ties to local community*

To succeed in this role you will likely have experience or qualifications in Communication, Education or Community Services.

Other relevant areas of experience will also be considered such as working with international aid organisations and developers.

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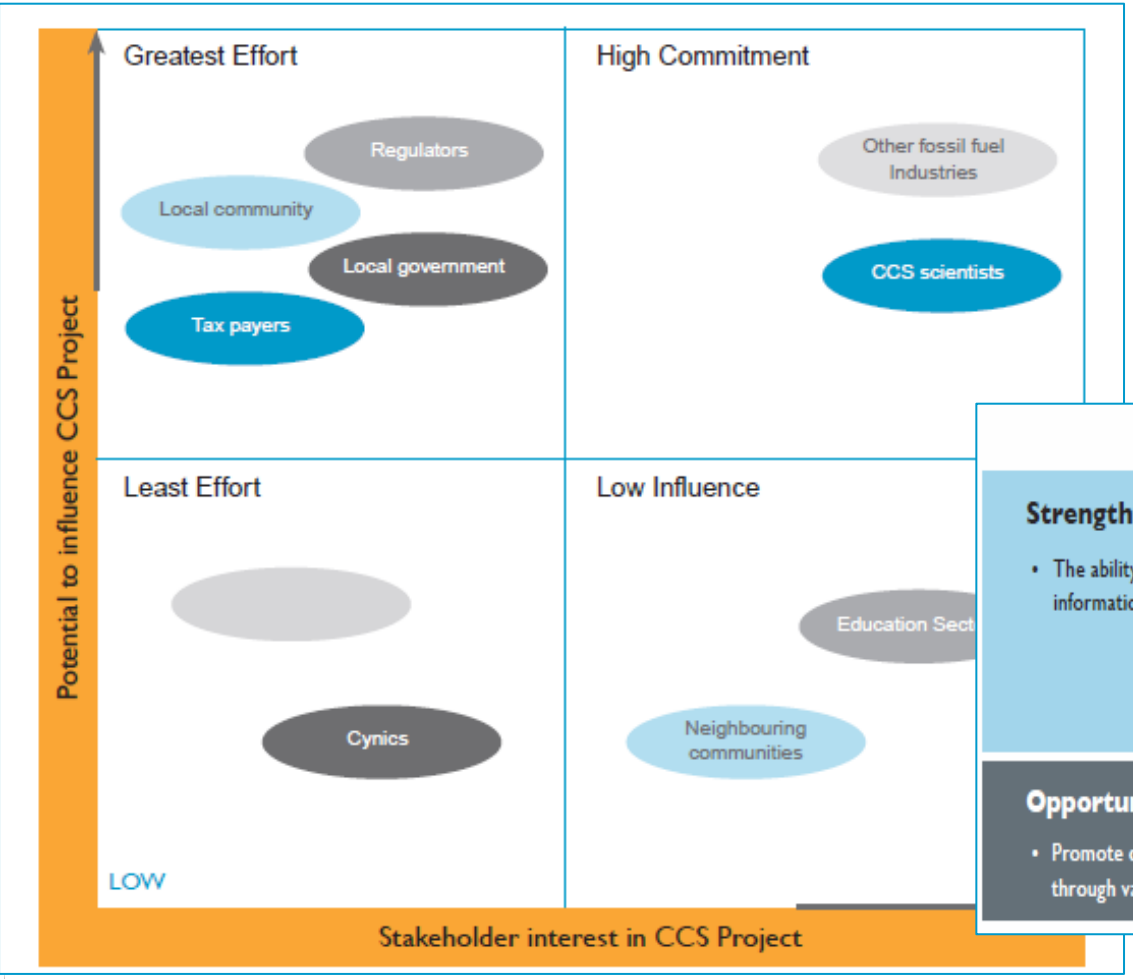
Step 5:Stakeholder identification

5. Perform a SWOT analysis of each of your stakeholders



Stakeholder Group of the Media

Strengths

- The ability to widely distribute project information to vast audiences.

Weaknesses

- Lack of knowledge regarding technical information which can lead to misinformation being disseminated.
- The exposure of information before formal announcements are made.

Opportunities

- Promote communication and engagement through various types of media sources.

Threats

- Disgruntled environmentalists contacting the media.

Step 6: Seek input through community consultation

6. Develop a communication plan that includes dates and activities.

Include briefings to key politicians and government, public displays of information, public meetings, newsletters, open days, workshops

Communication and engagement Plan – Example

				YEAR 1				YEAR 2				YEAR 3				YEAR 4				YEAR 5				YEAR 6				YEAR 7				YEAR 8			
		To Note	**Suggested Activities**	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Influential Others																																			
Policy Makers	**Federal; State**	Includes environmental, health, minerals, energy, science, technology and innovation portfolios	**Presentations to Government Departments** – understanding by key government figures is integral to the success of the project and this group will need to be proactively target	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔			✔		✔		✔		✔		✔		✔		✔		✔		✔
Politicians		Should be extended to all parties	**Workshops for politicians and their researchers** - Politicians have expressed an appetite for information on the topic of climate change and energy technologies. Need to run short sharp workshops to allow them time to ask questions and understand complexity of carbon issue			✔	✔			✔	✔			✔	✔			✔	✔			✔				✔	✔			✔	✔			✔	✔		
Financial, Insurance, Legal	**International; National**		**Personal invitations CEO breakfast meetings** – host a series of breakfast meetings to target key stakeholders in this group. Small groups will allow for more interactive discussion and dialogue	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔		✔		✔		✔		✔		✔		✔		✔		✔		✔
			Individual presentations to stakeholder group - similar to government these groups will require specific information around which to base their decisions	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔																		
			Keynote speaker roles at international conferences - interest in the development of these technologies is global and therefore investment should not be limited to Australian waters	GHGT9				As Appropriate				GHGT10				As Appropriate				GHGT11				As Appropriate				As Appropriate				As Appropriate			
Media	National; State; Local		**Workshops for journalists across Australia** - proactive communication with this group is essential to ward against opportunities for misinformation. Small groups will be more effective and offers to transport them to the site while it is being developed will be essential	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔				✔				✔				✔					
Environmental NGOs	International; National; State;	New Zealand and nearby Asian countries should	**Workshops for ENGO's across Australia** - proactive communication with this group is essential to ward																																

Step 6: Seek input through community consultation

Public meetings and workshops

- Where to be held?
- Who to invite?
- How should information be shared?
- What experts should be present?
- What questions and discussion points should be prepared?

Informal networks and communications

- Identify and cultivate e.g. word of mouth between local business owners

Additional resources that may be helpful

Social Site Characterisation

Social Site Characterisation: From Concept to Application

A review of relevant social science literature and a toolkit for social site characterisation

This report was prepared for CSIRO by:
Sarah Wade (AJW Inc, USA) and Sallie Greenberg (USA)

June 2011

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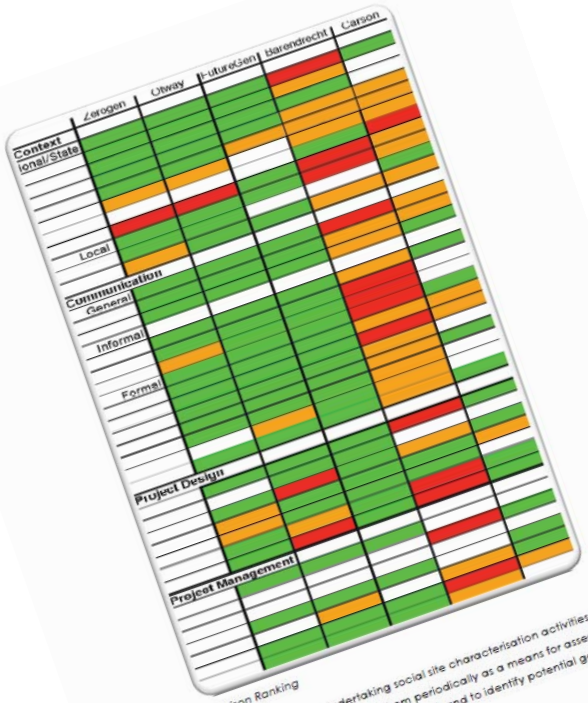

Figure 4 – Comparison Ranking

As the project's outreach team is undertaking social site characterisation activities, they should be mindful of these criteria and use them periodically as a means for assessing the comprehensiveness of their planned outreach efforts and to identify potential gaps that should be addressed.

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Conducting social site characterisation

- What are the information needs?
  - If missing information will seek from those around them, particularly those with similar views or those they trust
  - Frequent misconceptions : understanding of scale, pressure effects, nature of storage space
- What are the concerns and perceptions?
  - Not always technical risks but broader social factors
- What are the best options for outreach and engagement?

Communicating the risks of CCS

COMMUNICATING THE RISKS OF CCS

JULY 2011

Judith Bradbury
Sallie Greenberg
Sarah Wade, WADE, LLC

WADE

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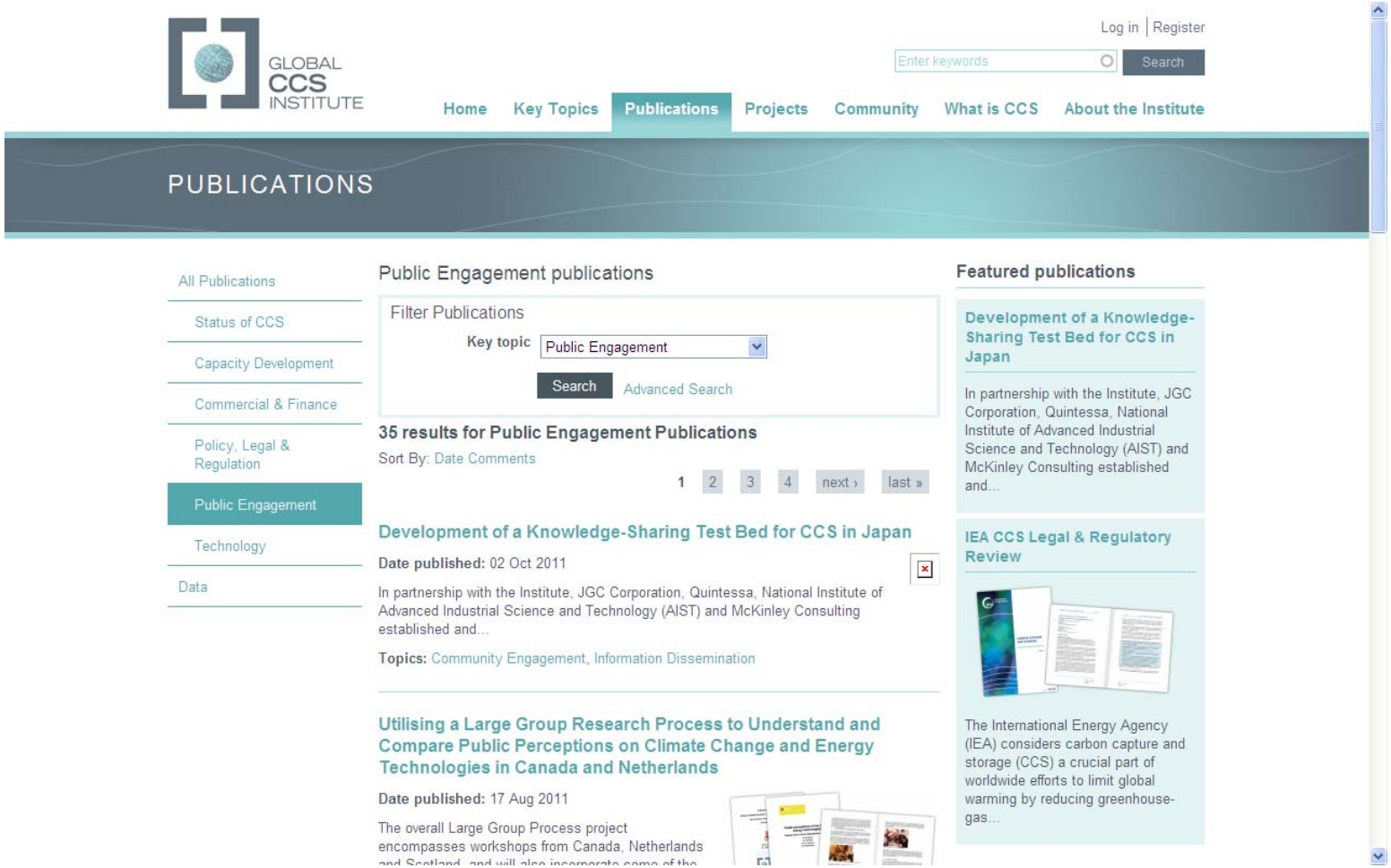
Key findings:

- Recognise the risks to the project are likely broader than the technical risks and commit, up front, to a comprehensive plan to address them
- Be open respectful and responsive to the public
- Be proactive in the sense of planning ahead about issues that could potentially arise
- Prepare for media interactions
- Use appropriate visual aids and analogies to help communicate concepts to the public and keep them simple

http://www.globalccsinstitute.com/publications
Public engagement



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Thank you

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