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Table of contents

	page
1. Introduction	3
2. Communication workshop Brussels	3
3. Press releases	6
4. Media with international outreach	8
5. Examples of activities on national level	11
6. Planning for the 2 nd project period	23
Annex I - Communication workshop preparation – Questionnaire 1 (press officers)	25
Annex II - Communication workshop preparation – Questionnaire 2 (researchers)	26
Annex III – Communication workshop - Agenda	27

1. Introduction

Interaction with media is regarded as a main channel for effective dissemination and is an integral part of dissemination activities of CGS Europe (WP5, task 5.6). In the first project period, action was taken to set the scene for CGS Europe media communication encouraging the coordination of partners' resources. The main activity was an experience-sharing workshop for CGS Europe partners' communication people and researchers (Chapter 2).

Main events such as CO2GeoNet Open Forum or the Spring School have been accompanied by press releases translated into several languages (Chapter 3) and the project has been disseminated at European level with a number of activities linked to Public Service Review (Chapter 4). In addition, many initiatives have taken place at national level (Chapter 5) to present CO₂ geological storage in the media (newspaper articles, TV and radio interviews and debates, internet-based media, etc.) and to raise general awareness of CCS in the partner countries. All the activities have been focused onto the provision of scientifically sound information to the media.

2. Communication workshop Brussels

A workshop for researchers and communication officers of CGS Europe partner institutions, with a focus on communication in the field of CO₂ geological storage, was organised in Brussels on 22-23 September 2011, hosted by the Royal Belgian Institute of Natural Sciences - Geological Survey of Belgium. It was prepared and lead by the Task 5.6 leader Samuela Vercelli (CO₂GeoNet-URS), in cooperation with Enda Gallagher, marketing officer of the Geological Survey of Ireland (GSI). The workshop had 18 participants, 11 researchers and 7 communication people.

The workshop aimed at *raising awareness of CO₂ geological storage communication issues* and CGS Europe communication actions, both at the level of researchers and of people in charge of communication activities in the partner institutions. In particular, it was meant to address the need of getting organized for media interaction, to provide the media with high quality scientific information and position the Network at wide European level, gradually building a reputation for it to become a reference source on CGS science.

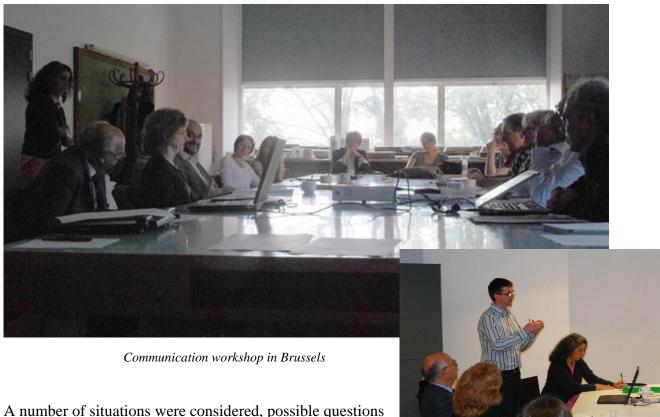
Previous to the workshop, and for its *preparation*, two *questionnaires* were prepared, one for researchers and one for press officers (see Annex I and II), and the possibility was given to all project participants to fill the questionnaire online on the project's website. 35 questionnaires were compiled, 15 by press officers and 20 by researchers, providing a rich input for the organization of the workshop. Information were gathered regarding topics considered more and less relevant to be discussed and areas of interest for exchange between researchers and media people.

The following topics were discussed during the workshop (also see the Agenda in Annex III):

- Issues related to communication about the project;
- Development of CGS Europe communication strategy;
- Different communication styles;
- Key contents of CGS communication, such as safety, site selection, monitoring, etc.;
- Conflicts of interest;
- The role of spokespersons;
- Ways to improve exchange and support communication within the network;
- How to get the messages across to different audiences;

- How to face difficult communication situations;
- Available communication toolkits;
- Case stories, examples from real projects.

First of all, the project was presented through an interactive activity with the project coordinator Isabelle Czernichowski. A simulated interview provided an interesting experience of possible communication hurdles and ways how to face them when presenting the project, while at the same time giving the possibility to those press officers who were not yet fully aware about the characteristics of the project to learn more. It was a good start for the team work that needs to be developed to back up communication activities, based on sharing, exercising together and making decisions about key messages.



that could be raised by the media, and a number of ways were suggested on how to address them.

Three main goals for CGS Europe communication strategy were identified:

- To raise awareness of science journalists about the technology and the Network, through the media answering the need for a reference scientific community they can go to when they want to know more about CGS;
- To communicate project's activities (events, results) to critical stakeholders like policy makers, international and national authorities;
- To enhance both the national and international role of the network.

To attain these goals, two complementary tracks, one internal and one external, need to be developed, each referring to its own key messages. Internally, more clarity will be encouraged with regard to the role

of the network and its partner institutions in the wider context. From this point of view the proposed key messages concern:

- The uniqueness of the network: we are many institutes working together, sharing; there is no other similar entity;
- The potential to speak as a voice, produce consensual views on relevant aspects of CO₂ storage;
- The vocation to a European and international role for the network, positioning in relation to other initiatives, CSLF endorsement;
- The potential to act as experts for national authorities.

Externally, the communication strategy needs first of all some simple and straightforward messages - three main points were suggested:

- Climate change is happening;
- This is what we are doing (CCS is the story);
- Who we are.

Concerning CCS, the key messages could be:

- We are doing decisive work to enable the implementation of a technology for reducing emissions;
- There is a European Directive providing a common regulatory framework;
- There is a programme of application for demo projects etc.;
- Science is needed to support these actions, scientific view on that is needed now, gathering together we can give an answer to this need;
- We should already communicate as a long-term body;
- CGS can work if done properly; therefore, we need enough knowledge on the site.

A number of different actions were considered on how to support the implementation of the communication strategy and how to get the maximum help from the press officers, planning some time to prepare actions together.

Some technical topics were then discussed, providing an opportunity for press officers to learn more about important issues such as safety, the relationship between CCS and climate change, monitoring and site selection. Due to the high number of questions raised, it was proposed that researchers could work to provide some synthetic answers, ready for use in different occasions.

Possible conflict of interest issues were also brought to the attention of the participants, for example in relation to the collaboration with industry or national authorities and with regard to commercial interests which could bias the dissemination of scientific information. It was recognized it would be useful to share about procedures to preserve independency. Peer review processes could help when facing particularly challenging situations. This point will have to be considered with regard to the funding of the Network after the end of the EC contract.

The role of spokesperson was illustrated - how they can help researchers produce positive messages and get them across to the right audiences. The importance of giving the spokespersons very accurate messages has been clarified, which enables them to do a good job: if the message is accurate one can trust the expertise of spokespersons in producing the final message. Coordination between researchers and communication people should be enhanced, as well as coordination among communication people of the different institutes.

Practical advice was provided to increase our ability of getting the message across the targeted audiences, from how to proceed to how to prepare materials for the media, and from how to interact with journalists to how to deal with incorrect pieces of information.

For a wider perspective, and to support the use of available resources, toolkits that offer best practices and methods for the design and management of communication and engagement activities were presented. Although their use requires flexibility and adaptation to site specific conditions (and most of the time specific competence), they can at least offer an idea of the important factors to be considered and can give professionals of different backgrounds a base to get started.

Case stories from real CCS projects were also illustrated, as well as some common factors which can explain their outcome, such as when and how public communication took place.

Finally, plans for the future were made. The preparation of the SciTech Europe Masterclass on CGS, to take place in Brussels in November 2011, was addressed with the collaboration of all; and more generally the involvement of press officers in the Network's major event, the Venice Open Forum. Their participation to the Forum and the participation of external journalists were encouraged. Suggestions were also collected for the planned workshop with the European Association of Science Journalists (EUSJA).

3. Press releases

Press releases prepared by the project consortium

Two press releases were prepared by CO₂GeoNet-URS on the occasion of the CO₂GeoNet Open Forum 2011. The first one was released on 5 May 2011, i.e. before the conference, and titled 'Europe at the forefront: CO₂GeoNet and CGS Europe present the latest scientific outcomes on the geological storage of CO₂ - an important technology for reducing greenhouse gas emissions'.

The second press release was issued on 17 June 2012 with the title 'Latest scientific outcomes on the geological storage of CO₂: CO₂GeoNet Open Forum 2011 presentations available on www.co₂geonet.eu'. It brought i.a., information about the public availability of conference outcomes.

The press releases were distributed to all project partners with recommendation to translate them into national languages and distribute them. Several partners followed this recommendation in the first and/or second case, and the messages were distributed using the usual information distribution



Press release announcing the 2011 Open Forum in French, published by BRGM

channels of individual institutions (through press officers, communication departments, spokepersons, etc.). Those partners who do not have distribution channels like this usually prepared website postings and/or distributed the messages directly by e-mail, etc.

CORDIS Wire

Two press releases were prepared by project partners (CzGS, CO₂GeoNet-GEUS, BRGM, CO₂GeoNet-OGS, CO₂GeoNet-URS) for CORDIS Wire, a press releases service provided by CORDIS, the Community Research and Development Information Service. The press releases brought information about events organised by CGS Europe – the Spring School on CO₂ geological storage at Leszcze, Poland (published in December 2011) and the CO₂GeoNet Open Forum 2012 in Venice (published in March 2012).



Press release on the 2012 Open Forum published on Cordis Wire

4. Media with international outreach

Public Service



A strong and fruitful media relationship was established with Public Service, including the publication of three successive articles on CO₂ geological storage by Isabelle Czernichowski (BRGM), Coordinator of CGS Europe and President of CO₂GeoNet, and reviewed by CGS Europe partners. The Public Service Review presents analyses of issues that crucially affect the public sector throughout Europe, including health, education, transport, science and the environment. It is distributed by name to almost 6,000 individuals within government departments, directorates and agencies in the regional and central governments of the 27 EU Member States. The Review engages, spreads and promotes Best Practice and identifies the ideas that could herald the next big breakthrough, and is a must-read for anyone interested or involved in Europe's public sector.

Public Service Review - European Union, issue 22, September 2011:
 'CO₂ Geological Storage: CGS Europe - a Pan-European scientific body for facilitating CCS demonstration and implementation of the EU Directive'

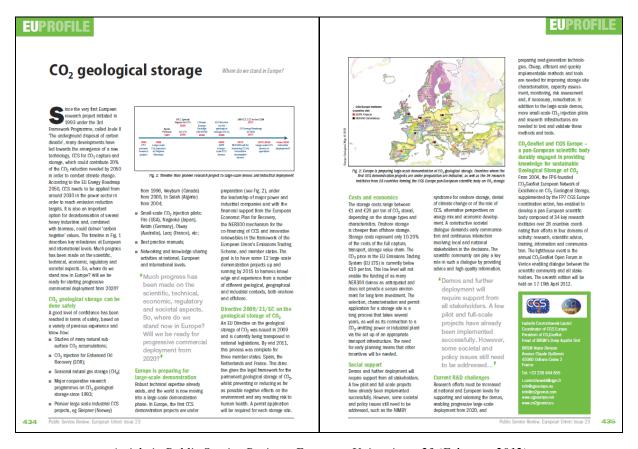
The article introduces the basics of the CO₂ geological storage technology, the scientific challenges, and the role of CGS Europe, including lighthouse actions and a calendar of events. The article is also available online at http://edition.pagesuite-professional.co.uk/Launch.aspx?EID=82bccec1-b05f-46f9-b085-701afc238b42 (pages 200-201). The foreword of the issue was written by José Manuel Barroso, President of the European Commission.



Article in Public Service Review - European Union, issue 22 (September 2011)

• Public Service Review - European Union, issue 23, February 2012: 'CO₂ Geological Storage: where do we stand in Europe?'

The article follows on from the first, but in more depth, on the CO2 Geological Storage technology. It considers the current European setting that is heading for large-scale demonstration (confidence raised by research results, the EU Directive 2009/31/EC) and also current challenges (costs and economics, social support, continued R&D). The article is also available online at <a href="http://edition.pagesuite-professional.co.uk/launch.aspx?referral=other&pnum=&refresh=p19A3Q0a14zB&EID=364cc048-29d3-4b45-8e7c-b4c8f7c9cab0&skip="https://edition.pagesuite-professional.co.uk/launch.aspx?referral=other&pnum=&refresh=p19A3Q0a14zB&EID=364cc048-29d3-4b45-8e7c-b4c8f7c9cab0&skip="https://edition.pagesuite-professional.co.uk/launch.aspx?referral=other&pnum=&refresh=p19A3Q0a14zB&EID=364cc048-29d3-4b45-8e7c-b4c8f7c9cab0&skip="https://edition.pagesuite-professional.co.uk/launch.aspx?referral=other&pnum=&refresh=p19A3Q0a14zB&EID=364cc048-29d3-4b45-8e7c-b4c8f7c9cab0&skip="https://edition.pagesuite-professional.co.uk/launch.aspx?referral=other&pnum=&refresh=p19A3Q0a14zB&EID=364cc048-29d3-4b45-8e7c-b4c8f7c9cab0&skip="https://edition.pagesuite-professional.co.uk/launch.aspx?referral=other&pnum=&refresh=p19A3Q0a14zB&EID=364cc048-29d3-4b45-8e7c-b4c8f7c9cab0&skip="https://edition.pagesuite-professional.co.uk/launch.aspx?referral=other&pnum=&refresh=p19A3Q0a14zB&EID=364cc048-29d3-4b45-8e7c-b4c8f7c9cab0&skip="https://edition.pagesuite-professional.co.uk/launch.aspx?referral=other&pnum=&refresh=p19A3Q0a14zB&EID=364cc048-29d3-4b45-8e7c-b4c8f7c9cab0&skip="https://edition.pagesuite-professional.co.uk/launch.aspx?referral=other&pnum=&refresh=p19A3Q0a14zB&EID=364cc048-29d3-4b45-8e7c-b4c8f7c9cab0&skip="https://edition.pagesuite-professional.co.uk/launch.aspx?referral=other&pnum=&refresh=p19A3Q0a14zB&EID=364cc048-29d3-4b45-8e7c-b4c8f7c9cab0&skip="https://edition.pagesuite-p19A3Q0a14zB&EID=364cc048-29d3-4b45-8e7c-b4c8f7c9cab0&skip="https://edition.pagesuite-p19A3Q0a14zB&p19A3Q0a14zB&p19A3Q0a14zB&p19A3Q0a14zB&p19A3Q0a14zB&p19A3Q0a14zB&p19A3Q0a1



Article in Public Service Review - European Union, issue 23 (February 2012)

• Public Service Review - European Science and Technology, issue 13, December 2011: 'Set in Store'

A one-page article explaining the relevance of CO_2 geological storage for combating climate change. The article is also available online at http://edition.pagesuite-professional.co.uk/launch.aspx? referral=other&pnum=&refresh=a13P4yS0D50q&EID=b617f8a8-9d34-4a6c-a2bc-c3cd4e095d8f&skip (page 158).

• Banner – Public Service Europe Website

CGS Europe has a banner displayed on the Public Service Europe website (in the 'Energy' Policy Area) for one year (October 2011 to September 2012), with a link to the CGS Europe website.



Article in Public Service Review - European Science and Technology, issue 13 (December 2011)



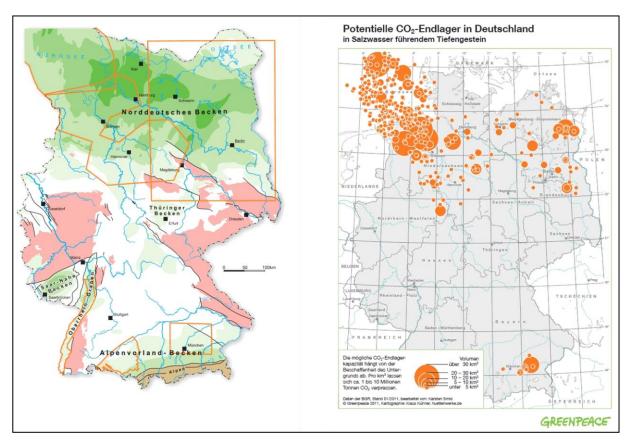
The Public Service Europe website with the CGS Europe banner at http://www.publicserviceeurope.com/eu-policy-area/energy

The <u>PublicServiceEurope.com</u> website aims to be the online knowledge hub for those wanting the inside track on European politics, public administration, management issues and key developments in the business world. From high-profile interviews with the key politicians and officials across the European Union to reports from the major summits and events, and in-depth coverage of supranational institutions - PublicServiceEurope.com provides a key resource for Brussels and beyond.

5. Examples of activities on national level

Response to a media campaign by Greenpeace – Germany

In April 2010, BGR published an update on its CO₂ storage capacity estimate for Germany in the journal "Energiewirtschaftliche Tagesfragen" (Knopf et al., 2010). Base of this publication were statistical approaches to estimate the potential total storage capacity of the various study areas indicated in the map on the left-hand side in the figure below. Estimates of pore volumes from potential sites were used as input parameters for the calculations. Site-specific assessments were not within the scope of this study.



BGR's map showing the areas investigated for the storage capacity estimate for Germany published in April 2010 (left). Greenpeace requested site-coordinates from BGR and published an own map with locations and potential storage capacities (right) which resulted in strong concerns in public and politics and an intensive media coverage peak in early 2011.

The legislation process in Germany for implementing the European Directive 2009/31/EC on the geological storage of carbon dioxide was restarted by the new Federal Government in fall 2010,

accompanied by a strong and controversial debate on the topic CCS involving politics, industry, NGOs and the public.



Pressemitteilung

Hannover, den 14.02.2011 Zeichen (inkl. Leerzeichen): 2.245

Keine Vorfestlegung auf Standorte zur dauerhaften Speicherung von CO₂ durch die BGR

Zu den aktuell in der Öffentlichkeit diskutierten möglichen Standorten zur dauerhaften CO₂-Speicherung in Deutschland teilt die Bundesanstalt für Geowissenschaften und Rohstoffe (BGR) mit:

Die BGR erarbeitet geowissenschaftliche Grundlagen für verschiedene Nutzungsoptionen des tieferen Untergrundes in Deutschland (z.B. tiefe Geothermie & Energiespeicherung). Dazu gehört seit mehr als 10 Jahren auch die Erfassung möglicher Strukturen für die dauerhafte geologische Speicherung von CO₂. Diese wurden in den Jahren 2003, 2005 und zuletzt mit einem Artikel in der Zeitschrift Energiewirtschaftliche Tagesfragen (et, Heft 4/2010) zusammengefasst und veröffentlicht. Die Ausweisung von konkreten Standorten zur dauerhaften Speicherung von CO₂ in Deutschland ist jedoch nicht Aufgabe der BGR.

Die in zahlreichen Medienberichten angesprochenen 408 möglichen CO₂ Speicherstrukturen sind das Ergebnis einer rein geowissenschaftlichen Bewertung des Untergrundes in drei großen Sedimentbecken Deutschlands (Norddeutsches Becken, Molassebecken, Oberrheingraben). In den bisherigen Untersuchungen der BGR konnten noch nicht alle Regionen mit Speicherpotenzial in Deutschland betrachtet werden. Zudem waren die Suchkriterien in den verschiedenen Regionalstudien aufgrund unterschiedlicher Zielsetzungen nicht einheitlich. Damit haben die bisherigen Befunde einen vorläufigen Charakter.

Die Datengrundlage, die den bisherigen BGR-Untersuchungen zugrunde liegt, ist für eine endgültige Bewertung einzelner Standorte nicht ausreichend und muss im Rahmen von künftigen Standorterkundungen umfangreich erweitert werden. Erst dann kann eine umfassende Karte erstellt werden.

2

Die in der Öffentlichkeit diskutierten 408 möglichen Speicher (siehe Anlage) sind nicht Bestandteil des Projektes "Speicher-Kataster Deutschland", wie in einigen Medienberichten missverständlich dargestellt. Das Projekt "Speicher-Kataster Deutschland" wird noch in diesem Jahr der Öffentlichkeit präsentiert. Es handelt sich um ein bundesweit standardisiertes Informationssystem über untersuchungswürdige Speicher- und Barrieregesteine und enthält zudem Informationen über Tiefbohrungen und seismische Daten.

Weitere Informationen:

<u>Hinweis zur Anlage</u>: Die in der Anlage befindliche Tabelle enthält die von der BGR an Greenpeace übergebenen Arbeitsergebnisse zur Bewertung von möglichen CO2-Speichern in Deutschland.

Fachinformationen zur CO2-Speicherung:

http://www.bgr.bund.de/cln 116/nn 322882/DE/Themen/Geotechnik/CO2-Speicherung/co2-speicherung node.html? nnn=true

Ansprechpartner:

Dr. Peter Gerling, Tel.: 0160 90 58 99 39, E-Mail: JohannesPeter.Gerling@bgr.de



Press release by BGR in response to Greenpeace "map of storage capacities in Germany"

In June 2010 Greenpeace requested the site-specific data (including coordinates) used within the above mentioned study from BGR. In several written correspondences, BGR explained that site-specific assessments have not been performed within this study and that storage capacity estimates were not linked to individual sites. In January 2011 BGR handed over the input data of the study including coordinates of sites as requested by Greenpeace. Following on this, Greenpeace linked the coordinates to nearby communities, calculated potential storage capacities from the input data and published a map view of these data in the media in February 2011 (see figure above).

Strong public and political concerns have been triggered by the Greenpeace map. On 14 February 2011, BGR published a press release (see above) clarifying that neither decisions on sites nor site-specific evaluations have been made within the study. In addition, BGR had and still has to respond to numerous information requests from journalists, politicians and citizens from the communities named in the Greenpeace map. This has been taken as an opportunity to inform various stakeholder groups not only about the published study, but also about geological CO₂ storage in general.

Radio interview - Romania

Constantin Stefan Sava of GeoEcoMar had two radio interviews on Radio Romania Cultural in March 2011. He explained the principles and role of CCS within the programmes "Science in appropriate words" on 9 March 2011 and "Science at home" on 15 March 2011.

Radio interview - Estonia

On 31 March 2011, Alla Shogenova and Jüri Ivask of the Institute of Geology at Tallinn University of Technology (TTUGI) were interviewed by the Estonian Public Broadcasting editor Janek Salme. This activity was a reflection of the presentation "Is it possible to reduce CO₂ emissions produced during combustion of Estonian oil shales: regional prospects and possible scenarios" by Alla Shogenova, Kazbulat Shogenov, Jüri Ivask, Rein Vaher (TTUGI) and Filip Neele, (CO₂GeoNet-TNO) presented at the GSE XIX April Conference (About studies and intelligent exploitation of Estonian on- and offshore Earth crust) and published in the abstract book at the website of Geological Survey of Estonia (GSE) on 29 March 2011. The interview was broadcasted by the Estonian Public Broadcasting on 1 April 2011 at the 9:00 newscast: http://teadus.err.ee/artikkel?id=4087&cat=6.8pg=1.

A scenario to capture carbon dioxide emitted by Estonian Narva power plants (Eesti and Balti) and transport it to suitable geological storage sites in Latvia was introduced in the newscast by Jüri Ivask, research scientist of TTUGI. Additional comments were provided by Meelis Münt (Head of the Climate and Radiation Department, Ministry of Environment of Estonia), who affirmed this scenario as one possibility in the future, and Tõnis Meriste (Eesti Energia, Environmental Manager), who called this possibility "only theoretical until there are no approved solutions for carbon dioxide geological storage".



Website of the Estonian Public Broadcasting ERR with the record of the interview with TTUGI scientists

Journal article - Hungary

Amennyiben az üvegházhatású gázok, köztük a szén-dioxid mennyisége a légkörben

csapdázódása jelentősebbé válik, ami globális

infravörös

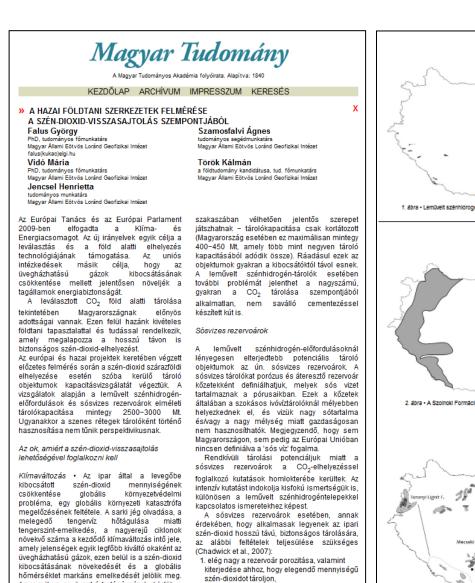
sugárzás

az

hőmérséklet-emelkedéshez,

megnövekszik.

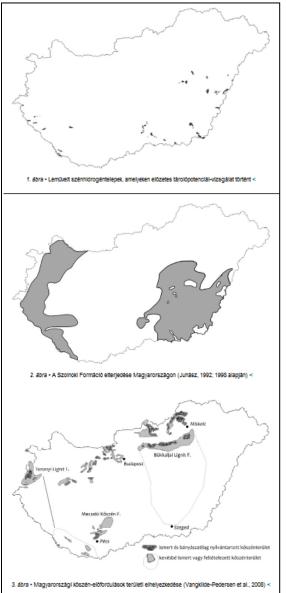
On 12 April 2011, György Falus, Ágnes Szamosfalvi, Mária Vidó, Kálmán Török and Henrietta Jencsel of ELGI published an article in the Hungarian popular-scientific journal Magyar Tudomány. The topic was CCS in Hungary, with main focus on options of geological storage. The importance of cooperation and information of stakeholder groups and the public was discussed as well. The journal is published both on paper and on internet; the online version of the article is available at http://www.matud.iif.hu/2011/04/12.htm.



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Screenshots of the article in Magyar Tudomány

Journalists' study visit – the Netherlands

On 19-21 May 2011, some ten Dutch journalists, one Belgian journalist, some thirty young researchers and one excellent guide travelled through the German volcanic Eifel area to learn about natural CO₂ sources. The excursion was organised by the Dutch National Program on CCS CATO2, in which CGS Europe partner TNO plays a key role. Besides the interesting topic 'CO₂ from geological origin', exchanging knowledge about issues among researchers and with journalists was the main dish of this excursion.

Ronnie van Overmeeren (CO₂GeoNet-TNO, retired), who studied volcanism and turned it into hobby during his professional career at TNO, guided the excursion along many volcanic sites in a green and splendid Eifel. His stories and explanations about the geological history of the region made the small crowd in the crater-theatres listen in silence. The young researchers and trainees got to know each other and each other's work. Also for the visiting journalists, the excursion was an eye-opener, months after the hectic discussions about CO₂ storage in Barendrecht or North of the Netherlands. The trip resulted in articles in several leading Dutch newspapers like Trouw, Volkskrant, Parool and Cobouw, followed by specific magazine articles published later on.

However critical they still were on CCS in general, journalists especially liked the open communication with the research community, and it also worked the other way around: the researchers liked communicating with the journalists. The excursion definitely decreased the distance between research and journalists, which will hopefully lead to some more mutual trust in the future.



Media coverage of the Dutch journalists' study visit to Eifel

Journalists' study visit – Sweden

On May 25 to May 27, 2011, European Union of Science Journalists' Associations (EUSJA) and the Swedish Association for Science Journalism arranged a study visit to Uppsala for a group of 14 European (including Swedish) science journalists. Local hosts were the Geological Survey of Sweden, Uppsala University, the Swedish University of Agricultural Sciences and the municipality of Uppsala. The group was introduced to several front line research and development topics, spanning from studies on Alzheimer's disease to nano-tech accumulators, among them carbon dioxide capture and storage (CCS).

A lecture on CCS was given by state geologist Linda Wickström, PhD, of Geological Survey of Sweden (SGU). The group was introduced to the legal CCS framework in EU and its implications for Sweden, and to the geological possibilities of CO₂ storage on Swedish territory.

Additionally, the group visited the Swedish public radio's science department, Vetenskapsradion, was guided in the science history of Uppsala including the history of Carl von Linné and was introduced to the geology of the Dome of Uppsala.



Linda Wickström (SGU) presenting CO₂ storage possibilities of Sweden to the journalists during the EUSJA study visit.

Photo Kaarina Ringstad (SGU).

Internet journal publication – Slovenia

One of the most authoritative national internet journals, specialized in energy issues - Energetika.net - published an accessible article titled "Permanent carbon storage – reality or illusion?". In ten years of its activities, Energetika.net has become the most influential web portal in Slovenia and SE European region, publishing news on energy, ecology, and some related political and economical events. Its audience goes beyond the country borders, since from 2009 it is also published in English. Energetika.net brings expert information, comments, interviews etc. but it is also a central information contact point for electricity markets and energy industry.



 $Permanent\ carbon\ storage-reality\ or\ illusion?\ -\ title\ page\ of\ the\ article\ in\ the\ Energetika.net\ Slovenian\ internet\ journal$

The article appeared on 28 June 2011. It explains the role of CCS in emission reductions and the geological aspects of underground storage with reference to Slovenia and its potentials. The results of the national project on assessing capacities for geological storage of CO₂ as well as the results of EU GeoCapacity project are presented. European experience in this field is shown together with the

introduction of demonstration projects. The urgency for the transposition of the CCS Directive and the Industrial Emissions Directive in national law is explained. Apart from some expert statements and explanations, the views of HSE, the largest producer and trader with electricity on the wholesale market in Slovenia is published. Moreover, the statements of the Minister of Economics (covering energy sector) and the Greenpeace representative in Slovenia is proclaimed.

Geoinženiring's engagement was to give detailed information on geological storage and its potential for Slovenia. Some basic facts on CCS were also delivered. Particular focus was given to the outcomes of the Open Forum 2011 in Venice and to the implementation of the relevant EU regulations. GEO-INZ was also involved in proofreading of the article. In general, the current status of CCS with particular reference to Slovenia is shown. However, the NGOs' view is principally negative. Electricity producers recognize the necessity to apply particular measures in the post-Kyoto period. The article can be found at http://www.energetika.net/novice/premog/trajno-shranjevanje-ogljika--realnost-ali-iluzija.

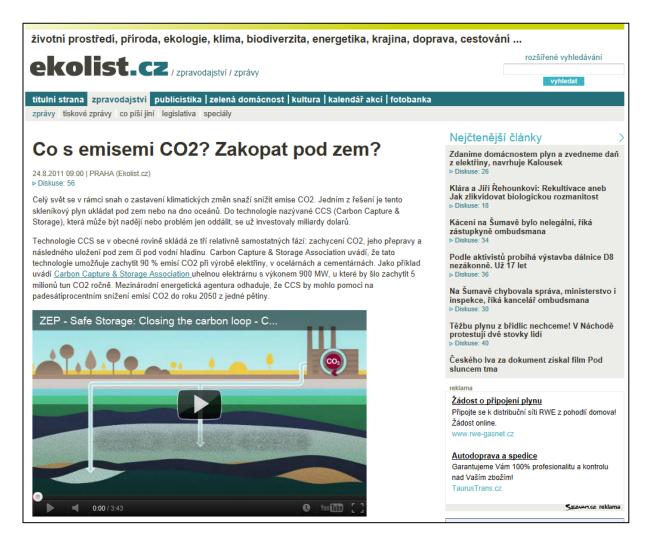
Internet journal publication – Czech Republic

A popular scientific article titled "What to do with CO₂ emissions? Bury underground?" was published in the renowned Czech internet journal "Ekolist" on 25 August 2011. The journal focuses on environment, nature, climate, biodiversity, energy, landscape and transport, and attracts ca. 35-40 thousand visitors per month. The article was prepared in 4-8/2011 with significant help of Czech Geological Survey, which embraced:

- Phone interview with Vit Hladik, head of CCS activities at CzGS;
- Delivery of information materials about CCS, incl. CO₂GeoNet, CO₂NET and ZEP brochures, links to relevant websites, etc.;
- Detailed answers to questions posed by the author of the article;
- Provision of photographs from Ketzin and Weyburn storage sites as well as of links to public image databases with relevant photos, videos and pictures available for use (e.g. Statoil, Vattenfall, ZEP);
- Formulation of factually correct picture captions;
- Proofreading of the text before publication focused on its factual rightness.

As a result, the first well balanced and factually correct journal article about CCS in Czech language was published. It triggered an exceptionally lively discussion with 56 contributions, mostly focused on comparisons of CCS with nuclear and renewable energy. The article can be found at http://ekolist.cz/cz/zpravodajstvi/zpravy/co-s-emisemi-co2-zakopat-pod-zem?apc=/cz/zpravodajstvi/zpravy/co-s-emisemi-co2-zakopat-pod-zem

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What to do with CO_2 emissions? Bury underground? – title page of the article in the ekolist.cz Czech internet magazine

Debate with journalists - France

CO₂GeoNet-IFPEN and BRGM co-organised (through the French Club CO₂) a BIP-Enerpresse debate titled "CO₂ Capture and Storage: Status on the French approach" in Paris on 20 September 2011. BIP Enerpresse debates are monthly gatherings of influential stakeholders from the energy sector (industry, banks, administration and politics), with representative media attendance, on "hot topics" in the energy sector.

The purpose of the event on 20 September, devoted to CCS status in France and attended by some one hundred people, was to discuss the progress of current R&D and industrial projects in France, sharing information and perspective with Club CO₂ members. The Club CO₂ was created in 2002 under initiative from ADEME and with the support of CO₂GeoNet-IFPEN and BRGM. The Club encourages cooperation at national level between the public and private sectors, and several research projects have been started under its initiative.

Event speakers included Jean-Pierre Birat (ArcelorMittal, Export, European Coordinator of the ULCOS project), François Giger (EDF, Strategy, Coordination CCS), François Moisan (ADEME Executive

Director, president of Club CO₂), Gérard Moutet (Total, Director Climate-Energy) and Hervé Quinquis (CO₂GeoNet-IFPEN, CO₂ Storage Programme Manager, Resources Business Unit). The debate moderated by Elisabeth Salles (Groupe Moniteur, editorial Director for Energy).

Ca. 8 journalists representing leading French media were present at the event, and, as a result, several articles in widely distributed newspapers were published, incl. a news released by AFP, the leading French press agency.

Date: 20/09/2011
Pays: FRANCE
Edition: Fil Eco

Mots: 364

Captage/stockage de CO2: il faudra aussi convaincre les populations

PARIS, 20 sept. 2011 (AFP) -

Convaincre les populations d'accepter que le CO2 soit stocké sous leur pieds pour éviter qu'il ne réchauffe l'atmosphère: c'est l'un des enjeux identifiés mardi par des industriels français qui développent des prototypes de cette technique encore expérimentale.

"L'acceptabilité est un sujet important, très fort en Europe, et un sujet-clé, car la filière ne se fera pas si on ne résout pas cette question", a reconnu Gérard Moutet, directeur climat-énergie de Total, qui expérimente un tel procédé depuis janvier 2010 sur son site de Lacq (Pyrénées-Atlantiques).

"Il faut que le débat ait lieu, et, pour que ce débat ait lieu sur des bases concrètes, il faut faire des démonstrateurs", a-t-il insisté en marge d'une table ronde organisée à Paris par Enerpresse.

Dans le cadre de son projet "France-Nord", Total est en quête d'un site, dans le bassin géologique parisien, qui permettrait de stocker, d'ici 5 ans environ, des grandes quantités de CO2 dans des sous-sol très profonds et étanches.

Pour lutter contre le changement climatique, "le CCS (captage et stockage de CO2) n'est pas l'outil le moins bien placé", a souligné Jean-Pierre Birat, expert d'Arcelor Mittal, qui a présenté les projets du groupe sidérurgiste à Florange (Moselle) où un démonstrateur devrait être opérationnel en 2016.

En matière de recherche, les Etats-Unis, le Japon et l'Europe "sont en pointe", selon Hervé Quinquis, responsable du sujet à <u>l'Institut français du pétrole/Energies</u> nouvelles (IFPEN). Une vingtaine de projets de taille industrielle sont recensées en Europe, a-t-il précisé.

La filière "est à un stade de démonstration", a rappelé François Moisan, directeur exécutif de l'Ademe (Agence de l'Environnement et de la Maîtrise de l'Energie), soulignant que cette technique n'est actuellement pas économiquement viable.

Selon le Global CCS Institute, un organisme qui promeut cette technique, plus de 230 projets d'expérimention de captage et/ou stockage du CO2 (CCS) étaient en cours ou en prévision à la fin 2010.

Jugée incontournable par certains dans le cadre de la lutte contre le réchauffement, cette technique est décriée par certaines ONG qui jugent qu'elle retarderait la transition vers des énergies propres. alu/pjl/jpr

Afp le 20 sept. 11 à 13 51.

AFP press news based on the BIP-Enerpresse debate on 20 Sept. 2011

Information support of radio broadcasts – Sweden

In February 2012, Linda Wickström of Geological Survey of Sweden (SGU) was cited on Swedish public radio regarding CCS related issues by the TT (Tidningarnas Telegrambyrå) news agency. Upon request of the responsible journalist, she provided information about the Vattenfall's German CCS projects, considering the German legislation issues. The TT news agency is the heartbeat of the TT Group - Sweden's largest media content provider. The TT Group is Sweden's largest supplier of media content - text, photo, audio, video, graphics - and has all the important media and the largest companies and organisations as clients.

In February 2012 Linda Wickström also has been answering CCS-related queries by the Swedish public radio's science department.

Magazine interview - Belgium

The magazine 'Forward' of the Belgian Association of Enterprises featured in its March 2012 number a 6-page main article on CCS, for an important part based on an interview with Kris Piessens (Geological Survey of Belgium). The article presents a proper overview of the different steps of CCS, with specific reference to issues that are of interest to investors such as economic and geological uncertainties.





Article on CCS in the Belgian 'Forward' magazine (Dutch version, selected pages)

22,000 printed copies of this magazine are distributed in the two national languages of Belgium (Dutch and French), being also available for download as pdf. The target audience includes company executives and investors that may potentially be interested to invest in novel technologies such as CCS.

Radio interview – Estonia

Presentation 'Geological storage and mineral carbonation of Estonian industrial CO₂ emissions: competitive or supporting technologies?', prepared by Alla Shogenova, Jüri Ivask and Kazbulat Shogenov of TTUGI and presented at the Estonian Geological Survey' XX April Conference by Jüri Ivask was reflected on the Estonian Public Broadcasting programme Vikerraadio in its science broadcast 'Labor' (Laboratory) on 1 April 2012 at 17:00. Carbon dioxide capture and geological storage as, at the moment, probably the best technology for mitigation of climate changes due to burning of fossil fuels was discussed by Vikerraadio's science journalist Priit Ennet and TTUGI's research scientist Jüri Ivask. The broadcast (in Estonian) is available at http://vikerraadio.err.ee/helid?main_id=1773761.

6. Planning for the 2nd project period

In the 2nd project period, the attention paid to interactions with media will increase. Following the outcomes of the spokespersons' workshop, press officers, spokespersons and communication officers of partner institutions will be more involved in this dissemination activity. They will be engaged in preparation and distribution of press releases as well as in seeking for further opportunities of interaction with journalists and media.

The first example of the improved cooperation with the partners' press and communication officers / departments is the prepared visit of French and Italian scientific journalists at the CO₂GeoNet Open Forum in Venice in April 2012, which is being prepared by the BRGM Press Service.

The activity of issuing press releases by the project will continue; press releases are planned in connection with main project events like the CO₂GeoNet Open Forums 2012 and 2013 but also in relation to important project achievements like publication of the educational brochure 'What does CO₂ geological storage really mean?' in all consortium languages or finalisation of key project reports of WP3 that will bring overview of current status of knowledge in selected areas of CGS, specifically in 'Monitoring methods', 'Storage site selection' and 'Storage-related policy and regulatory regimes'. To distribute the press releases, more stress will be put on utilisation of established communication channels of project partners and on involvement of press and communication officers. CORDIS Wire will be used as a relevant communication vehicle for press releases and event announcements on European level.

In addition to the above, further opportunities will be permanently sought to present CO₂ geological storage, as an integrated part of the CCS technology, in the media, e.g. through interviews with journalists, articles in popular journals or newspapers, participation in TV and radio broadcasts, internet debates, etc. This is particularly relevant for the CCS 'follower' countries but 'forerunner' countries are not excluded from this activity either. These activities have already started in the 1st project period, and efforts to include more project partners in more countries will be undertaken.

An important topic in the 2^{nd} period will be cooperation with EUSJA – the European Union of Science Journalists' Associations. The link established by $CO_2GeoNet$ in the past is now being revived, and a joint CGS Europe – EUSJA workshop is under negotiation for 2013.

Communication workshop preparation – Questionnaire 1 (press officers)

The CGS Europe project brings together 34 research institutes in Europe working on CO₂ Geological Storage. It aims at improving networking, knowledge sharing and knowledge dissemination on the geological storage of CO₂ in Europe.

We are now preparing a workshop, as part of WP 5.6, for sharing knowledge and experience between researchers and their institutions' press officers, who can play a fundamental role for disseminating the project's activities and events.

Please help us identifying the most interesting topics for you to be covered: (CGS stands for CO₂ geological storage)

- 1) Are you informed about CGS Europe project, its structure and objectives?
- 2) How would you rate your knowledge on CO₂ geological storage: good, sufficient, insufficient
- 3) Are there specific aspects of CO₂ geological storage on which you would like to know more?
- 4) Do you have already some experience communicating CGS?
- 5) Is any of your experience (positive or negative) communicating CGS a possible lesson for others to learn from? If yes, would you be willing to propose your case during the workshop?
- 6) Please indicate which CGS areas you consider more difficult to communicate about:
 - Site selection
 - Monitoring
 - Safety
 - Other:
- 7) Please indicate if you would like to learn more about:
 - Site selection
 - Monitoring
 - Safety
 - Other:
- 8) Please indicate any other topic or issue that you consider relevant for the workshop:
- 9) Please indicate your name, institute and role: press officer, spokesperson, researcher also in charge of communication, etc. and your availability in the week 19-23 September 2011.

Thank you for your collaboration.

Communication workshop preparation – Questionnaire 2 (researchers)

The CGS Europe project brings together 34 research institutes in Europe working on CO₂ Geological Storage. It aims at improving networking, knowledge sharing and knowledge dissemination on the geological storage of CO₂ in Europe.

We are now preparing a workshop, as part of WP 5.6, for sharing knowledge and experience between researchers and their institutions' press officers, who can play a fundamental role for disseminating the projects activities and events.

Your help is needed to provide press officers with the necessary information on CO_2 geological storage and on the CGS Europe project. Please answer the following questions to help us preparing the workshop and identifying the topics to be covered:

(CGS stands for CO₂ geological storage)

- 1) Do you have any experience communicating CGS outside academic circles?
- 2) If yes, to what type of audience or media?
- 3) If yes, have you encountered difficulties in communicating CGS? If yes, are you willing to propose your case for common discussion during the workshop?
- 4) Do you have any specific questions for press officers or for media experts, journalists etc. on how to communicate CGS?
- 5) Do you have any specific advice you would like to share at the workshop for press officers or for media experts, journalists etc. on how to communicate CGS?
- Are you willing to be part of a team to provide information during the workshop on specific scientific aspects of CGS relevant for communication to the media?
- 7) Do you think there are any CGS topics particularly sensitive from this point of view?
- 8) Could you contribute to preparing information slides for the workshop on:
 - a. site selection
 - b. monitoring
 - c. safety
- 9) Please indicate any other topic or issue that you consider relevant for the workshop:
- 10) Please indicate your name and institute and your availability in the week 19-23 September 2011.

Thank you for your collaboration.

WP5 Knowledge Dissemination Task 5.6 Interaction with media

CGS Europe Communication Workshop

For researchers, press officers, spokespersons or other communication representatives of CGS Europe partners

Brussels, 22-23 September 2011

Agenda

Day one

09.15 - 09.30	Registration
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- 09.30 09.35 Welcome
- 09.35 09.55 Introduction, questionnaires' input, directions for the day (Samuela Vercelli)
- 09.55 10.00 Warm up exercise
- 10.00 11.15 The CGS Europe project: what is it all about? Interview with the coordinator Isabelle Czernichowski; identification relevant communication aspects
- 11.15 11.30 Break
- 11.30 12.30 CGS Europe communication strategy: discussion, decisions
- 12.30 13.30 Lunch
- 13.30 14.00 Communication styles: short introduction, exercise
- 14.00 15.30 Joint work on areas of interest (first of all safety/impact, then site selection and monitoring) and difficult questions. Identification of key concepts to be communicated
- 15.30 16.00 Break
- 16.00 17.00 (continuation) Joint work on areas of interest (first of all safety/impact, then site selection and monitoring) and difficult questions. Identification of key concepts to be communicated
- 17.00 17.45 Conflicts of interest? Sharing on the different institutes' situations and related choices
- 17.45 18.00 Summary key concepts for communication and decisions; close of the day

Day two

- 08.30 09.00 Introduction: the role of spokespersons in the interface between scientists and other stakeholders (Enda Gallagher)
- 09.00 10.15 Sharing on press officers/spokespersons/communication representatives needs and requests to the researchers and vice versa; general coordination issues, specific content related issues, possible ways for improving internal communication to support external communication
- 10.15 10.45 Break
- 10.45 11.45 How to get the message across: Focus on different audiences and how to handle communication in critical situations (local authorities, public, media, etc.), presentation and sharing experiences/discussion (Enda Gallagher)
- 11.45 12.00 How to get the message across: Tool kits presentation, advantages and disadvantages (Samuela Vercelli)
- 12.00 13.00 Lunch
- 13.00 14.00 How to get the message across: Case stories, good examples vs. difficult situations (Ketzin, Barendrecht, Vedsted etc.) presentation and sharing experience/discussion (Samuela Vercelli)
- 14.00 14.30 Space for posing still unanswered questions
- 14.30 15.15 Agreement on messages definition and decision on possible joint plans and actions for the future
- 15.15 15.30 Conclusions, close of the workshop