Project no.: 256725

Project acronym: CGS Europe

Project title: Pan-European Coordination Action on CO_2 Geological Storage

Instrument: Coordination and Support Action

Thematic Priority: SP1-Cooperation, FP7-ENERGY-2010-1

Deliverable 5.11: Publication of the CO_2GeoNet educational brochure "What does CO_2 geological storage really mean?"

Due date of deliverable: 31/10/2011
Actual submission date: 30/04/2012

Start date of project: 1st November 2010 Duration: 36 months

Organisation name of lead contractor for this deliverable:
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Version - final

Project co-funded by the European Commission within the Seventh Framework Programme
Dissemination Level: PU*

***PU** = Public

Contents

Introduction

Under the CGS Europe Workpackage 5 'Knowledge Dissemination', a specific task is dedicated to 'Presentations and publications' (Task 5.5) led by UNIZG-RGNF (University of Zagreb Faculty of Mining Geology and Petroleum Engineering).

In the aim of helping raise awareness of CO_2 capture and storage (CCS), especially in those countries where little CCS activity is on-going, it was decided to translate the CO_2GeoNet educational brochure 'What does geological storage of CO_2 really mean?' into as many languages as possible under the FP7 Coordination Action CGS Europe. This particular brochure was chosen because of its simple and attractive style, introducing the technology in an easily understandable way to a large audience, and because the permission copyrights and files were available through close collaboration with CO2GeoNet, a partner in CGS Europe.

It was decided to offer as wide coverage as possible of European languages, thus enabling every single citizen in Europe to access comprehensive information on the CO_2 storage technology and its scientific foundations. In this way, the various versions of the brochure will provide a unique and standardised piece of information: a source of reference for all European regulators and policy makers. School teachers can also benefit from it for introducing the topic to students and encouraging liaison among students in Europe.

At the start of the CGS Europe project, the CO_2GeoNet brochure already existed in eleven languages:

- in addition to the seven 'CO_2GeoNet' languages (English, Danish, Dutch, French, German, Italian, Norwegian),
- four 'CGS Europe languages had also been published (Hungarian, Polish, Romanian, and Spanish).

This meant that a remaining 14 languages could be targeted within CGS Europe (later raised to 15 because our Estonian partners offered to also do a Russian version):

- Bulgarian
- Croatian
- Czech
- Estonian
- Finnish
- Greek
- Latvian
- Lithuanian
- Portuguese
- Russian
- Serbian
- Slovakian
- Slovenian
- Swedish
- Turkish

Brochure background

In order to raise public awareness on the geological storage of CO_2, CO_2GeoNet tackled the overarching question "What does CO_2 geological storage really mean?". A team of eminent scientists from CO_2GeoNet prepared state-of-the-art answers to six pertinent questions, based on research and experience worldwide. The goal was to deliver clear and unbiased scientific information to a broad audience, and to encourage dialogue on essential questions concerning the technical aspects of CO_2 geological storage.

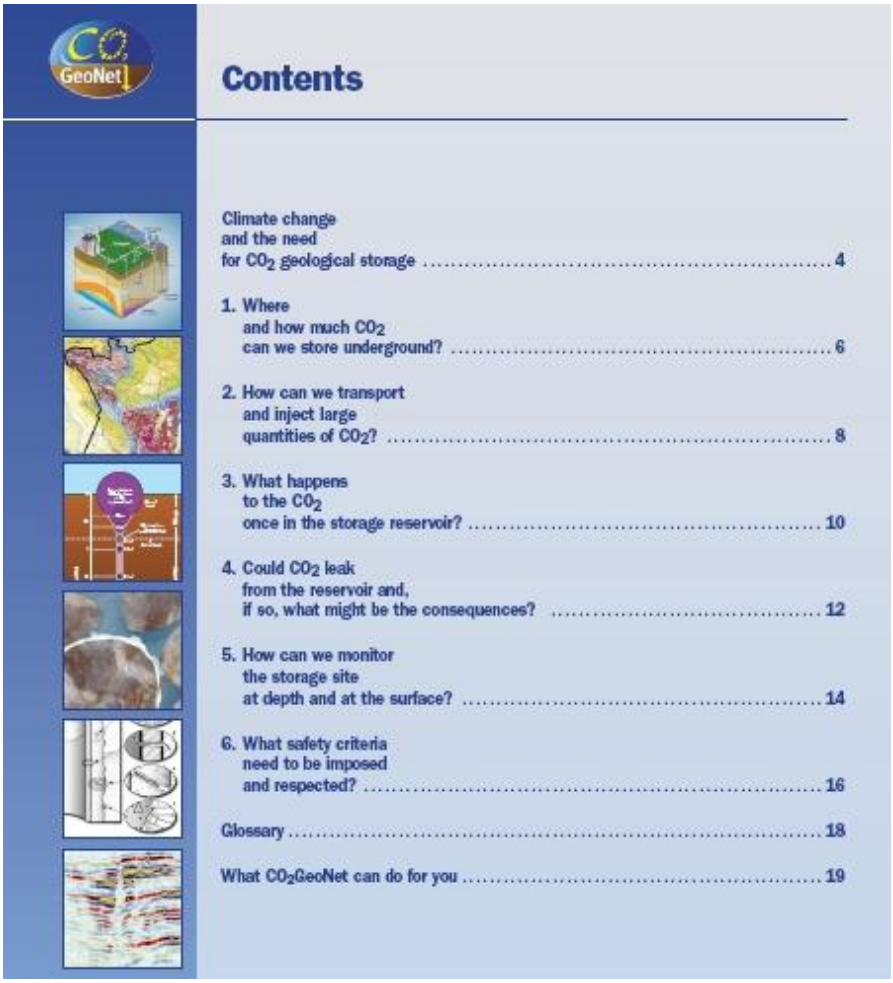
This work, summarised in the brochure, was presented during a Training and Dialogue workshop held in Paris on 3rd October 2007. The wide audience included stakeholders, industrialists, engineers and scientists, policymakers, journalists, NGOs, sociologists, teachers and students. In all, 170 people from 21 countries attended the workshop.

The aim of this brochure is to:

- deliver clear scientific information to a broad audience and, in parallel,
- encourage dialogue about the geological storage of CO_2.

Inside, the reader is led through six key questions on this vitally important technology, and will find explanations as to:

- how the geological storage of CO_2 can be carried out,
- under what circumstances it is possible, and
- what are the criteria for its safe and efficient deployment



Procedure

The task of translating the brochure into several new languages was identified from the start as being complex for many reasons:

- The end result needs to be standard and conform to the original CO_2GeoNet brochure, both in terms of design and content.
- The new languages being translated under CGS Europe are more difficult to control – how can the CO_2GeoNet approval be awarded under such circumstances where it is difficult to find internal reviewers with such language skills?
- Many partners are involved, all with different ideas and ways of working.
- Resources are limited – many partners do not have the possibility to subcontract and must do the work in-house, but are not necessarily equipped with the most appropriate software, expertise, etc.

The publication of a brochure of this kind in a new language version involves several steps, each of which requires specific expertise:

1. Translation
2. Editing
3. Layout and page setting
4. Printing

In order to guarantee a smooth procedure, and in the aim of foreseeing and avoiding as many problems as possible, it was decided to write detailed guidelines to accompany the partners as much as possible. These guidelines, written specifically for CGS Europe, are presented in Annex 1. In addition, the necessary files of text, images and page layout were collected into folders and made accessible to all via the website.

Once the guidelines and files were prepared, the Task Leader sent instructions to all institutes concerned, giving them the go-ahead to start translating, and asking them to respect a deadline of 31 October 2011, one year after the start of the project.

Progress

Despite the effort of writing detailed guidelines, preparing all the necessary computer files (page layout and pictures) and making these readily available to partners via the Website, several unforeseen problems were encountered that slowed down the progress and set back our initial deadline of release of all brochures one year into the project. Below are some examples.

- Fonts – during translation of the brochure into Czech and Slovenian, problems were encountered with the fonts. Certain characters were not available with the fonts used in the original English version (ITC Franklin Gothic). As this problem would no doubt be recurrent for other Central European languages, some hints based on past experience were prepared and a folder containing fonts for download giving a similar result to the original.
- Different lengths of text after translation, leading to a change in appearance of the layout compared to the original brochure. Different layout adjustments appeared to be necessary in almost all languages. The two extremes range from 'heavy / 'squeezed' text to large empty spaces (longer and shorter texts, respectively).
- Format – the original page setting was done using the professional design software QuarkXpress. Not all partners, however, were familiar or equipped with this software (MAC), and preferred the InDesign or Adobe Photoshop format (PC-based).
- Publishing – difficulties were also reported by partners without in-house graphic/publishing departments; in some cases it was complicated to find a suitable supplier of the required services within the limited budget available.
- Time and effort involved – this was underestimated on many levels, particularly concerning the time needed to check the layout by the validation team. Each leading institute was given strict instructions to undertake several review stages, but in general, many page-setting errors were left undetected (statistics, copyrights, cut-and-paste errors, glossary entries not cited, etc.). This unfortunately meant several stages of checking and corrections not initially envisaged, with several language versions needing three.

The status of publication at the original deadline for submission (31/10/2011) was only three partners completely finished and six almost ready.

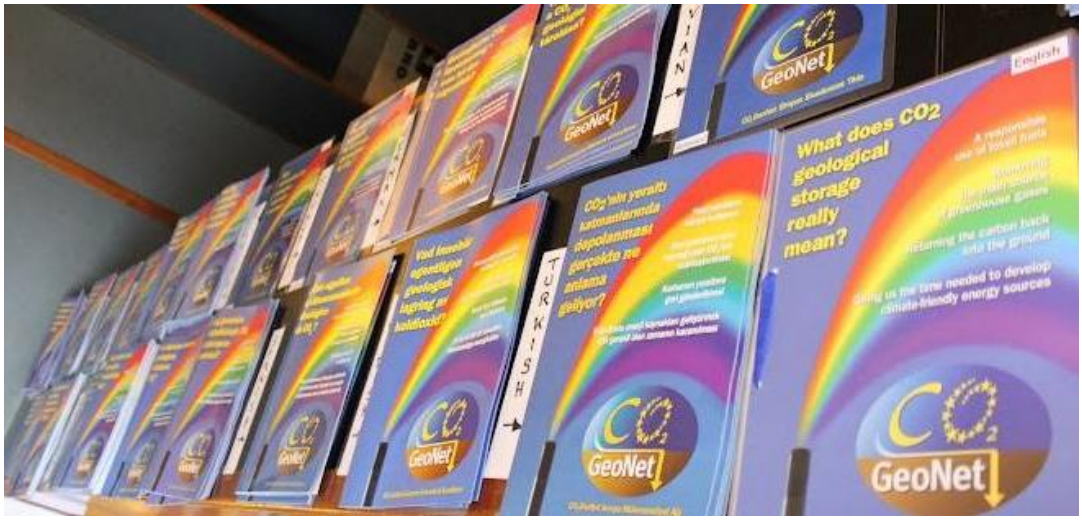
Nonetheless, it was decided that it was more important to maintain a high level of quality than to respect the initial deadline. The WP Leader and Task Leader therefore postponed submission of the deliverable until the end of the first period (30/04/2012) and much effort was invested in the meantime from both the Deliverable team and the partners to release the remaining languages.

Current status and conclusion

Thanks to the effort put in by CGS Europe partners, and in complement to the existing 11 languages done under CO_2GeoNet, the brochure "What does CO_2 geological storage really mean?" is now available in 24 languages (22 printed and uploaded on the project website; 2 in print and uploaded – see CGS Europe status table below).
The two remaining CGS Europe languages (Greek and Portuguese) are on track to be released in the coming months. The delay encountered by the Greek partner (G-IGME) was mostly caused by budget & staff cuts and while the Portuguese partner (LNEG) faced problems caused by new rules for subcontracting third parties within the Portuguese public administration.

Language	Partner	Status
Bulgarian	**SU**	printed and uploaded on Website
Croatian	**UNIZG-RGNF**	printed and uploaded on Website
Czech	**CzGS**	printed and uploaded on Website
Estonian	**TTUGI**	printed and uploaded on Website
Finnish	**GTK**	printed and uploaded on Website
Greek	**G-IGME**	translation completed –layout in checking stage
Latvian	**LEGMC**	in print - uploaded on Website
Lithuanian	**GTC**	in print - uploaded on Website
Portuguese	**LNEG**	translation completed – layout in preparation
Russian	**TTUGI**	printed and uploaded on Website
Serbian	**UB**	printed and uploaded on Website
Slovakian	**SGUDS**	printed and uploaded on Website
Slovenian	**GEO-INZ**	printed and uploaded on Website
Swedish	**SGU**	printed and uploaded on Website
Turkish	**METU-PAL**	printed and uploaded on Website

The brochure has been well received by a wide audience, and has enabled an important dissemination and awareness-raising action to be carried out at both national and international level. The brochures are downloadable from the CGS Europe and CO_2GeoNet websites, immediately visible by the public from the homepage (www.cgseurope.net and www.co2geonet.com).



Brochures on display recently at the 7th CO_2GeoNet Open Forum in Venice, 17-19 April, 2012

Annex 1: Guidelines

Guidelines for CGS Europe participants:

Translation of the CO_2GeoNet brochure
'What does CO_2 geological storage really mean?'

Introduction

The CO_2GeoNet brochure 'What does CO_2 geological storage really mean?' was initially published in English in 2008, and 10 other languages were released under CO_2GeoNet between 2008 and 2010 (Danish, Dutch, French, German, Hungarian, Italian, Norwegian, Polish, Romanian, Spanish). Under CGS Europe, the translation into all relevant outstanding European languages covered by the project is a formal deliverable to the European Commission, as stated in the Description of Work: D5.11 due in October 2011.

General

The concerned CGS Europe institute (project partner) should appoint a contact or 'coordinating person' who is responsible for overseeing the translation process from start to finish, identifying the necessary human resources within his/her institute, helping with the quality control and reporting to the CGS Europe Secretariat on progress of the new language version.

Remember that the brochure is aimed at non specialists, so it is important to adopt a clear and simple, easily understandable language throughout. Have the translation read and edited by a non-specialist to avoid the use of unnecessary or unexplained technical jargon.

Once a new language version is published, please supply to the CGS Europe Secretariat:

i) a pdf file for uploading on the website and

ii) a batch of paper copies (at least 50) for publicity/communication purposes.

Four phases are involved in producing a new language version:

1. Translation

Where possible, translate from the original English version ('source' language) to avoid unnecessary distortions. The other language versions can be used for checking purposes or as extra support by the translator. Use a translator whose mother-tongue is the language into which the brochure is being translated ('target' language). The coordinating person should provide the translator with useful support material containing similar technical terms, and be available to help answer queries on content, terms, understanding, etc.

The translation can be done either:

internally – using your own in-house human resources; beware – do not underestimate the time and effort involved in translating a document of this length and complexity. Translation is a profession, and can prove a very time-consuming and difficult task for those without experience.

externally (subcontracted) - use a renowned professional translator, preferably one who is familiar with similar brochures aimed at a wide audience and who is at ease with the scientific content. You can ask any freelance translator or agency to translate a short sample of the text (@ 150 words) as a trial, which will give you an idea of the quality before commitment. The price quote is generally based on the number of words to be translated (approx. 10,500 in the English version) and will obviously vary considerably depending, for

example, on the target language, the rates in the country where the translator is working, his/her experience, etc.

2. Editing

The coordinating person should involve as many mother-tongue (or fluently speaking) colleagues as possible in the careful checking of the content of the new version. On a more general note:

- Remember that the brochure is aimed at the general public – ideally, a non-expert should also check the text to make sure that it is easily understandable by all.
- Pay particular attention to areas of the brochure that could help draw the attention of the reader, such as the front page (easy-to-follow but catchy sentences), titles and headers (attractive style), figure captions, etc.
- Respect the length of the text (paragraphs) in the original English version in order to avoid problems in the following layout phase.

3. Layout and page setting

CO_2GeoNet has made available the necessary electronic files (see 'Files' section for details) so that those CGS Europe coordinating institutes with graphic design experts can do this stage in-house. Obviously, if this is not the case, this stage must be subcontracted.

The final version must respect as close as possible the original brochure. This means using the same layout, colours, font, etc. The font ITC Franklin Gothic should be used where possible, but for Central European languages, some hints and recommended CE-supported fonts are given in a special folder named « fonts ».

The coordinating person must deliver the draft pdf to the CGS Europe Secretariat for checking of the overall layout before printing.

4. Printing

Printing can be done ether in-house or subcontracted locally. Try to respect as close as possible the quality of the paper used for the original brochure: 16 internal pages on matt paper 115 g/m^2 (PEFC/FSC) and cover on glossy paper 170 g/m^2 (PEFC/FSC). The number of copies to be printed depends on your organisation's dissemination and communication needs & strategy. Experience shows that the expensive part of the printing quote is the use of the printing machines, and that the price does not vary much per number of copies printed (i.e. rather negligible difference between printing, for example, 1000 or 1500 copies).

Acknowledgements

The new language version of the brochure remains a CO_2GeoNet brochure, although published under CGS Europe. We recommend the following acknowledgements:

- *at the bottom of the inside cover (page 2), beneath the paragraph that starts with "This brochure was produced …..":*

  Here you can acknowledge the person who translated the text and those involved in the editing, for example: "The xxxx (e.g. Croatian) version was translated by xxxx, and edited by xxxx, and xxxx."

- *on the bottom of the back cover, beneath the list of CO_2GeoNet members:*

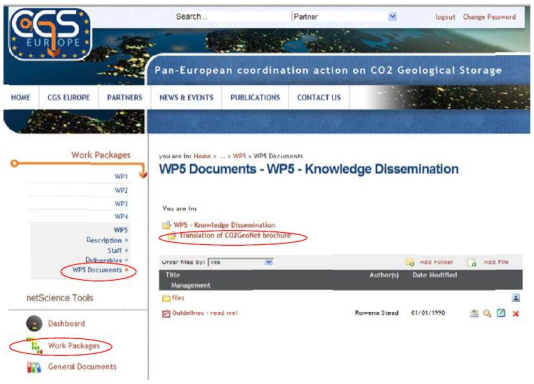
  Here you can acknowledge the CGS Europe project and the CGS participating institute, by including the CGS Europe logo (left bottom corner) and the CGS Europe coordinating institute's logo (right bottom corner), and with the following sentence in between:

  "This xxx (e.g. Croatian) version was translated in the framework of the FP7 Project "CGS Europe – Pan-European coordination action on CO_2 Geological Storage" by xxxx (name of the coordinating

CGS Europe institute, e.g. University of Zagreb, Faculty of Mining Geology and Petroleum Engineering)."

Files

CO_2GeoNet has made available the electronic files for publishing the brochure using your institute's own graphic-design resources and therefore avoiding subcontracting costs. The images are in a format that can be modified using common image-processing software (e.g. photoshop). The files can be downloaded from the members' part of the CGS Europe website: go to 'Work packages' then 'WP5' then 'WP5 Documents' then 'Translation of CO_2GeoNet brochure'.



- **Text**: "Brochure text in English.doc": Word file with text in English, useful for serving as a basis when translating. Certain updates have been made since publication of the original brochure in 2008, including new links at the bottom of page 18, and a whole new page 19 to incorporate CGS Europe and its relation to CO_2GeoNet. The yellow highlights show the most recent modifications.
- **Images**: empty figures, cover page and basic page layout to be used to manually type in the new language captions. The files are in photoshop pdf. format, and can be opened as background images without text using acrobat or other image-processing software. However, using photoshop (version CS3 or +), the images can be opened as psd files with several layers, including text layers (hidden, but accessible for retyping the figure captions and legends in the new language).
- **Print-ready version**: page layout in eps format.

Please contact Zeljka Kurelec (zeljka.kurelec@rgn.hr) for any further information or specific queries

View the released brochures on the CO_2GeoNet website: www.co2geonet.com/brochure