

Communicating CCS: Raising the Bar

Eric Drosin
Director of Communications

European Technology Platform for Zero Emission Fossil Fuel Power Plants

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ETP Role:

define a strategic agenda for the development and deployment of technologies in the EU involving major economic or societal challenges.

Founded
in 2005

UNIQUE
coalition of
stakeholders:
European utilities,
petroleum companies,
equipment suppliers,
scientists, academics
and environmental
NGOs

Over
300
members
from 19
countries

**Enable commercial availability
of CCS by 2020 and kick-start
widespread deployment**

What's Changed?



50% reduction of CO₂ emissions by 2050?



\$316 trillion will be required...

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Observations – climate change

Polls



42%

believe in climate change,
down from **62% in 2006**

Source: Der Spiegel



26%

believe climate change is happening
& largely man-made,
down from **41% in 2009**

Source: BBC

Perceptions and beliefs



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Eurobarometer Survey – CCS (2011)

By the numbers

10%

of respondents say
they know what CCS is

13,091 respondents in 12 EU countries

Perceptions and beliefs



Eurobarometer Survey – CCS (2011)

By the numbers

38%

of respondents see
no benefit from CCS

13,091 respondents in 12 EU countries

61%

concerned if storage site
located \leq 5km to home

Poland

68%

of Poles endorse the use of coal

77%

of Poles had not heard of CCS

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Emotional is rational



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Change the dynamic of today's conversation

You take, We give!

➔ Mutual benefits

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Provide
clear, honest answers



Long-term
experience/use



CO₂ storage safety:

- › How safe is it?
- › Is it safe enough?
- › How can we make it safer?



Potential includes:

- › Carbon negative
- › Hydrogen production
- › Geothermal

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Communications community



Who?

Where?



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Effectively communicating CCS



**“Touch, see, feel” –
making CCS a reality**

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Conclusions



- › Start early!
- › CCS communications community
- › Emotional is rational
- › Right message, right messenger
- › All CCS stakeholders are ambassadors

...that means you!



European Technology Platform for Zero Emission Fossil Fuel Power Plants

www.zeroemissionsplatform.eu

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