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IMPROVING SOCIAL ACCEPTANCE THROUGH EARLY INTERACTION  
AND AWARENESS-RAISING IN LOCAL COMMUNITIES: A CASE STUDY  
OF THE PROPOSED PETERHEAD CCS PROJECT

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Reserves: Our use of the term “reserves” in this presentation means SEC proved oil and gas reserves.

Resources: Our use of the term “resources” in this presentation includes quantities of oil and gas not yet classified as SEC proved oil and gas reserves. Resources are consistent with the Society of Petroleum Engineers 2P and 2C definitions.

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# BACKGROUND

ENGAGING THE PUBLIC ON CCS CAN BE CHALLENGING...

Quick reactions against unfamiliar developments

Very few blueprints for engagement

Serious lack of awareness & understanding

Complex to communicate,  
high levels of misperception



# BACKGROUND

COLLABORATION HELPS TO BALANCE THE SCALES...



**DENISE HORAN**

Stakeholder Engagement &  
Communications Manager,  
Peterhead CCS Project



**KIRSTY ANDERSON**

Principal Manager  
Public Engagement,  
Global CCS Institute

A STRONG COMBINATION OF EXPERIENCE & SHARED ENTHUSIASM

# BACKGROUND

CREATING ENGAGING OUTREACH AND EDUCATION INITIATIVES THAT...



Make use of best practice and international project experiences

Are targeted to the needs of the stakeholders

Demonstrate commitment to local communities: honest, accurate information and access to experts

Help bring CCS, energy and climate change to life!

ENGAGING EARLY AND OFTEN, LISTENING & BUILDING LOCAL PRIDE IN THE PETERHEAD PROJECT

**AIM**

**COLLABORATION: TO ACHIEVE BETTER PROJECT OUTCOMES & FUTURE LEARNINGS**



**COLLABORATING TO FULFIL DIFFERENT BUT COMPLEMENTARY AIMS**

# METHODS

WIDEN THE PARTNERSHIP CIRCLE



# METHODS

## KEY METHODS, RESOURCES AND EXPERTISE



### Peterhead CCS

- Engaging early and maintaining contact
- Building an understanding of the local context
- Being present
- Being responsive and inclusive
- Making it engaging and relevant

### Global CCS Institute

- Education and outreach expertise
- Credible, third-party voice
- Networking
- High-quality, engaging resources
- Best practice guidance & advice

# RESULTS

## POSITIVE RESULTS SO FAR...

- Positive local response to project and to engagement activities
- Project activities integrated into local events
- Strong working relationships built up and high levels of trust
- Education and engagement initiatives well-received by other projects around the world
- No public submissions on planning application
- Strong foundation to build on during construction phase

## Peterhead could be hub of new, green industry

### ENERGY

BY JOSHUA KING

Peterhead could become the hub of a new worldwide energy industry if a carbon capture scheme is approved, according to the project's leader.

The Carbon Capture and Storage (CCS) scheme, spearheaded by offshore giant Shell, involves pumping tens of millions of

building project. "When we turn the key to start it up, there would be between 20 and 30 permanent posts and that's a boost to the supply trade in the town."

Dozens of Peterhead residents visited yesterday's public consultation at Peterhead's Palace Hotel and Shell spokeswoman Denise Horan described



## Residents tour site of world first carbon capture scheme

### PETERHEAD

BY JOSHUA KING

Engagement, collaboration and community presence have led to strong, trusting relationships to build on over the life of the project

# RESULTS

## COMMUNITY CONSULTATION

- Three phases over 13-month period
- 850 people attended public exhibitions
- 3 stakeholder briefings, 8 community council briefings, 2 local community planning group briefings
- Consistent issues/concerns raised:
  - Desire for community benefits
  - Construction traffic management
  - Potential emissions
- Positive feedback from community about quality of information provided, plus openness and knowledge levels of support team



# RESULTS

## SCHOOL EDUCATION INITIATIVES

- CO<sub>2</sub>degrees Energy and Climate Change Workshops
- Classroom teaching, hands-on experiments and energy-related circus skills
- Delivered by Global CCS Institute, GEOBUS and local community arts group Theatre MODO
- View the students in action on the CO<sub>2</sub>degrees YouTube channel:  
[www.youtube.com/watch?v=fa6XGbvM2GY](http://www.youtube.com/watch?v=fa6XGbvM2GY)



Engaging with local schools, raising awareness and creating opportunities to inspire 'Young Ambassadors' for low-carbon energy



# RESULTS

## COMMUNITY-LED EVENTS

Integrating project into local events: low-key stands, fun experiments, project experts



# RESULTS

SOON TO COME...



- Broader programme of education and outreach



- Developing a community geological education walk



- Partnership working with other Shell CCS projects



- Development and roll-out of CCS module for Scottish schools

# CONCLUSIONS

SOCIAL ACCEPTANCE CAN'T BE WON, IT MUST BE EARNED

“Genius is one percent inspiration and ninety-nine percent perspiration”

Thomas Edison

- A collaborative approach to engagement works!
- Understanding local community is key: needs, concerns, social context
- It is essential to maintain and build on these solid foundations
- Access to both project experts and independent advocates greatly improves credibility
- Information and engagement activities need to be set in a relevant context
- A consistent presence and open approach builds trust – there are no shortcuts

## FURTHER INFORMATION

### **PETERHEAD CCS PROJECT**

Visit: [www.shell.co.uk/peterheadccs](http://www.shell.co.uk/peterheadccs)

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### **GLOBAL CCS INSTITUTE**

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