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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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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...



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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

- CO₂degrees 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 CO₂degrees YouTube channel:
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

An aerial photograph of the Peterhead CCS project. The image shows a large industrial complex with several buildings and two prominent tall, white smokestacks with black tops. The facility is situated in a rural area with green fields and some residential buildings in the background. The lighting suggests a bright, sunny day.

PETERHEAD CCS PROJECT

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