

# 26<sup>th</sup> World Gas Conference

1 – 5 June 2015 – Paris, France



## *TS PGC A 1*

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

Kirsty Anderson  
Global CCS Institute

Denise Horan  
Shell U.K. Limited



# Definitions and cautionary note – Royal Dutch Shell

- The companies in which Royal Dutch Shell plc directly and indirectly owns investments are separate entities. In this document “Shell”, “Shell group” and “Royal Dutch Shell” are sometimes used for convenience where references are made to Royal Dutch Shell plc and its subsidiaries in general. Likewise, the words “we”, “us” and “our” are also used to refer to subsidiaries in general or to those who work for them. These expressions are also used where no useful purpose is served by identifying the particular company or companies. “Subsidiaries”, “Shell subsidiaries” and “Shell companies” as used in this document refer to companies over which Royal Dutch Shell plc either directly or indirectly has control. Companies over which Shell has joint control are generally referred to as “joint ventures” and companies over which Shell has significant influence but neither control nor joint control are referred to as “associates”. The term “Shell interest” is used for convenience to indicate the direct and/or indirect ownership interest held by Shell in a venture, partnership or company, after exclusion of all third-party interest.
- This presentation contains forward-looking statements concerning the financial condition, results of operations and businesses of Royal Dutch Shell. All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements. Forward-looking statements are statements of future expectations that are based on management’s current expectations and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in these statements. Forward-looking statements include, among other things, statements concerning the potential exposure of Royal Dutch Shell to market risks and statements expressing management’s expectations, beliefs, estimates, forecasts, projections and assumptions. These forward-looking statements are identified by their use of terms and phrases such as “anticipate”, “believe”, “could”, “estimate”, “expect”, “intend”, “may”, “plan”, “objectives”, “outlook”, “probably”, “project”, “will”, “seek”, “target”, “risks”, “goals”, “should” and similar terms and phrases. There are a number of factors that could affect the future operations of Royal Dutch Shell and could cause those results to differ materially from those expressed in the forward-looking statements included in this presentation, including (without limitation): (a) price fluctuations in crude oil and natural gas; (b) changes in demand for Shell’s products; (c) currency fluctuations; (d) drilling and production results; (e) reserves estimates; (f) loss of market share and industry competition; (g) environmental and physical risks; (h) risks associated with the identification of suitable potential acquisition properties and targets, and successful negotiation and completion of such transactions; (i) the risk of doing business in developing countries and countries subject to international sanctions; (j) legislative, fiscal and regulatory developments including potential litigation and regulatory measures as a result of climate changes; (k) economic and financial market conditions in various countries and regions; (l) political risks, including the risks of expropriation and renegotiation of the terms of contracts with governmental entities, delays or advancements in the approval of projects and delays in the reimbursement for shared costs; and (m) changes in trading conditions. All forward-looking statements contained in this presentation are expressly qualified in their entirety by the cautionary statements contained or referred to in this section. Readers should not place undue reliance on forward-looking statements. Additional factors that may affect future results are contained in Royal Dutch Shell’s 20-F for the year ended 31 December, 2013 (available at [www.shell.com/investor](http://www.shell.com/investor) and [www.sec.gov](http://www.sec.gov) ). These factors also should be considered by the reader. Each forward-looking statement speaks only as of the date of this presentation, **2<sup>nd</sup> June, 2015**. Neither Royal Dutch Shell nor any of its subsidiaries undertake any obligation to publicly update or revise any forward-looking statement as a result of new information, future events or other information. In light of these risks, results could differ materially from those stated, implied or inferred from the forward-looking statements contained in this presentation. There can be no assurance that dividend payments will match or exceed those set out in this presentation in the future, or that they will be made at all.
- We use certain terms in this presentation, such as discovery potential, that the United States Securities and Exchange Commission (SEC) guidelines strictly prohibit us from including in filings with the SEC. U.S. Investors are urged to consider closely the disclosure in our Form 20-F, File No 1-32575, available on the SEC website [www.sec.gov](http://www.sec.gov). You can also obtain this form from the SEC by calling 1-800-SEC-0330.

# Content

- Background
  - Engaging the public on CCS can be challenging
  - Collaboration helps to balance the scales
  - Creating engaging outreach and education initiatives
  - The Proposed Peterhead CCS Project
  - The Global CCS Institute – education and outreach program
- Aim
  - Collaboration: to achieve better project outcomes & future learnings
- Methods
  - Widen the partnership circle
  - Peterhead Team: key methods adopted
  - Global CCS Institute: resources and experience provided
- Results
  - Overall results
  - Three phases of local consultation
  - Local Gala Days
  - School education workshops
  - International education challenge
  - Local heritage and family fun day events
  - Other partner-supported outcomes
  - Still to come...
- Summary/Conclusions

# Engaging the public on CCS can be challenging...

Public quick to react to, and actively campaign against, unfamiliar large-scale developments

No completed, end-to-end CCS projects, so no blueprint for engagement

Serious lack of awareness & understanding of CCS, and its wider energy & climate change context

CCS is complex to explain and linked to fossil fuels; often misperceived as experimental & expensive



# Collaboration helps to balance the scales...



Denise Horan

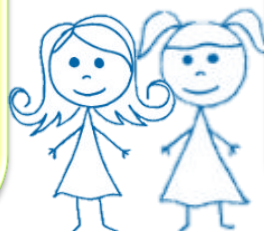
Stakeholder Engagement & Communications Manager,  
Peterhead CCS Project



Kirsty Anderson,

Principal Manager Public Engagement,  
Global CCS Institute

- Learnings from current and cancelled CCS projects (Quest/Barendrecht)
- Established links with local community in North East Scotland & key stakeholders
- Experience managing other complex energy engagement projects (Corrib Gas Project, Ireland)
- Role recognised as key by Project Team



- Learnings and best practice from international CCS projects and leading social research
- Practical project delivery experience in Scotland (Longannet Project)
- Expertise in outreach and education
- Strong network of UK and international CCS stakeholders and experts

A strong combination of experience & shared enthusiasm

# 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**

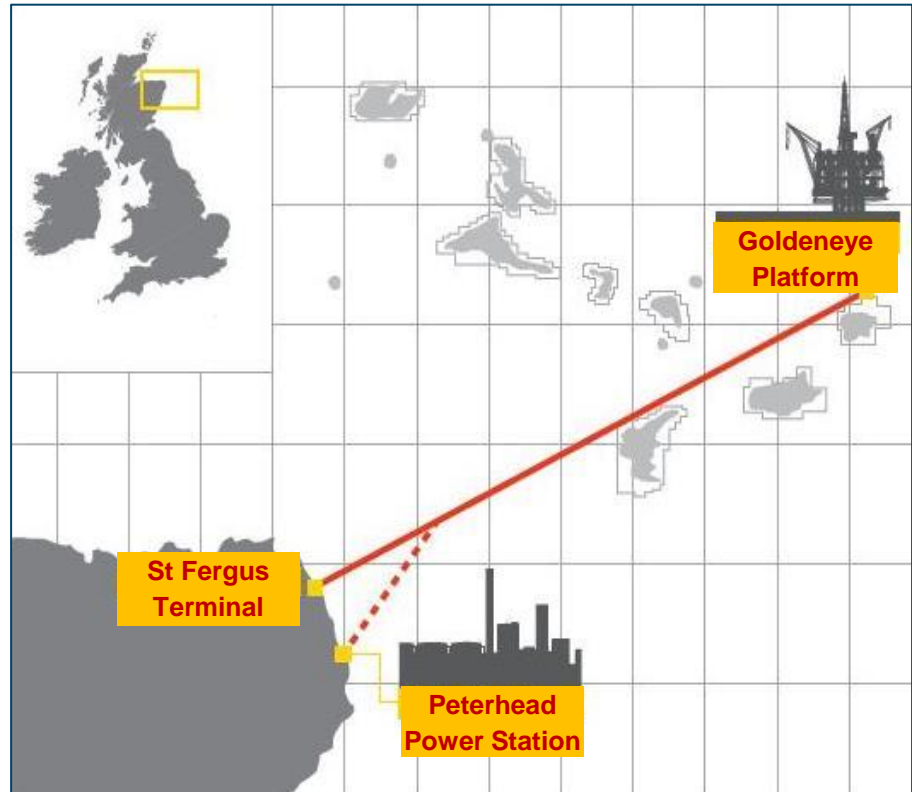
**Help bring CCS, energy and climate change to life!**



**Engaging early and often, listening & building local pride in the Peterhead Project**

# The Proposed Peterhead CCS Project . . .

- **World First** – first full-scale CCS project on a gas-based power station
- **Where** – capture at Peterhead Power Station; storage in depleted Goldeneye gas reservoir (100 KM offshore)
- **Impact** – 10 million tonnes of CO<sub>2</sub> captured over a ten-year period (90% CO<sub>2</sub> capture from one turbine)
- **Funding** – UK Government support for both capital & operating expenses
- **Technology** – post-combustion capture using amines
- **Current status** – technical design work complete, permits & consents applied for





# The Global CCS Institute – education and outreach program



An International membership organisation working with and on behalf of members to drive the adoption of CCS... by sharing expertise, building capacity and providing advice and support.



**The Institute's low-carbon energy education and outreach initiative...**



**Peer-reviewed, classroom-tested, fun, free low-carbon energy resources:**

- Curriculum resources
- Workshop materials
- Hands-on experiments
- International challenges
- Project outreach resources
- Social media channels
- Visit: [www.co2degrees.com](http://www.co2degrees.com)





AIM:

## Collaboration: to achieve better project outcomes & future learnings



1. Share initial project plans with local communities, seek feedback, **listen** and build changes into design and planning
2. Build trust between the Project and the local community
3. Develop strong relationships and links with key local stakeholders
4. Adopt a truly collaborative approach to foster a sense of ownership and community pride in this 'world first' project
5. Inspire the first generation of 'CCS ambassadors' among young people in the Peterhead and wider Aberdeenshire areas



1. Improve public awareness and understanding of CCS and its vital role in a low-carbon energy future
2. Promote and actively support knowledge sharing between international CCS projects
3. Trial and enhance the CO2degrees materials in real project settings
4. Use Peterhead experience as case study for tackling common engagement issues using outreach and education
5. Champion the efforts of CCS projects in development and demonstrate community pride in local CCS initiatives

Collaborating to fulfil different but complementary aims

# Widen the partnership circle

- Quality engagement is time and resource-intensive
- But time spent building a network of external advocates and independent expertise is time well spent
- We pooled our collective contacts to establish relationships across multiple local/ national/ international stakeholder groups ...
  - ✓ Community groups
  - ✓ Statutory bodies & support agencies
  - ✓ Government – UK and Scottish
  - ✓ Enterprise organisations
  - ✓ Academic institutions
  - ✓ Industry bodies
  - ✓ Environmental NGOs
  - ✓ Media
- This has had the dual benefit of enhancing public engagement activities with external viewpoints while building interest and engagement from within these different stakeholder groups

Energetica

Scottish Enterprise



Carbon Capture & Storage Association



Aberdeenshire  
COUNCIL



# Peterhead Team: key methods adopted



## Engaging early and maintaining contact

- Made a public commitment to three phases of public consultation prior to design work
- Appointed a Community Liaison Officer from the local community in October 2013
- Regular briefings with key local community groups



## Building an understanding of the local context

- Proactively attended local planning group meetings and local government connection events
- Sought advice from influential community groups and leaders
- Informal meetings with voluntary and community support agencies to understand local needs



## Being present

- Endeavouring to be a visible, active part of the community – demonstrating genuine commitment to community development
- Attending and supporting community events, unrelated to project activities/timeline



## Being responsive and inclusive

- Listening and acknowledging feedback and concerns
- Following up on issues raised
- Using feedback to shape project plans, making changes in response to concerns



## Making it engaging and relevant

- Shaping materials and activities to suit the needs of different stakeholders, making it relevant to them
- Making learning fun! Working with others in creative ways to create fun, appealing learning opportunities

# Global CCS Institute: resources and experience provided

- Current international experience and learning



- Best practice guidance & advice

- High-quality, engaging resources



- Credible, third-party voice

- Networking support

- Education and outreach expertise





# Overall results have been positive so far...

## 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

- Positive local response to Project and to engagement activities
- Working with local organisations to coordinate community and stakeholder events, and to integrate activities about the Project into existing events, has been hugely beneficial
- Strong working relationships built up locally and high levels of trust and familiarity with the Project
- This is a strong foundation to build on during construction phase
- Education and engagement initiatives piloted with the Peterhead CCS Project have been well-received by other projects around the world

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

## RESULTS:

# Three phases of quality local consultation

- **11 public exhibitions** over 13 months – **850 people**
- CCS Open Day on Peterhead Power Station: tours of site for local community – **95 people**
- Stakeholder briefings ahead of each phase – **100 people**
- **8 briefings** to local community councils, **2 briefings** to local community planning group
- Strong local media interest & positive coverage
- Senior project staff supported exhibitions – dual benefit of communities getting answers from experts and experts hearing challenges straight from the community
- Each phase supported by SCCS – independent, credible research organisation adding different dimension
- Consistent issues/concerns raised: desire for community benefits, concern over construction traffic, potential emissions
- Positive feedback from community about quality of information provided and openness and knowledge levels of support team





# Boddam Gala – May 2014

- Boddam is the village closest to the power station
- Annual gala held in local green, attracts 2,000 people
- Fun, family-focused event with vintage cars and tractors, children's activities, music, highland dancing by local children, raffles, performances
- Modest project stand and sponsorship of small prize



RESULTS:

# Boddam Primary School workshop – June 2014



- CO2degrees Energy and Climate Change Workshop
- Combined classroom teaching, hands-on experiments and energy related circus skills
- Delivered by Global CCS Institute and local community arts group Theatre MODO





RESULTS:

# CO2degrees International Education Challenge



**Following the workshop, students took on a science communication challenge:**

- Selected their favourite 'Hands-on Experiment'
- Demonstrated it live on camera
- These demos are now publicly available to teach other students and teachers how to do these experiments!

View the students in action on the CO2degrees 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**

# Local heritage & family fun events – July/September

- 'Wild About Aden' – two-day local family festival attended by 6,000 people
- 'Rural Life Heritage Fair and Vintage Tractor Day' – attended by 3,000 people
- Project 'stand' at each project allowing for engagement with parents
- 'Come and try' CO2degree experiments held all day: fun and educational for children



**Using live experiments to attract families and then bring project information to life**

## Other partner-supported outcomes

- 'Shire Connections' event hosted with Aberdeen and Grampian Chamber of Commerce, focused on potential for CCS industry; aimed at local small/ medium businesses
- CCS advocacy DVD completed with inputs from SCCS, GCCSI, Scottish Enterprise, University of Aberdeen and Aberdeenshire Council
- Seminar addressed by Scottish Energy Minister jointly organised in Aberdeen by CCSA, TUC Scotland, SCCS, University of Aberdeen and Shell



**Establishing strong links to local education, business and enterprise organisations – helping local communities to maximise development opportunities.**



# Soon to come...



- Broader program 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





# Social acceptance can't be won, it must be EARNED

## Summary

- ✓ Institute/Peterhead partnership approach has been a success
- ✓ A lot of work remains, but solid foundations built with local community
- ✓ Good understanding of local community: needs, concerns, social context
- ✓ Strong relationships established within local community and beyond
- ✓ Clear understanding of what can be achieved locally and with whom

## Conclusions

- ✓ Taking a collaborative approach to engagement activities works!
- ✓ Providing access to both project experts and independent advocates and experts greatly improves credibility
- ✓ When engagement activities are set in a relevant context, stakeholders are usually happy to engage
- ✓ Sharing knowledge and experiences from Peterhead can greatly benefit future projects and the CCS industry

# Further information



## **Peterhead CCS project**

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

**Email:** [denise.horan@shell.com](mailto:denise.horan@shell.com)

## **Global CCS Institute**

**Visit:** [www.globalccsinstitute.com](http://www.globalccsinstitute.com)

**Email:** [Kirsty.Anderson@globalccsinstitute.com](mailto:Kirsty.Anderson@globalccsinstitute.com)