PCOR Partnership Outreach – A Decade of Achievement







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The Challenge

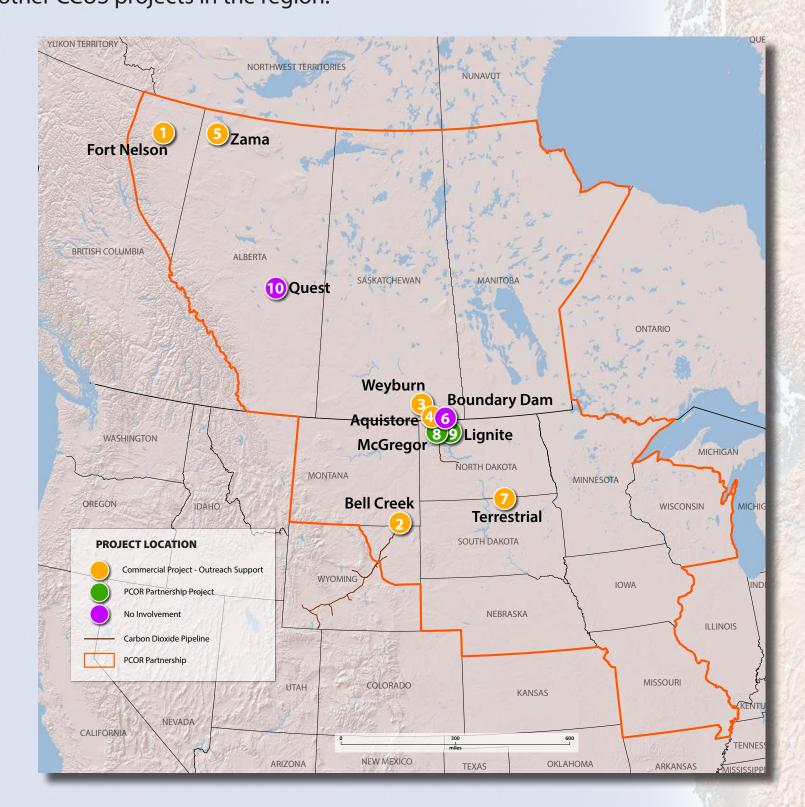
Inform and educate the general public and key audiences at the regional and project level regarding carbon capture, utilization, and storage (CCUS) technology and its role in carbon management.

Approach

Implement a two-pronged effort: regionwide outreach and outreach tailored to the area of the demonstration projects. Develop outreach products. Connect with communities. Track audience exposure.

Project Level

Collaborate with commercial partners to provide outreach to local stakeholders for the two PCOR Partnership demonstration projects. Provide outreach advice for other CCUS projects in the region.



Outreach Material

- Fact sheets
- Television documentaries and DVDs
- Lesson plans Web sites
- Atlas
- Video clips and shorts
- Presentations

Posters

CO₂ Emissions Go to Work to Produce More Oil

Regional Level

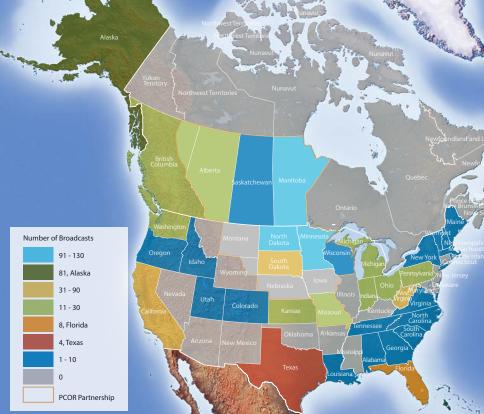
Use existing networks including public television, educator seminars, and libraries. Establish a source of technical information and a network for the professional and policy communities. Maintain a strong Web presence as the core of regional outreach activities.

Tracking and Assessment

Track outreach activities in a geographic information system (GIS)-compatible database. Data include the following:

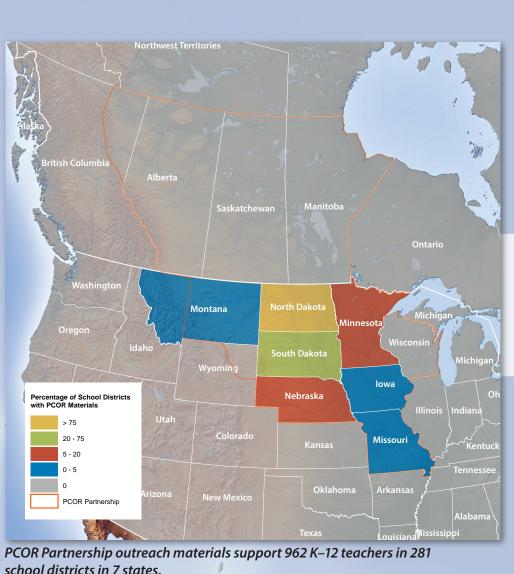
- Web visits
- Documentary broadcasts
- Presentation venues and attendees
- Outreach material distribution (geographically by recipient type)

United Kingdom.



Web site visits from 72 countries but most from the United States, Canada, and the

Five original documentaries coproduced with Prairie Public Broadcasting, with over 660 public television broadcasts across 33 states and four Canadian provinces.



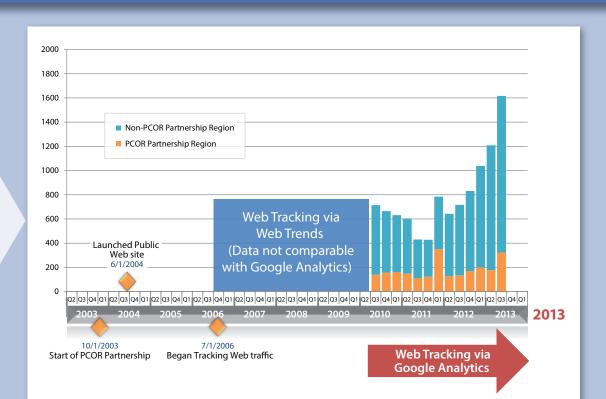
Outreach Team

Integral to the PCOR Partnership Program, the outreach team comprises program management and technical members, with expertise in science, engineering, and outreach. Partners are an extension of the PCOR Partnership, and PCOR Partnership outreach supports partner outreach efforts.

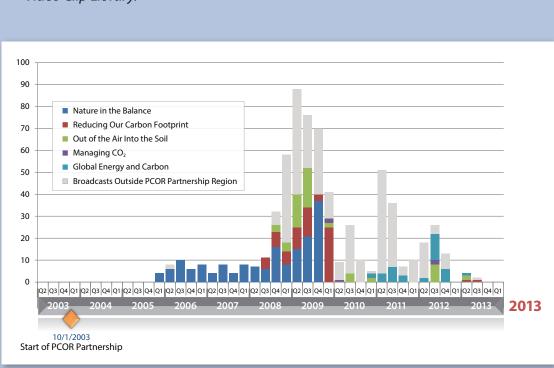




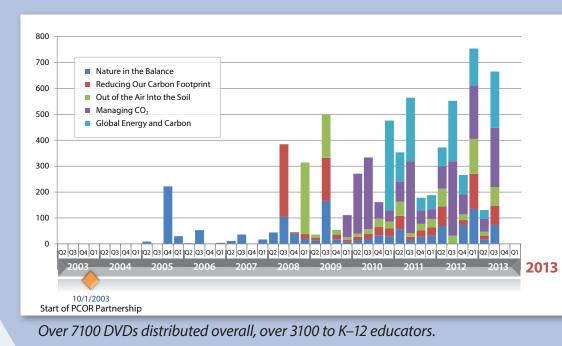


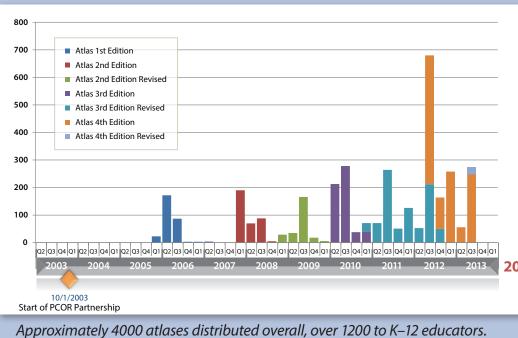


Web Visits graph: Visits from the Partnership region average 179 a quarter and 793 overall; major pages include "PCOR Partnership Home Page," "What is CCS," and "Video Clip Library."



340 public television documentary broadcasts in the PCOR Partnership region and 320 broadcasts outside the partnership region.





There are ten major CCS projects in the PCOR Partnership region. The PCOR Partnership outreach and education task has varying roles in projects involving a partnership member and in projects led by the partnership.

Outreach Role in a Partnership Member Project

- 1. Fort Nelson Carbon Capture and Storage Feasibility Project (site managed by PCOR Partnership member Spectra Energy) interview and location video (in progress), poster, Web site pages, fact sheets, presentations, and other outreach materials
- 2. Bell Creek CO₂ Storage Demonstration Project (site managed by PCOR Partnership member Denbury Onshore LLC) supporting role in landowner relations (with respect to MVA technical activities), interview and location video (in progress), poster, Web site pages, fact sheets, presentations, and other outreach materials
- 3. IEAGHG Weyburn-Midale CO₂ Monitoring and Storage Project (project managed by PCOR Partnership member Petroleum Technology Research Centre [PTRC]; Midale oil field operated by PCOR Partnership member Apache Canada) outreach advisory panel, interview and location video used in documentaries and video products, Web site pages, inclusion in fact sheets, presentations, and other outreach materials
- 4. Aquistore Project (managed by PCOR Partnership member PTRC) outreach advisory panel, interview and location video used in original documentaries and video products, poster, Web site pages, fact sheets, presentations, and other outreach materials
- used in original documentaries and video products, Web site pages, fact sheets, presentations, and other outreach materials 6. SaskPower Boundary Dam Carbon Capture and Storage Project (project developed and operated by PCOR Partnership member SaskPower) interview and location video used in

5. Zama Oil Field (PCOR Partnership Field Validation Test and ongoing activities in collaboration with PCOR Partnership member and site manager Apache Canada) location video

7. Terrestrial (PCOR Partnership Field Validation Test in collaboration with Ducks Unlimited) advisory role, interview and location video used in original documentaries and video products, Web site pages, fact sheets, presentations, and other outreach materials

Outreach in a PCOR Partnership-Led Project

8. Northwest McGregor (Field Validation Test) landowner and community relations, Web site pages, fact sheets, presentations, and other outreach materials

original video products (planned), partnership Web site pages, inclusion in partnership fact sheets, presentations, and other outreach materials

9. Lignite (Field Validation Test) landowner and community relations, Web site pages, fact sheets, presentations, and other outreach materials

No Formal Outreach Role in Project

10. Quest CCS Project (developed and operated by Shell Canada)