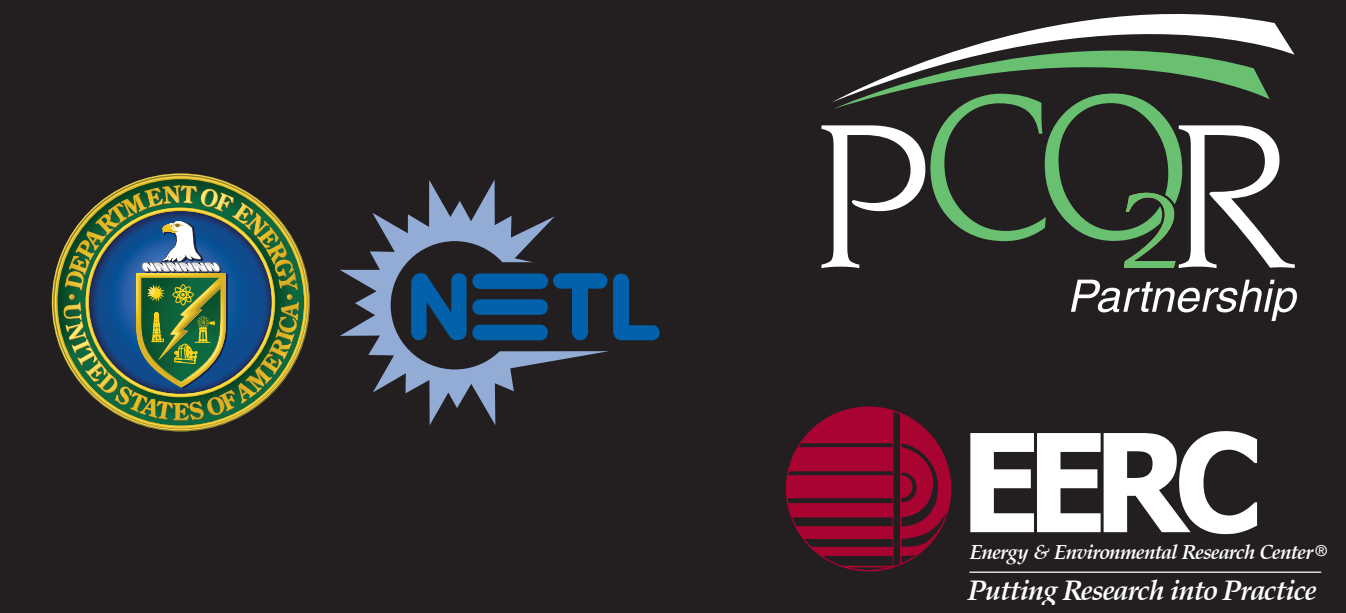


# Regional and Project-Based CCUS Outreach – The PCOR Partnership Experience

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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



## 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)



## About the PCOR Partnership Region

The PCOR Partnership Region in north-central North America includes all or part of four Canadian provinces and nine U.S. states. The area accounts for 2.5% of global gross domestic product (GDP) and 2.5% of global anthropogenic CO<sub>2</sub> emissions, including the more than 550 million tons released from its 930 large-scale stationary sources.

20% of the population lives in the western portion of the region, with the active development of oil, natural gas, and coal deposits and export most of the energy they produce. The area generates half the region's CO<sub>2</sub> emissions from sources including gas processing and coal-based electrical generation, and the geology is favorable for CO<sub>2</sub> enhanced oil recovery (EOR) and storage projects. Five commercial-scale CCUS projects are currently moving ahead in the area building on the 12-year cross-border success of the Weyburn-Midale commercial EOR project in southern Saskatchewan (CO<sub>2</sub> supplied by pipeline from the Great Plains Synfuels Plant in western North Dakota).

80% of the population lives in the eastern portion of the region and depends mainly on imported coal, oil, and natural gas. CO<sub>2</sub> sources include coal-fired power plants, cement plants, refineries and ethanol facilities. Because local geology is generally not favorable for geologic sequestration, options for CO<sub>2</sub> management at large-scale sources include greater process efficiency, fuel switching, and terrestrial sequestration as well as exporting CO<sub>2</sub> to areas where geology is favorable for geologic sequestration of CO<sub>2</sub>.

## Outcomes

- North Dakota has been the test zone for outreach in the region.
- More than 100 documentary broadcasts on public television
  - CCUS information in 66 public libraries
  - 13 outreach presentations to more than 700 teachers
  - Outreach packets given to teachers in 112 of 184 school districts
  - Presentations to professional and policy groups

Beyond North Dakota

- Multiple documentary broadcasts on public television
- Two outreach presentations to 40 teachers
- 3000 public Web site visits a year
- Participation in regional regulatory committees
- Participation in outreach committees for other CCUS projects in the region
- Providing information to regional decision makers
- Presentations to professional and policy groups
- PCOR Partnership annual meetings

Partners and partner networks help disseminate information.

## 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.

