

Creating value from CCS research: knowledge production & communication

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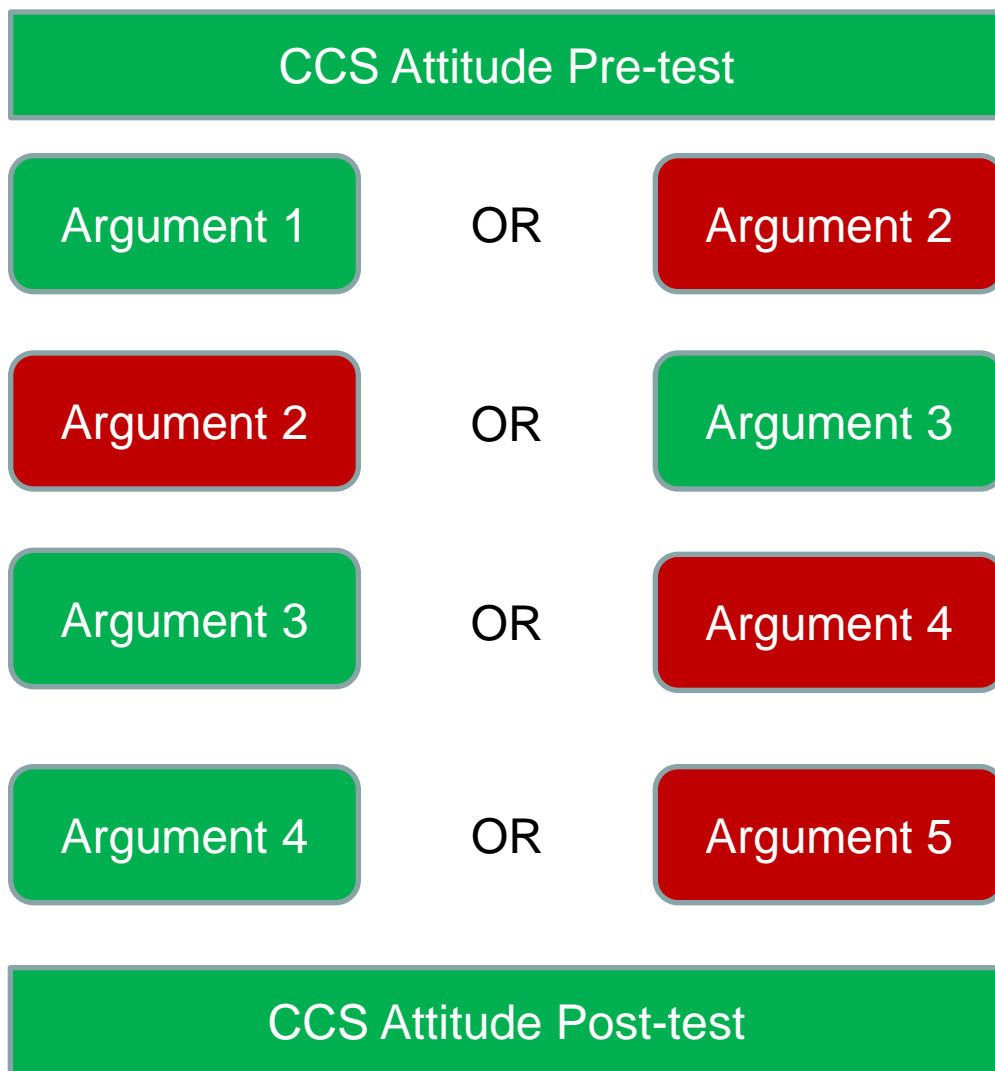
- Project duration: *3.5 years*
- Supervisor: *Frank van Rijnsoever, Marko Hekkert*
- Main research question:
 - How to communicate about CCS to the general public?
- Relevance for implementation of CCS:
 - Communication can facilitate public support for CCS.
- (First/expected) results:
 - Discuss personal norms.
 - Discuss role of CCS in energy mix, rather than just climate change.

Study 1: Research question

*What arguments **for** and **against** CCS are most **persuasive, important and new** for **different groups** of people?*

Method: Choice experiments

Argument 1	Argument 2
<p>“CCS can be used in industries where no other possibilities for CO₂ reduction exist”.</p>	<p>“A waste product such as CO₂ should be properly tidied up.”</p>
<p>Which of the above arguments...</p>	
<p>... do you think is most persuasive?</p>	
<p><input type="checkbox"/> Argument 1</p>	<p><input type="checkbox"/> Argument 2</p>
<p>... do you think is most important?</p>	
<p><input type="checkbox"/> Argument 1</p>	<p><input type="checkbox"/> Argument 2</p>
<p>... is the most new to you?</p>	
<p><input type="checkbox"/> Argument 1</p>	<p><input type="checkbox"/> Argument 2</p>



Survey 1: top 3 pro arguments

1. “CO₂-storage can be used in **industries** where no other possibilities for CO₂ reduction exist”.
2. “A **waste** product such as CO₂ should be properly cleaned up.”
3. “CO₂-storage is **safe**. It will be stored in gas fields where natural gas has been stored for millions of years.”

Survey 1: top 3 con arguments

1. “It is better to **avoid** CO₂-emissions than it is to store the CO₂.”
2. “CO₂-storage is new and has never been applied on a large scale. The **risks** are therefore not fully known.”
3. “CO₂-storage is more **expensive** than solar or wind energy in the long term.”

Conclusions

1. Discuss personal norms (cleaning up garbage).
2. Focus on role in the energy mix and the economics, rather than climate change in itself.
3. On average, arguments that present a lot of new information are unpersuasive (energy req., EOR)
4. People are different:
 1. A segment of about 25% values the role of CCS in the energy mix.
 2. A segment of about 18% is responsive to (dread) risks.

Method: details

Discrete choice experiment

- Full factorial design (all combinations)
- 32 arguments (16 pro, 16 con)
- 8 choices p.p.

Sample & Data collection:

- Representative NL, >18, online survey
- Control for position & length of arguments
- Randomization

Seperate groups

- Pro arguments (N=465)
- Con arguments (N=455)