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: regional outreach and outreach tailored to the area of the demonstration projects. Develop outreach products. Connect with communities. Track audience exposure.

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

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.

Outreach Role in a Partnership Member Project
1. Fort Nelson Carbon Capture and Storage Test Facility (managed by PCOR Partnership member Tap Energy) interviews and location videos used in original documentaries and video products.
2. Belt Creek CO2 Storage Demonstration Project Site (managed by PCOR Partnership member Shell Oil Canada) interviews and location videos used in original documentaries and video products.
3. Atlantic Spinbarad Field (managed by PCOR Partnership member Newfield Exploration Company) video products used in original video products (planned), partnership Web site pages, inclusion in partnership fact sheets, presentations, and other outreach materials.
4. Aquistore Project (managed by PCOR Partnership member PTRC) advisory panel, interview and location video used in original documentaries and video products, Web site pages, inclusion in fact sheets, presentations, and other outreach materials.
5. Zone 1 Field PCOR Partnership Field Validation Test and ongoing activities in collaboration with PCOR Partnership member and stakeholder. Aquistore Canada: location video used in original documentaries and video products, Web site pages, fact sheets, presenters, and other outreach materials.
6. Delfinerk Kouyouk Ørsanger Storage and Storage Project Site (managed by PCOR Partnership member Saskatchewan Energy) interviews and location video used in original video products (planned), partnership Web site pages, inclusion in partnership fact sheets, presentations, and other outreach materials.
7. Texan PCOR Partnership Field Validation Test in collaboration with Shell Canada: advisory role, interviews and location videos used in original documentaries and video products, Web site pages, fact sheets, presentations, and other outreach materials.
8. Outreach in a PCOR Partnership-Led Project
   a. Northwest Montana Field Validation Test Sandown and community relations, Web site pages, fact sheets, presentations, and other outreach materials.
   b. Lignite Field Validation Test Sandown and community relations, Web site pages, fact sheets, presentations, and other outreach materials

No Formal Outreach Role in Project
9. Quod CIS Project (developed and sponsored by Shell Canada)

Regional Level
Use existing networks including public television, evaluator (numerous, ntdj), libraries, establish a source of technical information and a network for the professional and policy communities. Maintain a strong link between 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
- Presentations venues and attendees
- Outreach material distribution (geographically by recipient type)

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There are no easy CCUS projects in the PCOR Partnership region. The PCOR Partnership outreach and education task has varying scales in projects involving partnership members and projects led by the partnership.

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