

Carbon Storage Bipartisan Infrastructure Law Communications and Stakeholder Engagements



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Carbon Management Research Project Review Meeting

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BIL★

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Communications and Outreach

Problem: Lack of promotional and educational content limits the reach of CS BIL-funded products

Strategy:

- Develop a **comprehensive communications and outreach plan** with the objective to commercialize carbon capture and storage (CCS) products
- Create **informative content** to articulate the value of CCS products
- Track **metrics** to gauge the impact of communications efforts



Ultimate Value Delivered:

- **Engaging multimedia content** that sparks **excitement, conversation, and action** over CS BIL FWP products
- Benefits **diverse stakeholder groups** through increased knowledge of public products
- **Increased click throughs** to desired websites and pages like **EDX disCO₂ver and EDX**

Communications and Outreach

Projects Developing Products



A digital infrastructure to accelerate carbon capture and storage



Mitigating Risks Through Advanced Modeling to Support Safe Carbon Capture, Storage and Transportation (CS&T)

Recent Product: [NRAP DREAM](#)



Digital Resources to Accelerate CS&T Domestic Goals

Recent Product: [CO₂-Locate](#)



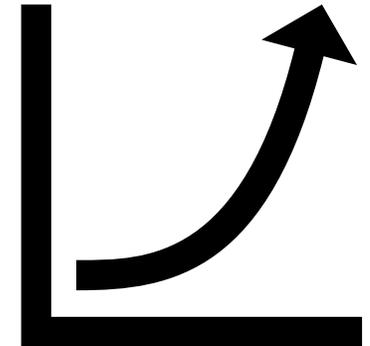
Accelerating Subsurface Insights Through Machine Learning-Based Models

New Products Coming Soon!

Communications and Outreach

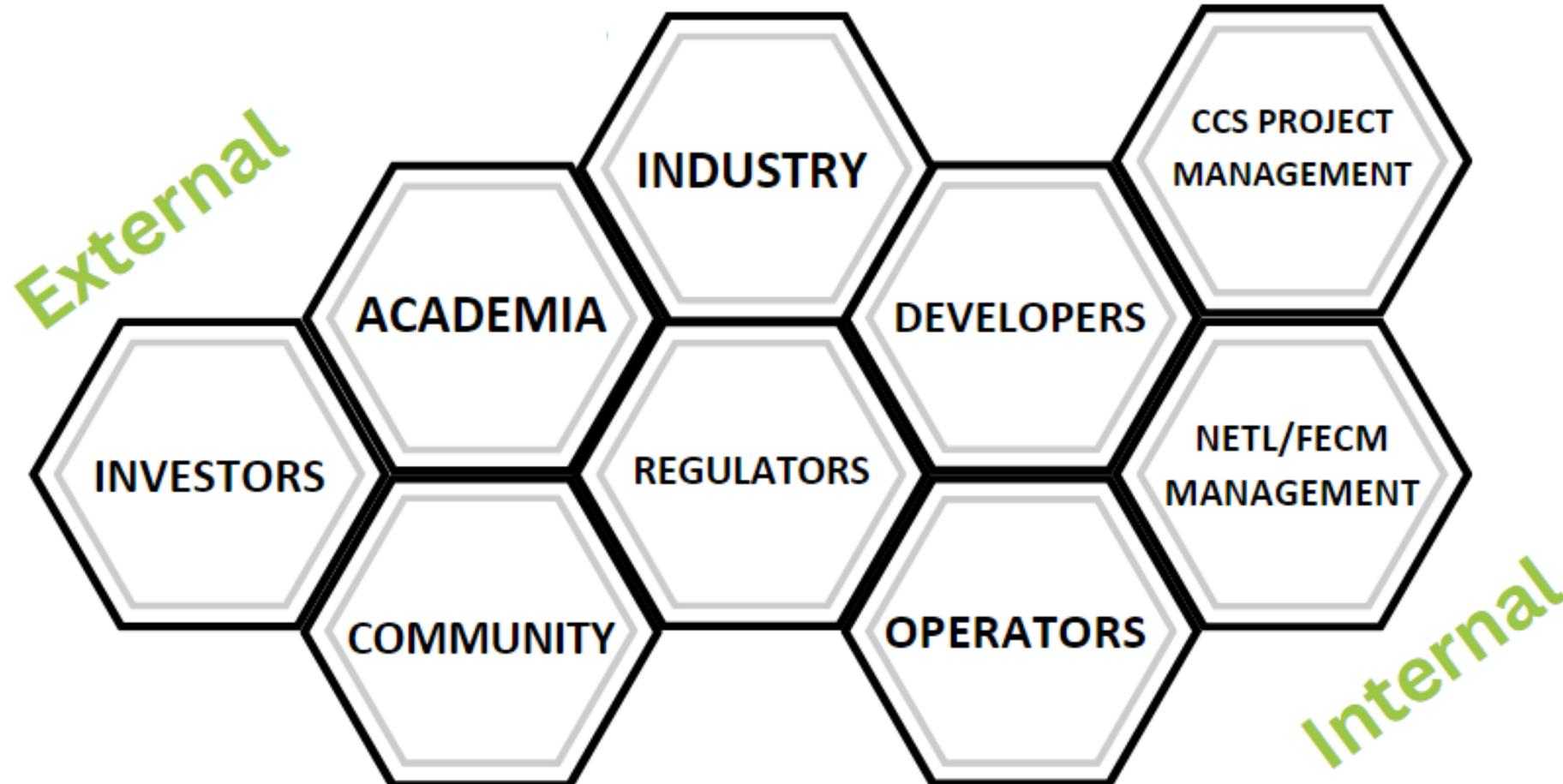
Communications Objectives: What Do We Want to Do?

- Increase EDX DisCO₂ver awareness and engagements (downloads, collabs, etc.)
- Increase EDX user base and interactions
- Increase number of data downloads
- Increase awareness of CS-BIL funded products and how they can help stakeholders
- Increase awareness of how taxpayer dollars are being used
- Increase conversations with diverse stakeholder groups



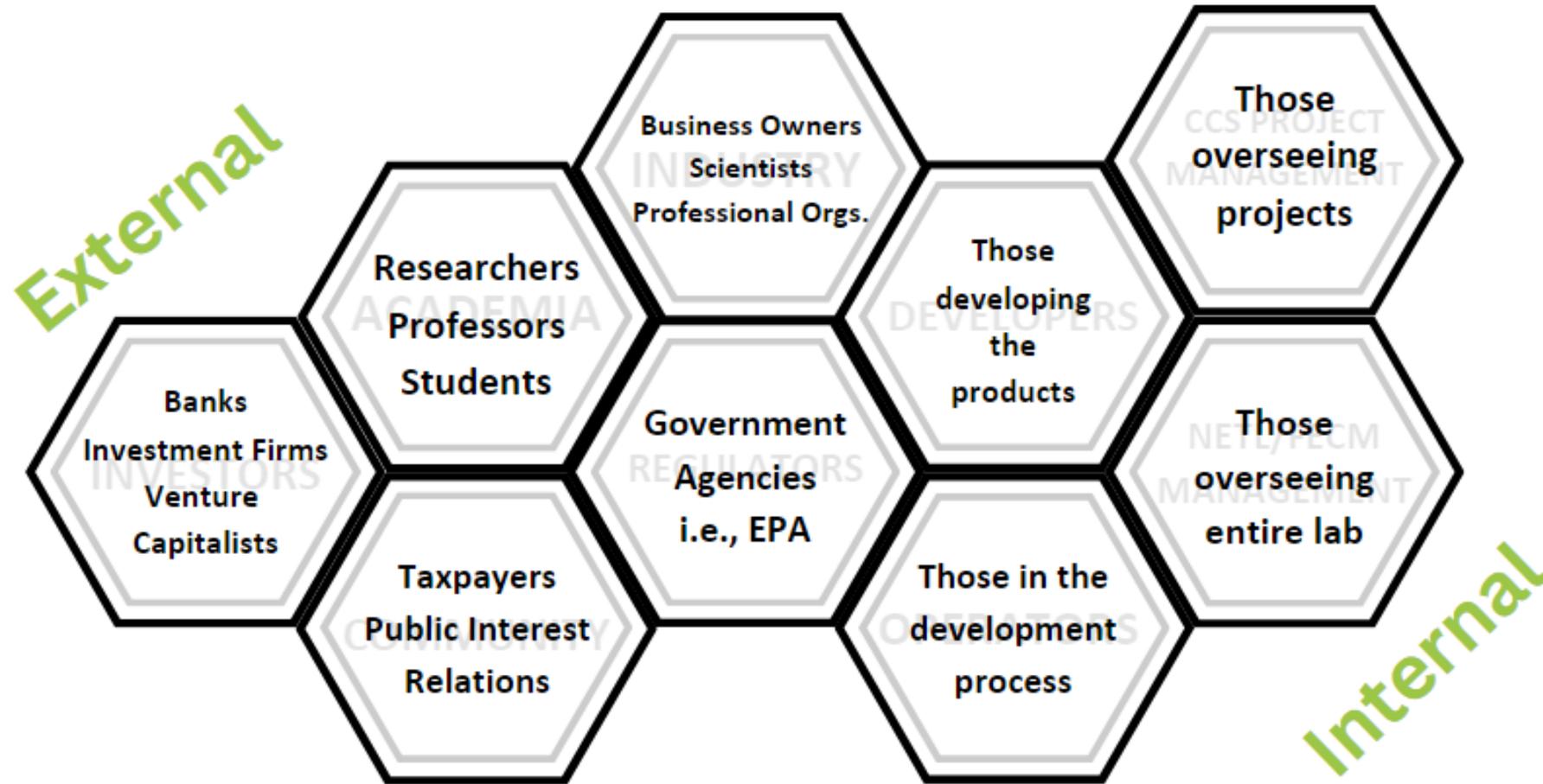
Target Audience

Who are we trying to reach?



Target Audience

Who are we trying to reach?



Target Audience

What are we trying to say?



Target Audience

What are we trying to say?



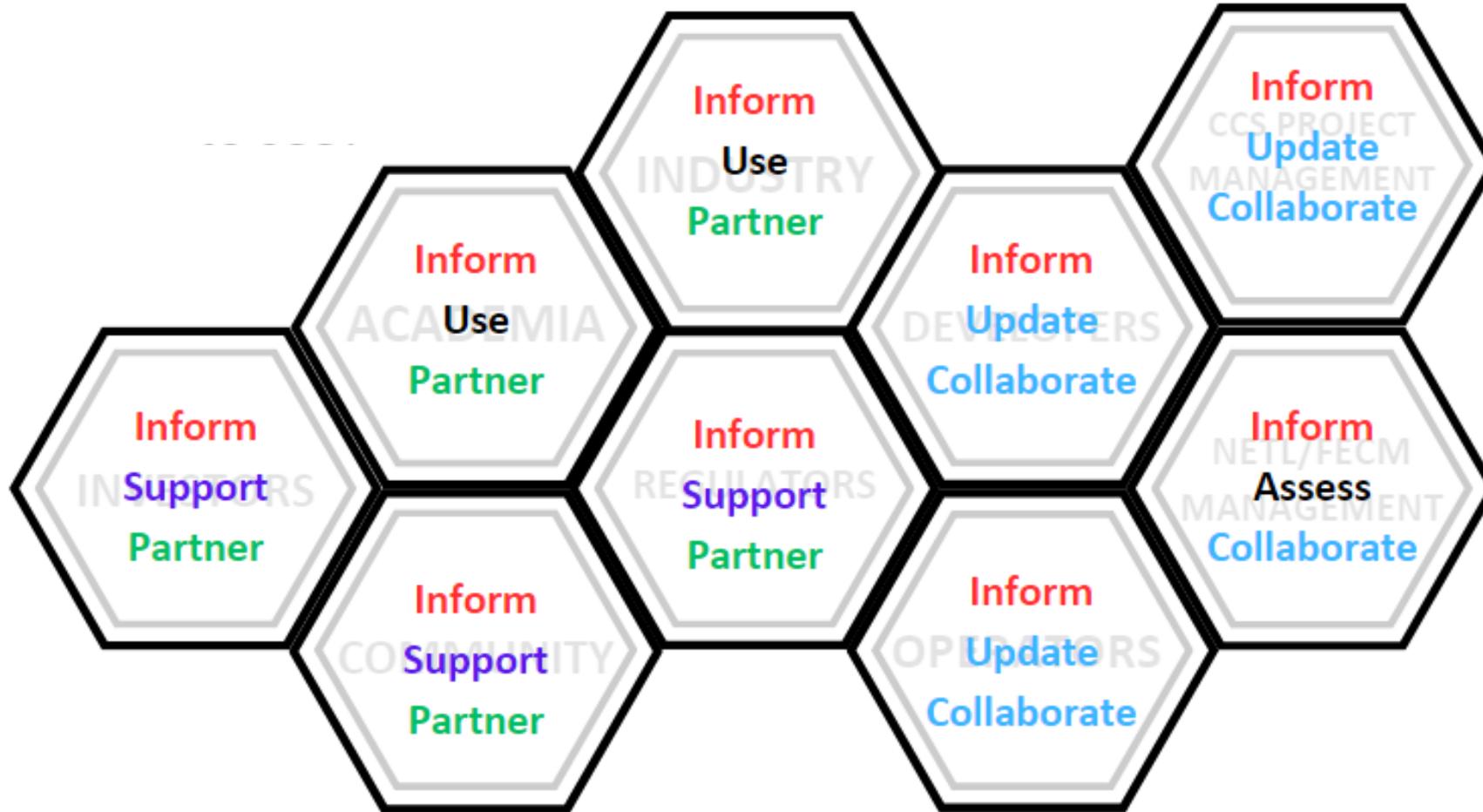
Target Audience

What results do we want to see?



Target Audience

What results do we want to see?



How Do We Accomplish This?



Communications and Outreach

Develop a Core Message Behind Communications Strategy

Safe CCUS
Projects

Climate
Change

Easy Access
to Resources

Economic
Development

Less Time
Spent
Searching

Fueled by funding from the Bipartisan Infrastructure Law, NETL is developing groundbreaking carbon storage **products** to foster data-driven decision-making and collaboration towards a net-zero future.

Social/
Environmental
Justice

Data-
Informed
Decisions

Sustainability

Communications and Outreach

Aligning Products with Stakeholders: How Do We Convey Product Value?



Who: All stakeholders

What: News releases, social posts, web articles, newsletter features

How: Introduce and explain value of products to various stakeholders while providing web links to further explore



Who: Stakeholders who will use the products

What: Introductory and how-to videos

How: Emphasize commercial scale capabilities of products and increase ease of use



Who: Stakeholders interested in learning and interacting about CCS issues

What: Discussion-based podcast/webinar

How: Introduce/educate CCS problems, demonstrate how products solve problems, collaborate with external stakeholders



Who: Internal stakeholders, industry professionals, regulators, etc.

What: In-person/virtual conference participation

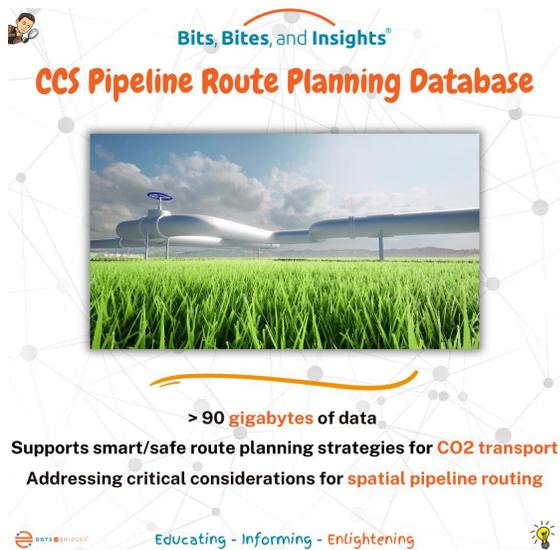
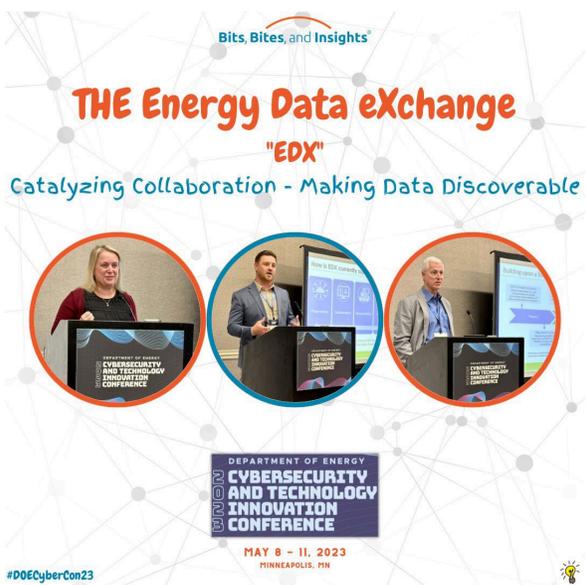
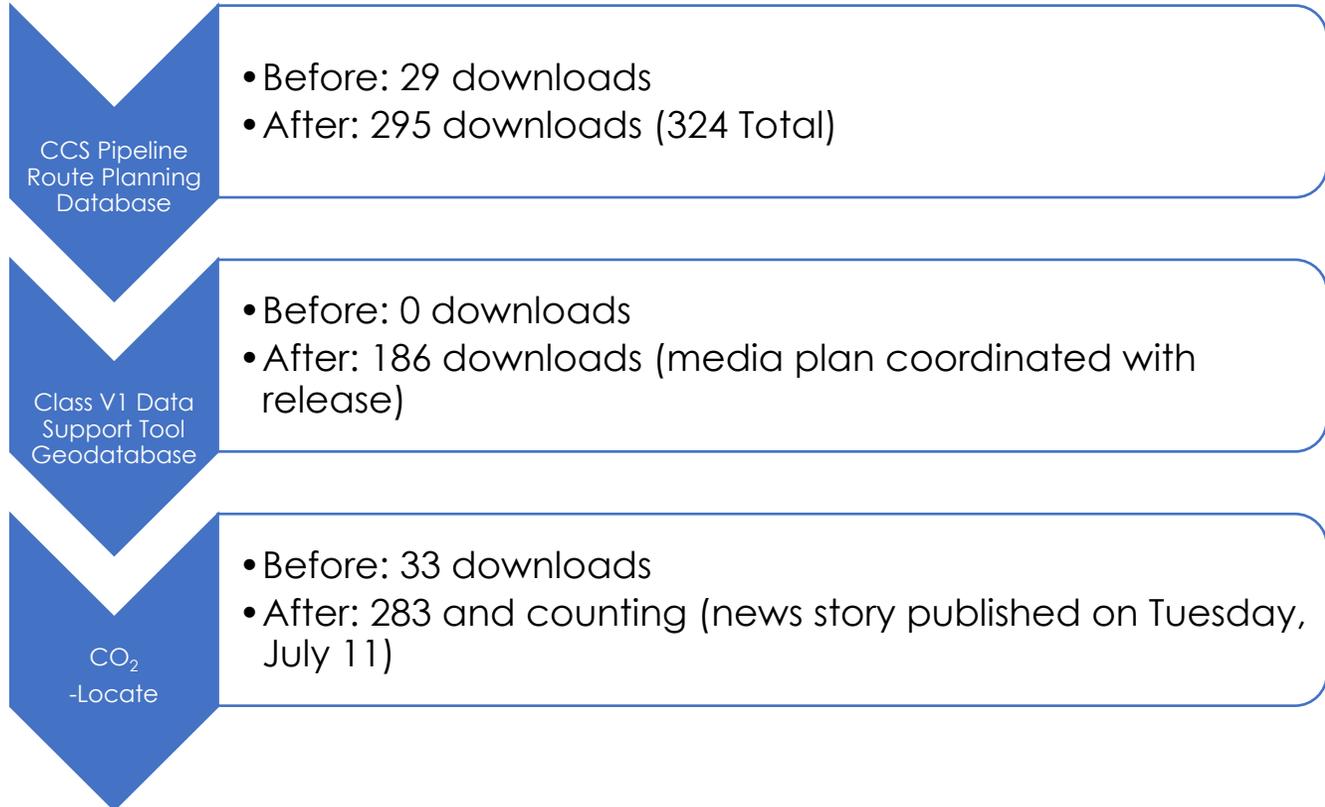
How: Strengthen partnerships, build project credibility and reach new end users/collaborators within the industry

Communications and Outreach

Year 1 Accomplishments

- Published stories that have significantly increased product usage
- Engaged with stakeholders at industry events
- Collaborated with PR firm to amplify project stories

- **300+ web app views**
- **800+ data downloads**
- **4 published stories on NETL Site**
- **3 media plans currently in development**



Communications and Outreach Assets

Floor-Length Banners for Conference Purposes



EDX
Energy Data eXchange

EDX is catalyzing the next generation of data-driven innovation.

Promoting discoverability of millions of digital resources.

Supporting secure collaboration

Connecting data with advanced computing.

Learn how EDX can help you accelerate innovation.

<https://edx.netl.doe.gov/>

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EDX discover
A Digital Infrastructure to Accelerate Carbon Capture Storage.

Data — Pubs & More — Tools

Join the transition.

edx.netl.doe.gov/discover

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Creating Impact
Bipartisan Infrastructure Funding

EDX 4CCS Digital Infrastructure to Accelerate Carbon Capture and Storage Domestic Goals

SMART Accelerating Subsurface Insights Through Machine Learning-based Models

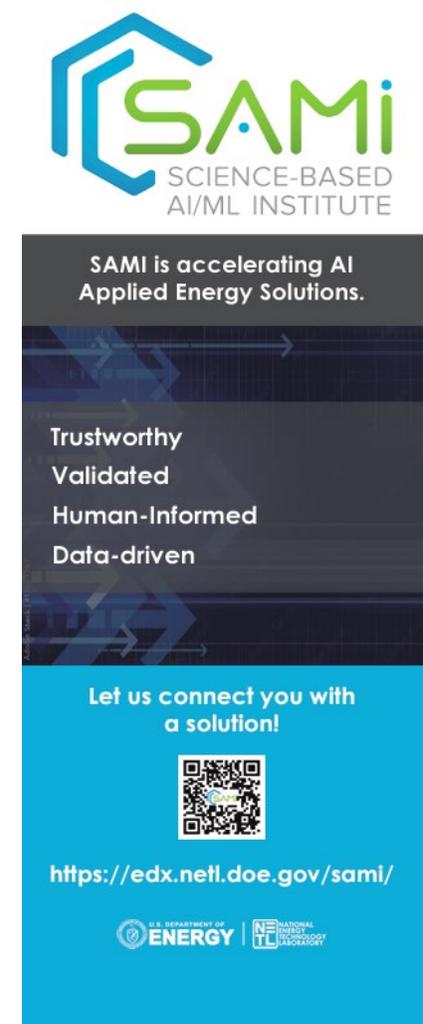
NRAP Mitigating Risks through Advanced Modeling to Support Safe & Reliable CS&T

Using the power of prediction to drive innovation in Carbon Storage and Transportation.

Learn more.

edx.netl.doe.gov/discover

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SAMI
SCIENCE-BASED AI/ML INSTITUTE

SAMI is accelerating AI Applied Energy Solutions.

Trustworthy
Validated
Human-Informed
Data-driven

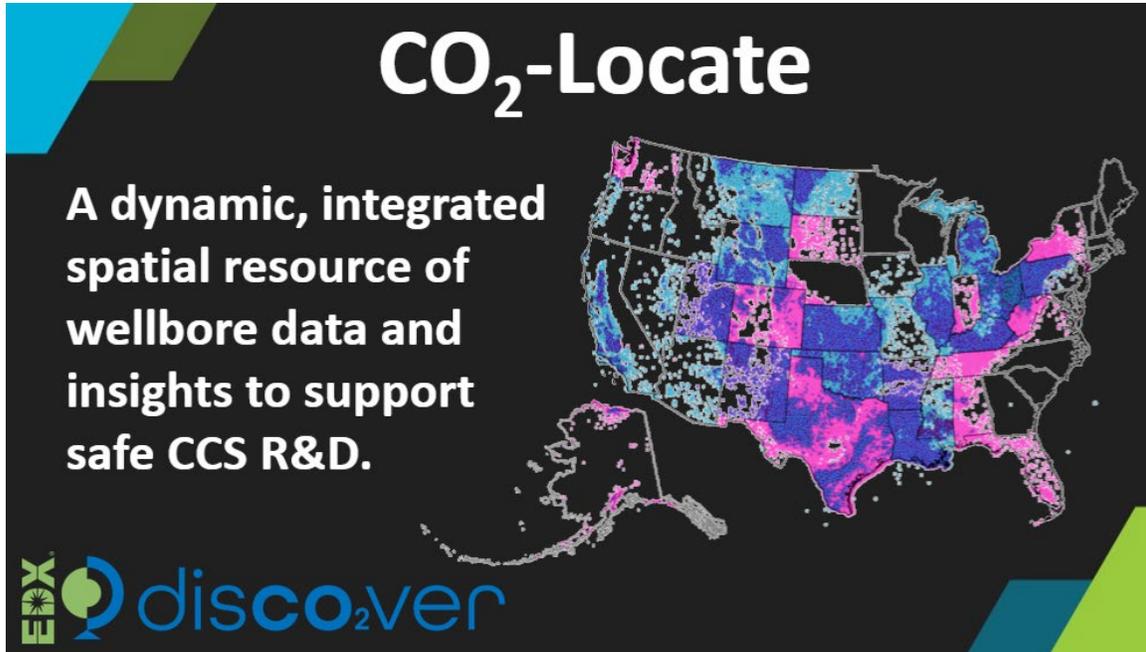
Let us connect you with a solution!

<https://edx.netl.doe.gov/sami/>

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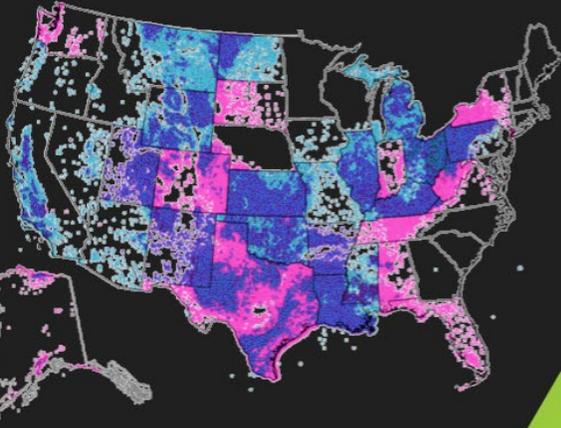
Communications and Outreach Assets

Baseball Cards for Product Demo Purposes



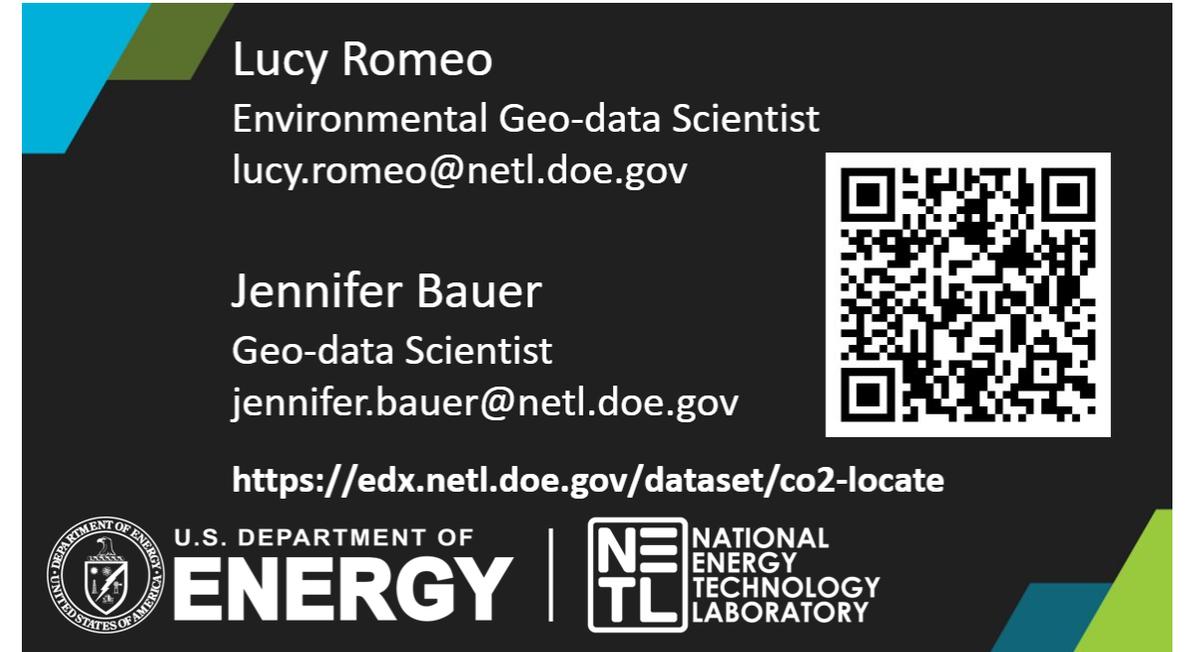
CO₂-Locate

A dynamic, integrated spatial resource of wellbore data and insights to support safe CCS R&D.



Front: introduces product with brief description and image



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<https://edx.netl.doe.gov/dataset/co2-locate>

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Back: contact information and links to explore the product

Communications and Outreach

Metrics Tracking and Reporting to Measure Impact of Outreach Efforts

- Track metrics on EDX
- Track web metrics on EDX
disCO₂ver
- Track social media metrics
- Keeping track of conference-related metrics
- Create quarterly impact sheets

Web Pages	This Month (July 2023)	Current Year (July 2023 - December 2023)	Running Total (July 2023 - Present)
disCO₂ver			
Pageviews	0	0	0
Unique Pageviews	0	0	0
Average Time on Page	0	0	0
Entrances	0	0	0
Bounce Rate	0%	0%	0%
% Exit	0%	0%	0%



Views
Shares
Comments



Views
Downloads
Web App Views



Likes
Shares
Comments



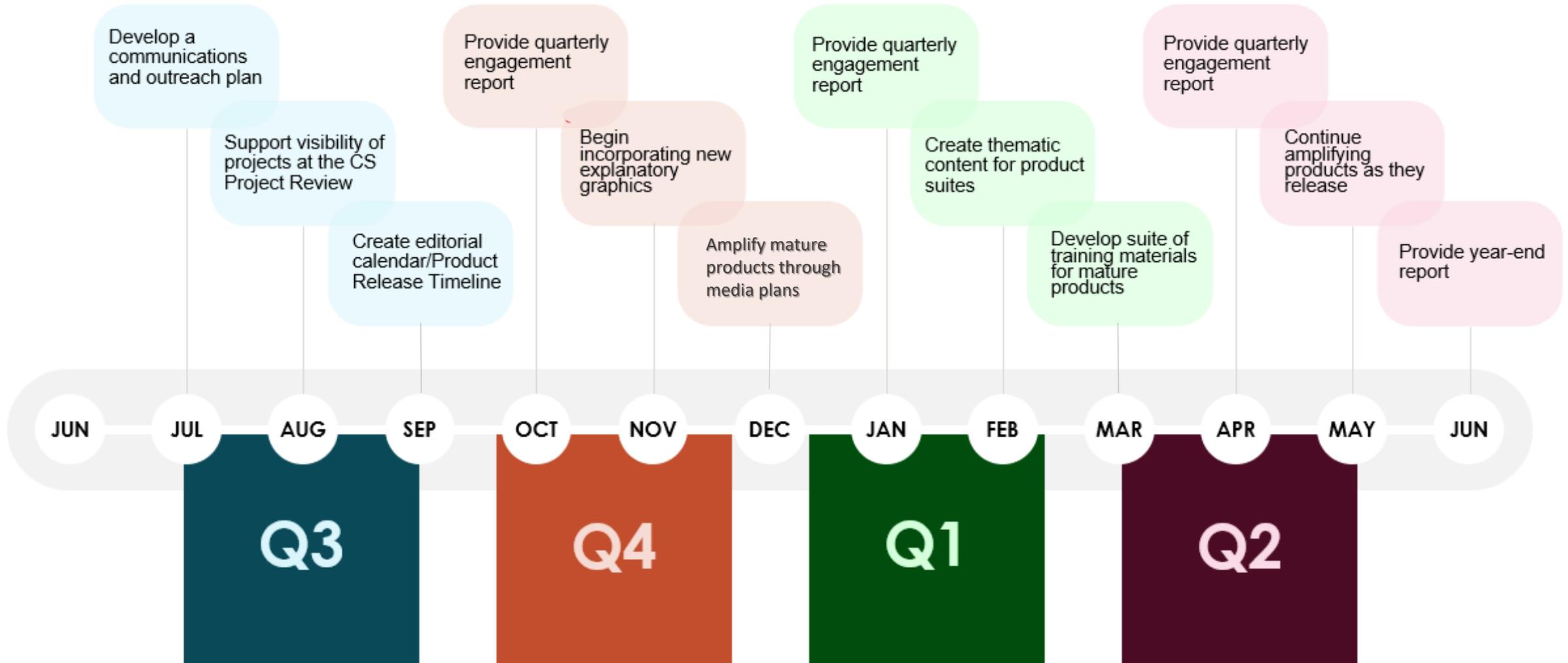
Likes
Shares
Comments



Views
External Stories
Click throughs

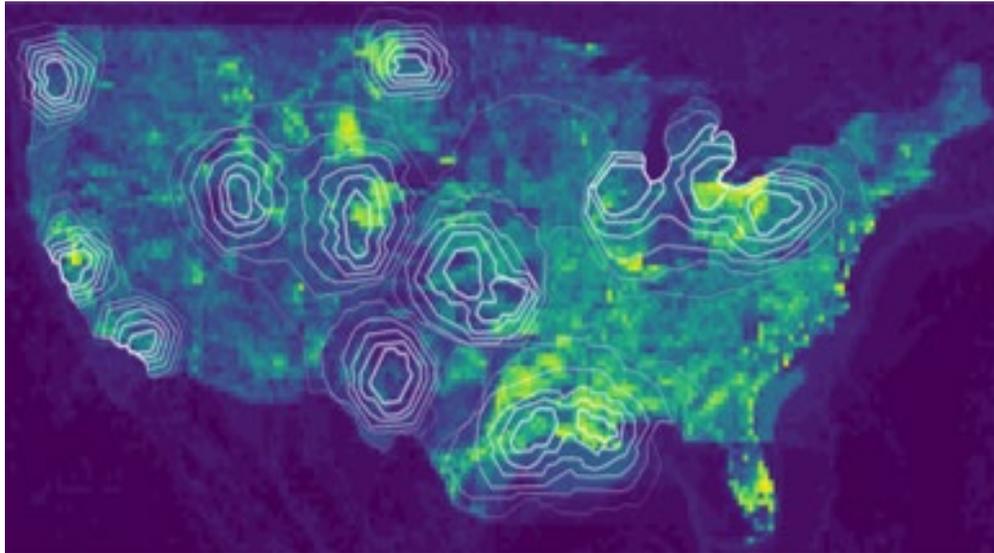
Communications and Outreach

Timeline



Product Communications Sample Plan

Coverage Following a Product Release



Inform

- Media plan (story release)
- Social media amplification

Visualize

- Explanatory video
- Interactive story map

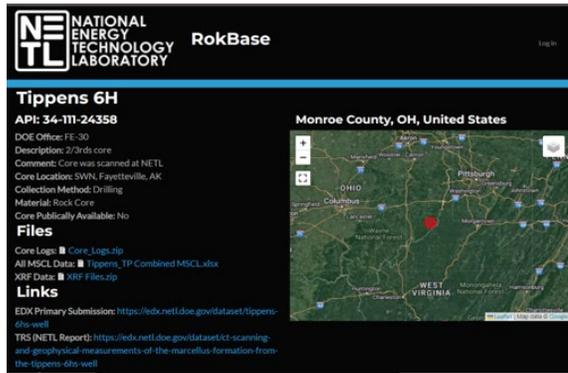
Outreach

- Discussion podcast/webinar
- Conference outreach

Recycle

- Reshare social posts
- Connect current events to products
- Highlight stories on disCO₂ver website

Communications and Outreach



RokBase

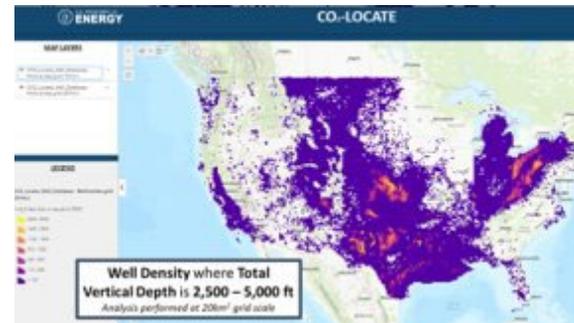
Virtual portal and tool for users to access, explore, and query available core and rock property data collected from carbon storage locations across the U.S.

**Web tool available via EDX
6 Downloads, 320 Homepage Views**

CO₂-Locate

National Well Database & Class II Well Reuse and Regional Evaluation Tool built to support site selection, risk analysis, and other stakeholder needs

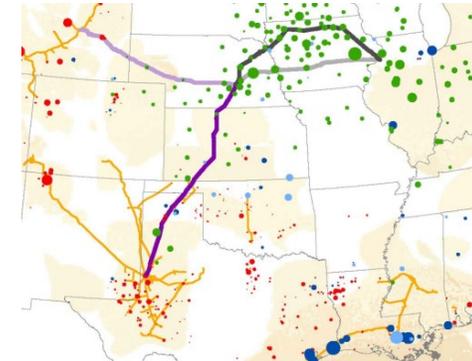
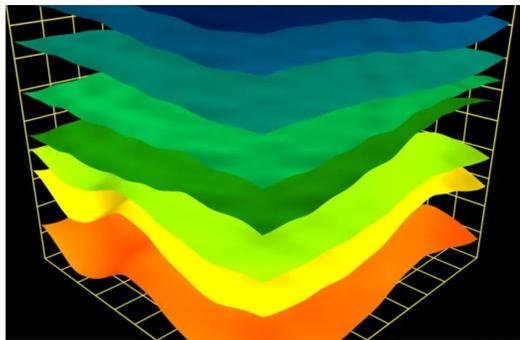
**283 downloads, Published 3/31/23,
NETL Story**



Class VI Data Support Tool

Geodatabase of spatial data layers to support the initial development of EPA Underground Injection Control (UIC) Class VI permits

**186 Downloads, Published 3/28/23
NETL News Story**



CCS Pipeline Route Planning Database

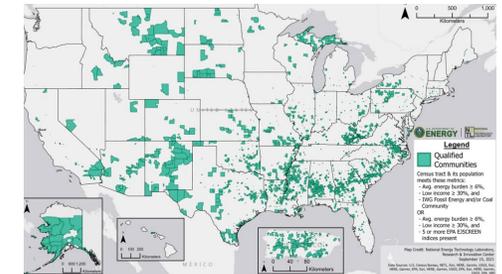
Containing >90 gigabytes of data representing critical considerations for the spatial routing of pipelines and transport of CO₂

**324 Downloads, Published,
3/31/23, NETL News Story**

CCS EJ-SJ Database

Social and environmental justice database aligned to carbon storage systems to aid in decision-making around key future infrastructure placement and more

**310 Web App Views, 58 Downloads,
Published 3/31/23, Media Plan in Dev.**



Recently Published on 6/13/23

CS Technical Viability Database V0.1

Geodatabase of geologic, geophysical, structural, hydrologic, energy extraction, transportation infrastructure, local political boundaries, community and environmental data

Questions?



Acknowledgments



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RESOURCES

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