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The Communication Challenge of Carbon Capture and Storage



Challenge 1

- Need to understand how the public perceive risks (Fischhoff, Slovic)
 - Voluntary/involuntary
 - Familiar/non-familiar
 - Control/non-control
 - Low kill size/High kill size
 - Natural/technological
 - Male/Female



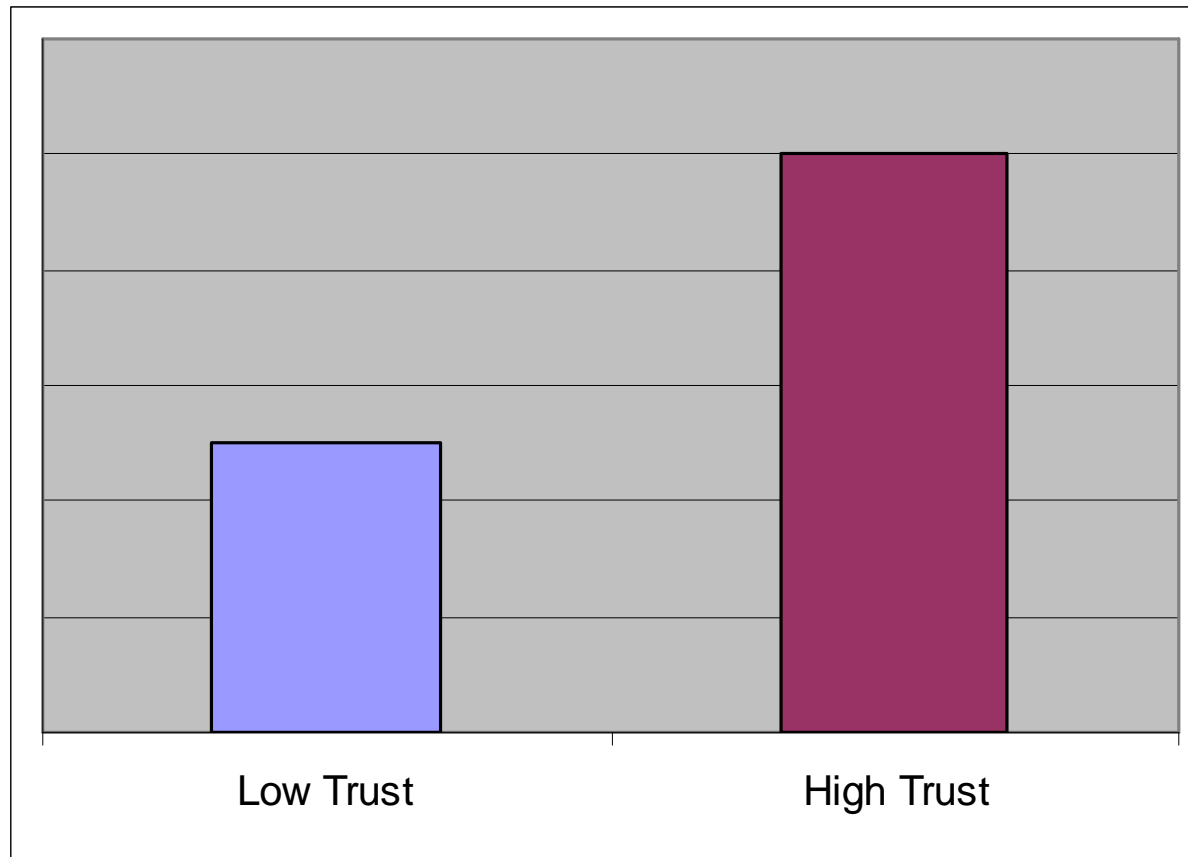
Challenge 2

- Role of trust (Lofstedt, Renn, Slovic)
 - Proponents not trusted
 - Opponents trusted

- We live in a post trust society

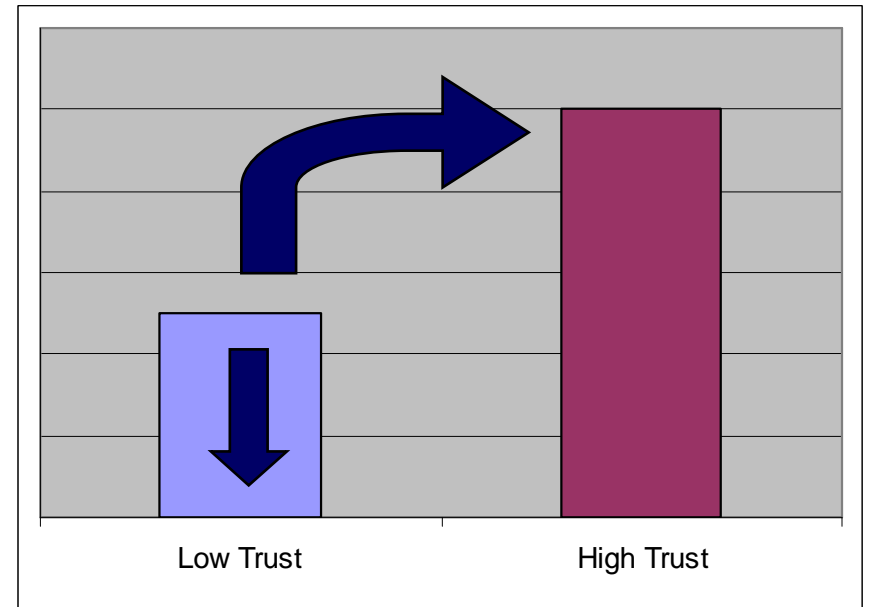
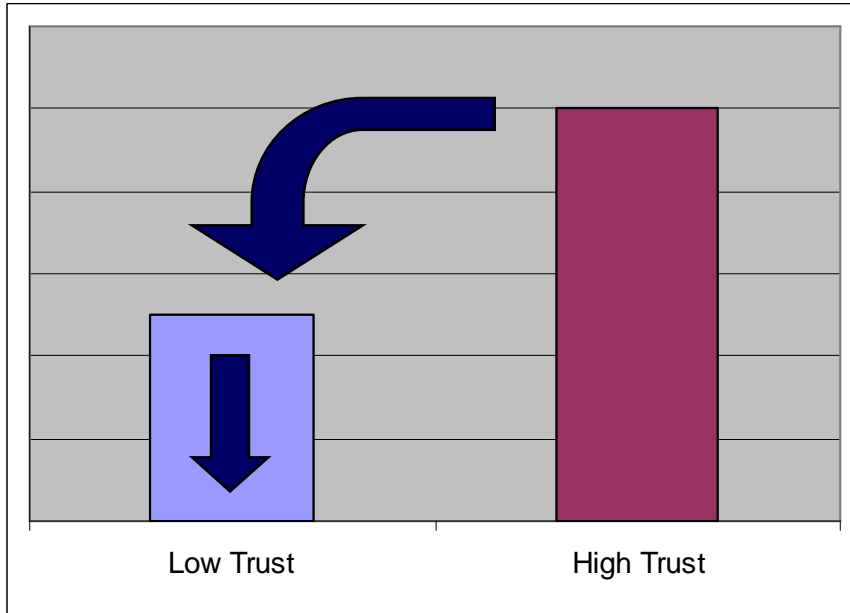


Low Trust/ High Trust Graph



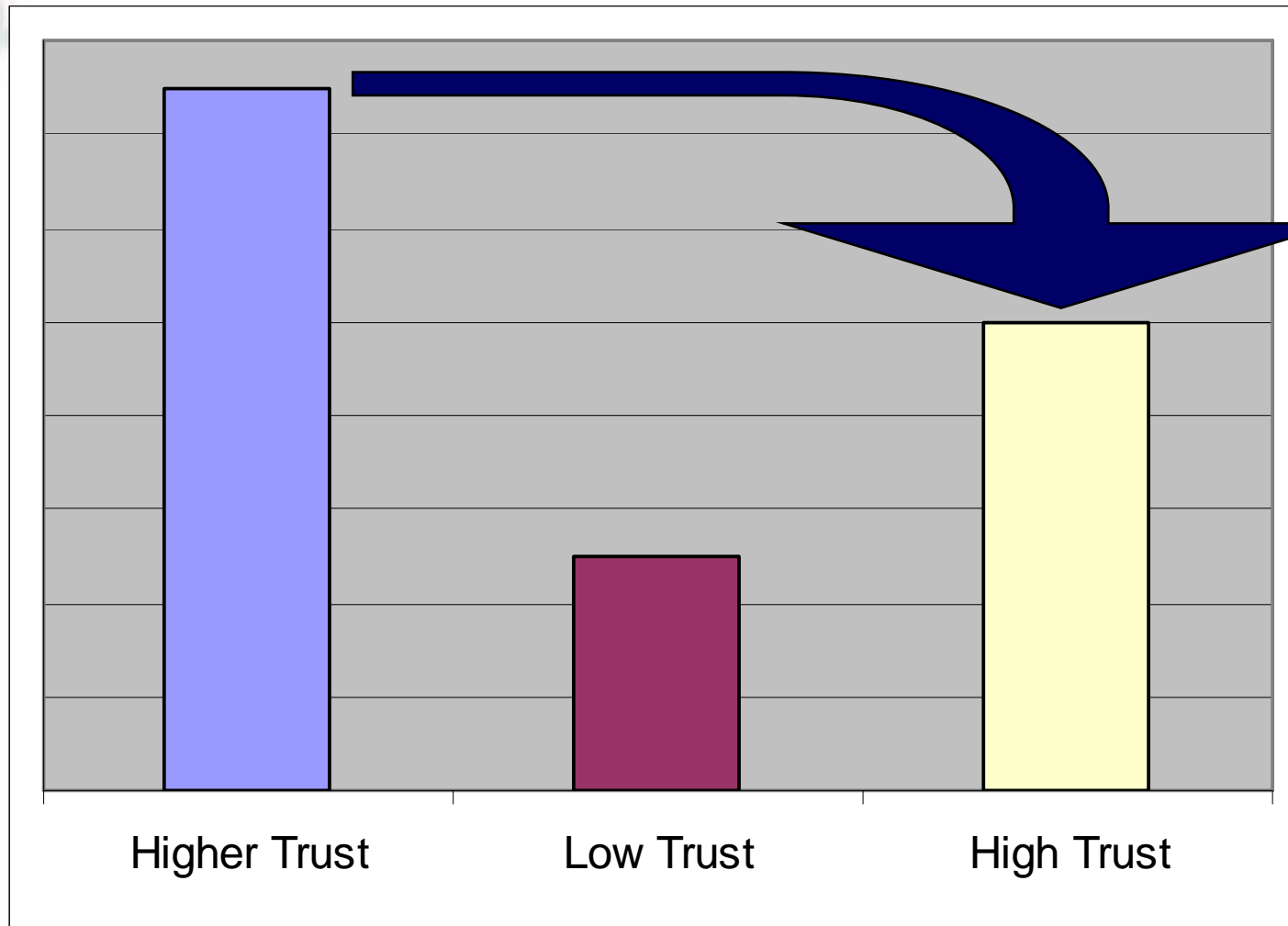


Influence Graphs





Influence Graph





Challenge 3

- Newness of technology (Palmgren et al)
 - Public's do not know much about it (0-15% of the public know what it is)
- Information vacuum
 - Can be quickly filled



Challenge 4

- Can industry learn from its past mistakes?
(Flynn, Kasperson, Kunreuther, Lofstedt, Morgan, Slovic)
 - Arrogant
 - Public seen as stupid
 - Top down risk communication
 - Out source communication to PR agencies
 - Media is the enemy



So what needs to be done?- Conclusions

- Understand public perceptions of risk
- Start conducting proactive risk communication strategies now (do ones homework up front)
- Identify weaknesses of the technology from a perception perspective
- work with the media
- Train your staff in becoming better communicators
- Work with higher trust bodies
- Try to get a quick success