

Are Norwegians interested in Carbon Capture and Transport?

Alexandra Klimek

Department of Interdisciplinary Studies of Culture

Centre for Sustainable Energy Studies (*CenSES*)

alexandra.klimek@ntnu.no

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Both engineering approaches and political approaches are crucial if CCS is ever to become a technically functioning option. But both tend to reduce CCS to a mere technical or political problem. Carbon Capture is afflicted with an increasing complexity and I argue that it can not be understood or even explained in a single way.

This poster presents an analysis of the Norwegian newspaper landscape regarding the medialization of Carbon Capture, Transport and Storage. The Norwegian government, with Prime Minister Jens Stoltenberg in the front line, promotes Carbon Capture as a highly promising option for CO₂ emission reduction. One important step in this development is demonstration plants, like Mongstad. But Mongstad, as a symbol for a CO₂ free power plant is affected by postponement and cost overruns. But the Norwegian public differs about the meaning of Carbon Capture. There is a significant gap between CCS policies, CCS feasibility and CCS in its meaning for the general public. To bridge the gap between all participants we will introduce the concept of 'Socialization of Scientific and Technological Research'.

The relevance of this study is that the findings of this media analysis may prove useful to policy-making with respect to CCS and increase interest in considering methods of enhancing public engagement with new technologies. Findings will also inform about the level and features of public engagement in the CCS development debate. Further to observe how CCS in its wider meaning as a climate tool is presented to the general public by newspapers.

The media debate on CCS can be understood as a socialisation process with respect to scientific and technological research (Bijker and d'Andrea 2009). We are able to identify at least three aspects of socialisation: 'Translation' (Latour 1987), public understanding of science and technology (PUST, see Yearley 2005) and public engagement with/in science and technology (PEST, see Irwin & Wynne 1996).

Public engagement are activities or situations in which non-experts or lay-people become involved or engaged in agenda setting, decision-making and policy forming processes regarding science (Bucchi and Neresini 2008). Such issues are closely

connected to the question of the democratization of science and technology and can be seen in the light of a frequently observed overall shift in the way of doing research. To understand science and technology requires that the public is engaged, that they get interested in and that the knowledge production is transparent and understandable.

The socialisation in the media debate may be understood to act in the way of 'translation'. Here I will use the approach of Latour, where 'translation' means acts of persuasion through accounts of relevance for potentially involved actors. By translating CCS the stakeholders already involved try to transform it into a matter of fact, beyond dispute. The stakeholders offer new interpretations, thus channeling people in different directions and further they are able to recruiting allies in both directions.

Translation may also be an effort of education, to improve public understanding of CCS. As a generic term CCS itself covers a bundle of new technologies, which are in comparison to other energy technologies partly inaccessible to laymen. The model of communication usually underlying such education efforts has come to be referred to as the 'deficit' model of science communication. This refers both to a feeling that if only the public understood more about science they would have a more positive view of science and scientists, and the view of the public as an empty vessel that could be filled with knowledge. Scepticism towards modern science and technology is believed to be caused primarily by a lack of adequate knowledge.

Public engagement may be considered as a cornerstone of participatory governance. It will empower the general public to constructively address issues that affect them in their daily lives. At the same time, public dialogue offers an effective means for policy makers to be informed about the public's concerns, needs and even priorities. When facilitated effectively, public engagement tools can foster a variety of public processes in both the short and the long run including democratization, leading to social and political transformation. 'PEST' concerns are the third and last aspect of the socialization model. The actors and stakeholders has to realize that implementation of a new technology is useless without being embedded in a stable sociotechnical network. When experts or politics have a sympathetic ear for the general public, it will build trust and relationships between diverse communities and stakeholder groups. When engaging the public it will help decision makers to understand what 'the public' want and why and it will increase transparency and accountability.

What will happen when no one believes that CCS is the solution for Climate Change?