

# Identifying the role of government and learning from best practice in public engagement

Peta Ashworth | Group Leader Science into Society  
19<sup>th</sup> June 2013

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# Hypothetical Some reflections Justine Garrett Panel – most important thing Discussion

# Mitigation in Ga-Zair

- CEO OILSOC – an exploration company with established interest in oil and gas production – *Sallie Greenberg*
- CEO SVF – Coal fired power company supplying 85% of Ga-Zair's electricity supply – *Martin Squire*
- Minister for Energy and Industry – responsible for all energy related issues – *James Baird*
- Minister for Environment – *Paul Zakkour*
- GreenSpears - Environmental NGO – representing community and environment - *Judith Shapiro*
- Local Council Member – *Kathryn Gagnon*



# Best practice public engagement: Investigate, adapt ,engage

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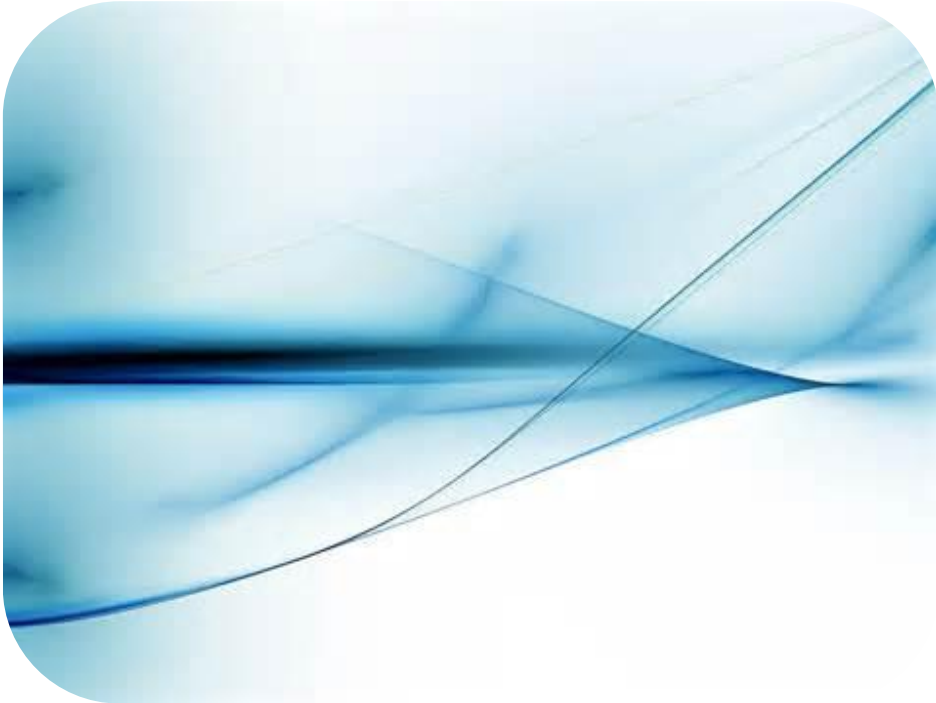
We did not start with a long term policy of transparency in our process and this is possibly one of the most important things ..... you need it to engage the public for their support and without it, it won't progress

Maria van der Hoeven, 18<sup>th</sup> June 2013



Images courtesy of : Suzanne Brunsting, Ynke Feenstra, Tom Mikunda “What happened in Barendrecht: Communication and public engagement activities in a Dutch CCS project”

# Transparency



# Flexibility



# Inclusivity





# Cost or Investment?



# Communication, engagement & outreach

## Investigate

- Stakeholder identification
- Know the local context
- What's in it for me

## Adapt

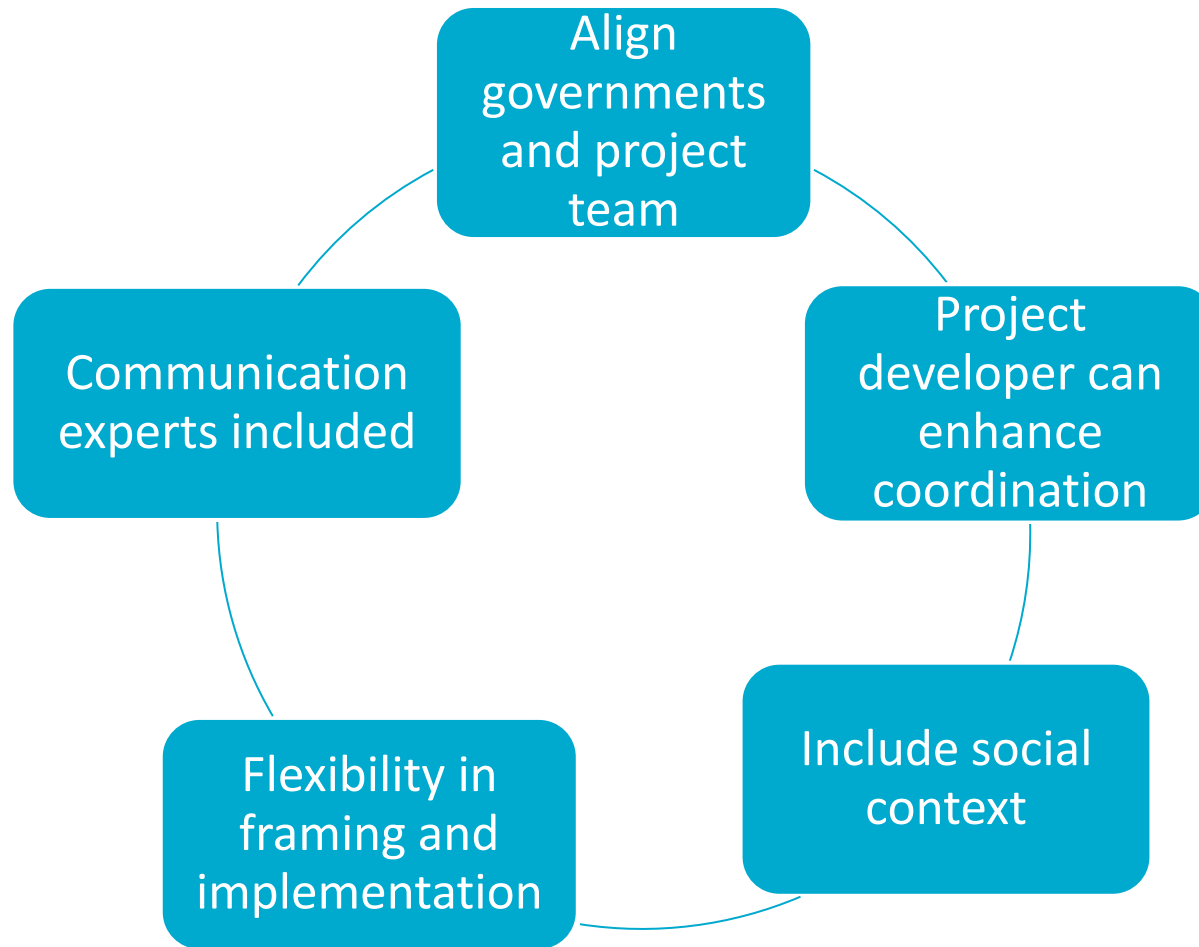
- Messages to fit audience
- Flexibility in how to do it
- Include everyone

## Engage

- Early engagement
- Two way dialogue
- A range of processes

Ashworth,P; Bradbury, J; Feenstra, Y; Greenberg, S; Hund, G; Mikunda, T; Wade, S (2012) What's in Store:Lessons learnt from CCS. *International Journal of Greenhouse Gas Control*. Issue 9. Pages 402-408

# Project planning and management



Ashworth,P; Bradbury, J; Feenstra, Y; Greenberg, S; Hund, G; Mikunda, T; Wade, S (2012) What's in Store:Lessons learnt from CCS. *International Journal of Greenhouse Gas Control*. Issue 9. Pages 402-408

# Be aware most of us are cognitive misers....

- Limited cognitive ability to fully investigate every issue we face.
- We employ ideological filters that reflect our identity, worldview, and belief systems.
- These filters are strongly influenced by group values.
- We generally endorse the position that most directly reinforces the connection we have with others in our referent group.

Susan Fiske (UCLA) & Shelley Taylor (Princeton)



# Thank you

**Science into Society/CESRE**

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# Source list

- Suzanne Brunsting, Ynke Feenstra, Tom Mikunda “What happened in Barendrecht: Communication and public engagement activities in a Dutch CCS project”
- <http://www.widescreenwalls.com/transparent-wallpaper/>
- <http://www.redthreadmagazine.com/>
- <http://ryanstephensmarketing.com/blog/one-size-does-not-fit-all/>
- <http://www.primelearninggroup.com/primetime/theres-no-such-thing-as-one-size-fits-all/>
- <http://www.strangecosmos.com/content/item/140294.html>