



Executive summary

This document is a deliverable from WP9 – Dissemination, communication and public acceptance. It aims at reporting the dissemination activities carried out during the first year of the PANACEA project.

The first part lists scientific publications (oral and poster presentations in conferences and scientific papers) published in 2012 and expected for 2013. Five papers were submitted in 2012 to the *European Journal of Mineralogy* (CSIC), to *Water Resources Research* (CSIC), to the *Journal of Greenhouse Gas Control* (CSIC) and to the *Journal of Fluid Mechanics* (University of Cambridge). The first paper from the CSIC has already been accepted and will be published in the course of 2013. The other papers are currently waiting for approval. This number of publication is a good start for the first year of the project, and a substantial number of papers are currently under preparation. They will be submitted for review in 2013. PANACEA's partners were very active in 2012 in the context of CCS related events (EGU, various UKCCSC events, GHGT11, AGU...). They performed a large number of oral and poster presentations and attendance to those events. An equivalent level of dissemination activities in CCS meetings is already planned for 2013.

The second part of this document presents an exhaustive description of PANACEA website, which has been created and reviewed jointly by EWRE and BV in order to provide an efficient internal and external communication tool.

Finally, the Brainstorming Day, a scientific and communication event about CCS, will occur on June 3rd 2013 in Trondheim, one day before the 7th Trondheim CCS conference (TCCS-7). This event is organized in collaboration between five FP7-funded projects (PANACEA, MUSTANG, ULTIMATECO₂, CO₂CARE and CARBFIX) and hosted by STATOIL. In the third part of this report, a communication plan is proposed to promote the Brainstorming Day.

Keywords

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1. Introduction

This document is a deliverable from WP9 – Dissemination, communication and public acceptance. It aims at reporting the dissemination activities carried out during the first year of the PANACEA project to the scientific community.

It is structured around three sections:

- Scientific publications (scientific papers and presentations in meetings and conferences);
- Website presentation;
- Brainstorming day communication plan proposal.

This report does not address in details the communication activities for public acceptance. This issue requires a specific type of communication for a wider range of public. Scientific contents from PANACEA will need to be reviewed to become more accessible to non CCS specialists. Adapted messages and specific means of communications need to be defined. A separated deliverable (D9.4 Communication Guidelines) will be dedicated for this communication strategy.



2. Scientific publications

2.1 Scientific papers

PANACEA is a three-year-long project started in January 2012. In the beginning, a few months are always required to initiate the project, to set up the research tasks in each WP and to obtain the first results. Therefore, it is only natural that dissemination activities started rather slowly in 2012. Nevertheless, the amount of current work to prepare dissemination activities for the coming years is revealing. Section 2.1.2 related to planned scientific publications for 2013-2014 reflects this very positive dissemination evolution for the next couple of years.

2.1.1 Scientific papers in 2012

Five papers were submitted to scientific journals in 2012.

Four of them were papers from the CSIC. The first one was accepted in the *European Journal of Mineralogy* and will be published in the course of 2013: "Study of the calcite interaction with acidic sulphate solutions using VSI and EDXRF" by Atanassova R., Cama J., Soler J.M., Offeddu F.G., Queralt I. and Casanova I.

The second paper from the CSIC is currently under review by the journal *Water Resources Research*: "Dispersion Variance for Transport in Heterogeneous Porous Media" by Dentz, M. and De Barros, F. P. J.

Two more papers from the CSIC were submitted to the *Journal of Greenhouse Gas Control*: "A Method for Incorporating Chemical Equilibrium Reactions into Multiphase Flow Models for CO₂ Storage" by Maarten W. Saaltink, Victor Vilarrasa, Francesca De Gaspari, Orlando Silva, Jesús Carrera, Tobias S. Rötting, and "Joint evolution of hydraulic transport parameters during limestone dissolution" by Linda Luquot, Tobias Rotting, Jesus Carrera.

Finally, a paper was written by the University of Cambridge in 2012: "Topographic controls on gravity currents in porous media" by Pegler, S.S., Huppert, H.E. and Neufeld, J.A. It was submitted to the *Journal of Fluid Mechanics* and is currently waiting for approval.

2.1.2 Future scientific papers (2013-2014)

The University of Edinburgh (UEDIN), the National Research Council of Spain (CSIC) and the University of Göttingen (UGOE) are currently working on papers related to their work in PANACEA.

Those papers are underway and they will be finished in 2013 for external submission.



Table 1: Scientific papers underway in the framework of PANACEA

Organization	Title (indicative and may change)
University of Edinburgh (UEDIN)	<i>Using the geomechanical faces approach as a first order assessment tool for CO₂ storage site suitability and caprock integrity</i>
National Research Council of Spain (CSIC)	<i>Semianalytical solution for CO₂ plume shape and pressure. Evolution during CO₂ injection in deep saline formations</i> (V. Vilarrasa, J. Carrera, D. Bolster and M. Dentz) <i>Hydromechanical characterization of CO₂ injection sites</i> (Victor Vilarrasa, Jesus Carrera and Sebastia Olivella) <i>Flow Intermittency, dispersion and correlated continuous time random walks</i> (De Anna, P., Le Borgne, T., Dentz, M., Tartakovsky, A. M., Bolster, Davy, P.) to be submitted to Physical Review Letters <i>Correlated Continuous Time Random Walk and the Boltzmann Equation</i> (Dentz, M., Le Borgne T., Bolster D) to be submitted to Physical Review E <i>A non-local two-phase flow model for immiscible displacement in highly heterogeneous media and its parameterization</i> (Tecklenburg, J., Neuweiler I., Dentz, M., Carrera, J. and Geiger, S.) <i>Anomalous reaction kinetics of a reaction front in porous media</i> (De Anna, P., Le Borgne, T., Dentz, M. and Tartakovsky, A. M.) <i>Analytical fractal model of a porous medium that simulates the evolution of multiphase hydraulic properties during mineral dissolution</i> (Luis Guarracino, Tobias Rötting, Jesus Carrera and Carlos Ayora)
University of Göttingen (UGOE)	<i>Fluid inclusion studies of natural analogues for CCS in the Zechstein-Rotliegend sedimentary sequence (North German Basin)</i> (Florian Duschl, Alfons v.d. Kerckhof, Graciela Sosa) to be submitted to the Central European Journal of Geosciences

Finally, the University of Edinburgh plans other publications on the following topics by the end of the project:

- Benchmark experiments for CO₂ flow through fractured caprock, and implications for coupled process (THMC) modeling.
- Experimental and numerical investigation of the influence of normal stress across a caprock fracture on CO₂ flow and transport.
- The influence of rock mineralogy on CO₂ flow and transport through a fracture.
- The influence of temperature effects on CO₂ flow and transport through a caprock fracture.
- Paper on a database of global natural CO₂ reservoirs and implications of the data on leakage and storage security.



2.2 Conferences and meetings

With regard to participation to CCS events (conferences, meetings, workshops...), notable dissemination activities were already carried out in 2012 by the University of Edinburgh, especially with an active participation within the UK Carbon Capture and Storage Consortium (UKCCSC).

CSIC was also very active all year long with interventions in several international CCS conferences (EGU, CMWR, European Fluid Mechanics Conference, AGU...). Finally, CNRS also presented a poster at the AGU meeting in San Francisco.

All partners' interventions in 2012 are listed in the



Table 1 Table 2 below:

Table 2: Partners participation to CCS events in the framework of PANACEA in 2012

Date	Event	Type of intervention	Description	Partner
2012:				
02-03/04/12	UKCCSC Biannual meeting, University College London, UK	Attendance	-	UEDIN
22-27/04/12	European Geoscience Union General Assembly, Vienna, Austria	Posters	<p>"Joint evolution of hydraulic transport parameters during limestone dissolution"</p> <p>"Three-dimensional Scalar Mixing in Porous Media - Flow Heterogeneity and Mixing Enhancement"</p> <p>"Multiscale modeling of porosity, permeability, diffusivity and reactive surface changes during dissolution"</p> <p>"Anomalous kinetics of reactive front in Porous Media"</p> <p>"Modeling dolomite - brine interaction in the context of geological CO₂ sequestration"</p> <p>"Experimental and modeling study of the hydrogeochemical properties of the Hontomin main reservoir rock under CO₂ subcritical conditions"</p>	CSIC
17-21/06/12	XIX International Conference on Computational Methods in Water Resources (CMWR), Urbana, Illinois, USA	Oral presentations	<p>"Mixing and Reaction in Heterogeneous Media"</p> <p>"Persistence of incomplete mixing in heterogeneous porous media"</p> <p>"Upscaling of transport in correlated non Gaussian velocity fields: consequences for modeling mixing and reactions in porous media"</p>	CSIC
25/06/12	UKCCSC Early Career Researchers conference, University of Leeds, UK	Oral presentation	"CO ₂ -caprock interaction: Experimental investigation and simulation, Impact Statement"	UEDIN
06-07/09/12	UKCCSC workshop, 'Geomechanical aspects of CO₂ injection and storage', University of	Poster presentation	"CO ₂ -caprock interaction: Investigation through natural analogues, experiments and modeling"	UEDIN



Liverpool, UK				
09-13/09/12	European Fluid Mechanics conference, Rome, Italy	Oral presentation	<i>"A Multi-Continuum Approach to Large Scale Two-Phase Flow in Heterogeneous Media"</i>	CSIC
11/10/12	OpenGeosys Community Meeting, Leipzig, Germany	Attendance	-	UEDIN
18-22/11/12	GHGT11, Kyoto, Japan	Attendance	Participation to the Student Mentoring Program	UEDIN
03-07/12/12	American Geophysical Union Fall Meeting, San Francisco, USA	Posters	<i>"Characterization of transport parameters during limestone dissolution experiments"</i> <i>"Intermittent Properties of Flow in Porous Media"</i>	CSIC
03-07/12/12	American Geophysical Union Fall Meeting, San Francisco, USA	Poster	<i>"Reaction processes and permeability changes during CO₂-rich brine flow through fractured Portland cement"</i>	CNRS

Several interventions are already planned for the first half-year of 2013 by the University of Edinburgh and the University of Göttingen. They intend to present posters and/or oral interventions at the European Geoscience Union (EGU) general assembly, at the European Current Research on Fluid Inclusions (ECROFI) conference and during a workshop organized by the British Geological Survey (BGS).

Attendance to the EGU general assembly, AGU meeting, Trondheim CCS conference and the 3rd Sino-German conference is also planned by the CSIC and the University of Göttingen.



Table 3: Planned participation to CCS events for 2013

2013			
Date	Event	Description	Partner
27-28/02/13	3rd Workshop on the Testing of Low Permeability Materials, BGS, Keyworth, UK	Plan to present a poster	UEDIN
7-12/04/13	European Geosciences Union General Assembly 2013, Vienna, Austria	Plan to submit a poster abstract to the session: 'ERE2.1 Long-term storage of CO2 in geological systems: Results from laboratory studies'. Plan to submit an oral presentation on a database of global natural CO2 reservoirs and implications of the data on leakage and storage security.	UEDIN
7-12/04/13	European Geosciences Union General Assembly 2013, Vienna, Austria	Attendance, posters, oral presentations	CSIC
14-17/05/13	American Geophysical Union – Meeting of the Americas, Cancun, Mexico	Attendance, posters, oral presentations	CSIC
21-26/05/13	3rd Sino-German Conference on Underground storage of CO2 and energy, Goslar, Germany	Attendance	UGOE
4-6/06/13	Trondheim CCS Conference, Norway	Attendance, posters, oral presentations	CSIC
5-9/06/13	European Current Research on Fluid Inclusions (ECROFI) XXII conference, Antalya, Turkey	Plan to submit an oral presentation on " <i>Fluid inclusion studies of natural analogues for CCS in the Zechstein-Rotliegend sedimentary sequence (North German Basin).</i> "	UGOE



3. Website

One of the major achievements of the first year dissemination is the PANACEA website implementation. It has been created at the early stage of the project by EWRE and reviewed in collaboration between EWRE and BV.

The website is first an **internal organization tool** to assist the consortium partners in sharing the findings of their work as well as useful information about internal meetings.

The website is also an **external tool** to disseminate and promote the results of PANACEA by gathering and integrating the results of the work packages WP2 to WP8 in a consistent way. A particular work on public acceptance will be undertaken through the website. In order to build a better knowledge about CCS within the different stakeholders communities, relevant messages will be extracted from PANACEA results and conveyed in the adapted way to the identified stakeholders.

3.1 Website overview

For the website, the two following domain names have been reserved:

- www.panacea-co2.eu
- www.panacea-co2.org

As the official language of the project is English, the website language is the same. It is also the better way to catch the widest audience.

A dedicated logo (inspired by the pomegranate fruit, symbol of life, fertility and immortality in numerous civilizations) and graphics standards have been created for the project and used for the website creation.



Figure 1: logo for the project PANACEA

An overview of PANACEA website is illustrated on Figure 2.



Figure 2: General overview of the website



3.2 Website content

The PANACEA website includes 14 sections and 5 additional sections for logged in partners. Those sections are distributed in two menus: one vertical and one horizontal (see Figure 2).

The various sections are listed in the following organization chart (Figure 3):

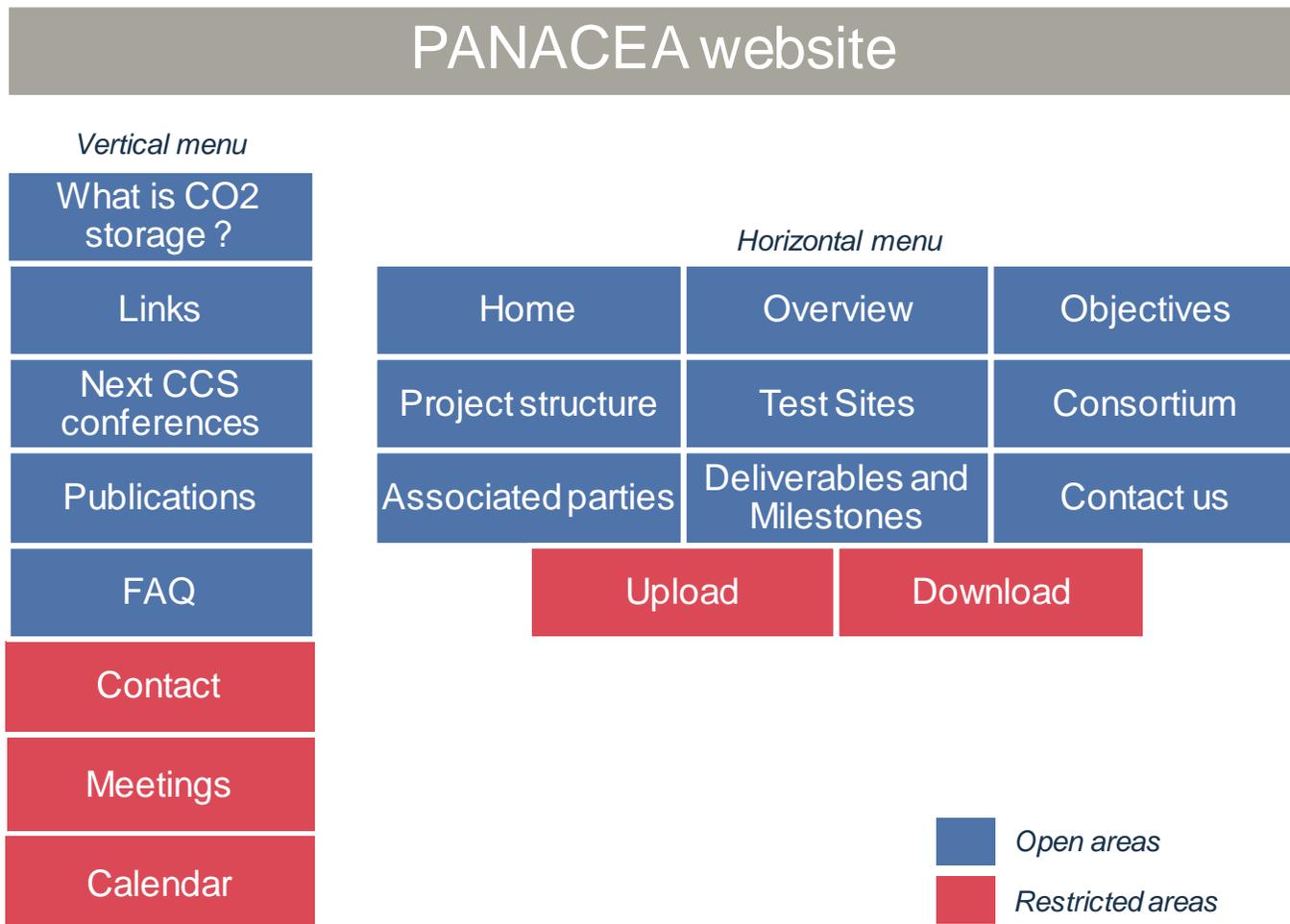


Figure 3: PANACEA website organization chart. Blue boxes are sections open to public while red boxes are sections with restricted access to the project members.

As indicated in Figure 3, the website is divided in two main parts:

- The public part, where each section (blue box) is open to the general public
- The members part, where access to sections (red boxes) is restricted to the project members

Each section is described in the following paragraphs. Some of them are currently still under construction but a complete version of the website is expected for the end of January 2013.

Nevertheless, the website is aimed to be an evolving tool. The content of those sections will be updated and enriched by the consortium during the whole life of the project.



3.2.1 Sections with free access to public

3.2.1.1 Home

This section is simply a link to the homepage of the website with the latest news from the project (for instance date and location of the last meeting).

3.2.1.2 Overview

PANACEA aims at developing the tools required for the transition from research and development activities to large-scale, industrial, deployment of CO₂ storage. This section summarizes at a glance the specific goals of PANACEA to reach this objective.

3.2.1.3 Objectives

PANACEA is an EU-funded project. This section illustrates the context and the objectives of the corresponding FP7 call for proposals on CO₂ storage.

3.2.1.4 Project structure

This page provides the project breakdown in Work Packages (WP). The interactive organizational chart allows to access and understand the content of each WP and the potential links between them. A more detailed description is provided for each WP, with the corresponding active participants and associated person/month (pm).

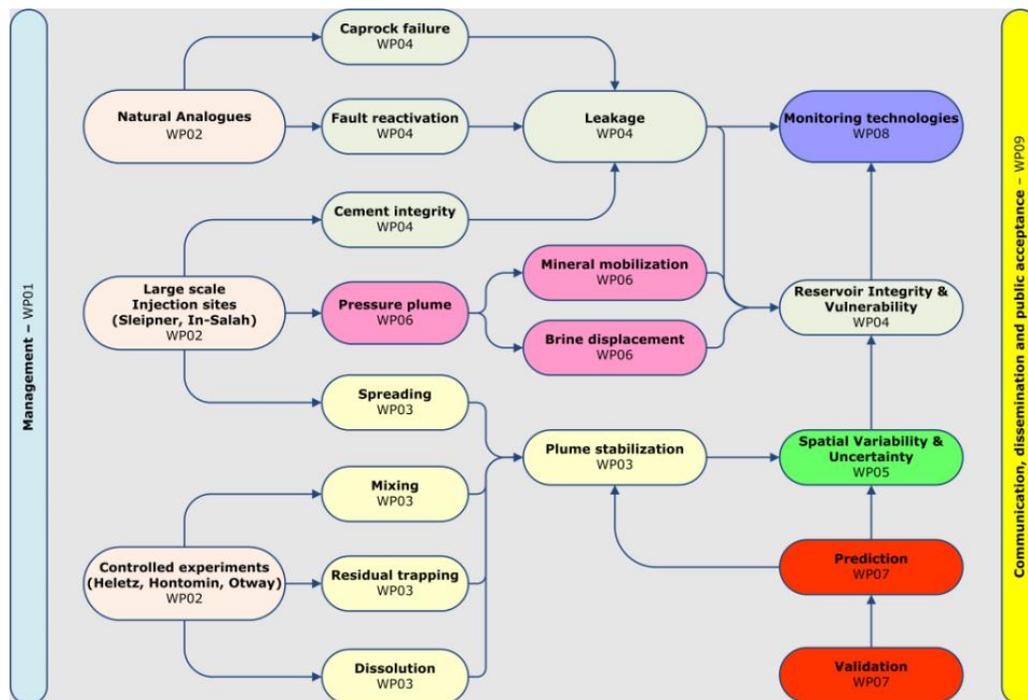


Figure 4: Interactive organizational chart of the PANACEA project

3.2.1.5 Test sites

This section contains a detailed presentation of some CO₂ injection sites (mainly test sites): St Johns, Fizzy field, Sleipner, Snohvit, In Salah, Maguelone, Hontomin, Hotway, Heletz, Weyburn and Miranga. In the framework of PANACEA, a number of connections with organizations that are actually involved in those injection sites have been established.



3.2.1.6 Consortium

The PANACEA consortium comprises 12 institutions (Universities, Research Institutes and SMEs). A detailed presentation highlighting relevant experiences, potential way of contribution into the project and resources is provided for each partner.

Table 4: List of PANACEA's consortium members

1	EWRE	Environmental & Water Resources Engineering	Israel
2	UU	Uppsala University	Sweden
3	IIT	Technion - Israel Institute of Technology	Israel
4	UGOE	University of Göttingen, Geoscience Centre	Germany
5	CSIC	Agencia estatal Consejo Superior de Investigaciones Cientificas	Spain
6	CNRS	Centre National de Recherche Scientifique	France
7	UEDIN	University of Edinburgh	UK
8	UCAM	University of Cambridge	UK
9	STATOIL	Statoil	Norway
10	UNOTT	University of Nottingham	UK
11	IMAGEAU	Imageau	France
12	BV	Bureau Veritas	France

3.2.1.7 Associated parties

This section introduces the Board of Associated Parties (BAP), a group of institutions which are either heavily involved in large CO₂ injection, or are planning to do so. This structure is established to provide external expert advice and guidance to the project. It has proven to be very successful in MUSTANG project (FP7-GA 227286).

This BAP is made up of worldwide institutions:

- Norway (STATOIL)
- USA (LBNL)
- Canada (Natural Resources Canada in collaboration with the Weyburn-Midale Project, CanmetENERGY and Alberta Innovates-Technology Futures)
- Australia (CO₂CRC)
- Brazil (PETROBRAS)
- Spain (CIUDEN)
- France (LAFARGE)

3.2.1.8 Deliverables and milestones

This section is an efficient reminder table of the deliverables and milestones, associated partners in charge and deadlines.

3.2.1.9 Contact us

In order to be open to questions, comments, or any other request, this section allows anybody to send a message to the webmaster, who will redistribute it to the relevant interlocutor within the consortium.

The project coordinator contact (Jacob Bensabat, EWRE Ltd) is provided.

This section includes also photographic credits.



3.2.1.10 What is CCS?

In order to make this website accessible to the general public and not only to CCS specialists, this section provides a brief reminder of CCS principles with a focus on CO₂ storage. It is voluntary simple and jargon-free to ensure the ease of understanding.

3.2.1.11 Links

This section is divided into two main parts:

- The first one contains external links towards relevant sources of information about CCS (International Energy Agency – Greenhouse Gas Storage, Global CCS Institute, The Carbon Sequestration Leadership Forum...)
- The second section contains external links toward other research CO₂ projects (MUSTANG, UltimateCO₂, CO₂CARE, and CarbFix), with which PANACEA has been committed to develop strong links during the whole life of the project.

3.2.1.12 Next CCS conferences

The aim of this section is to keep a close watch on the next CCS events (American Geophysical Union, European Geoscience Union, Trondheim CCS Conference...) to provide to the website visitors an updated list of them at a glance.

3.2.1.13 Publications

For dissemination activities, some documents created during PANACEA will be downloaded from this page of the public website:

- Flyer or leaflet,
- project brochure,
- scientific publications,
- information related to public workshop
- ...

3.2.1.14 FAQ

This section aims to be an interactive page of questions and answers about CO₂ storage.

As an incentive, about five questions on varied topics (technique, economics, environment...) could be written with the associated proposals of answer.

With the same philosophy that in the "Contact us" page, anybody could write any question which will be sent to a single person in charge of redistributing it to the relevant interlocutor within the consortium.

3.2.2 Sections with restricted access for the project members

This part of the website is not open to general public. Only project members can log in and have access to the following sections.

3.2.2.1 Contact

This section provides a list of contacts (name, email, phone and address) involved in the PANACEA project for each consortium member.



3.2.2.2 Meetings

Concerning internal meetings, organizational information as date, location, participants, accommodation list, agenda, minutes of meeting...are provided in this section.

3.2.2.3 Calendar

This section gives an efficient vision of the important dates at a glance:

- Deliverables deadlines
- Milestones deadlines
- Internal meetings
- External events

3.2.2.4 Upload

The "Upload" page allows project members to upload any relevant document on the website for sharing it with the other partners.

3.2.2.5 Download

The "Download" page allows downloading the documents previously uploaded.

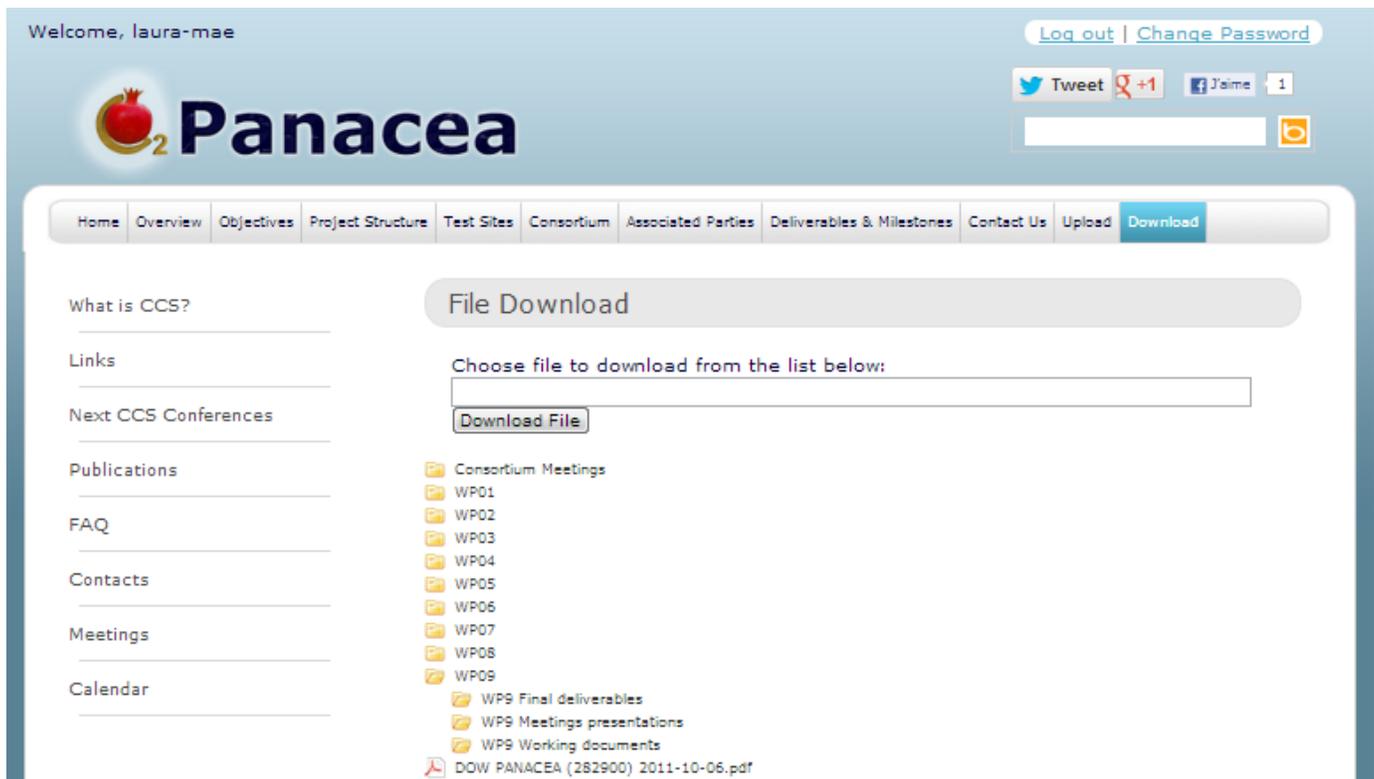


Figure 5: Download page from the PANACEA website



3.2.3 Website evolutions

Some of the previous sections are still under construction. The website is an evolving tool, following the project advances. Therefore, the content of the website will be frequently updated during the whole life of the project.

First, the website will be updated following the next PANACEA meetings. All information related to the meetings will be made available and downloadable from the "Meeting" page.

All partners are also welcome to upload their PowerPoint presentations, drafts, deliverables and any other relevant working documents on the "Upload" page.

In order to perform the website updating task, BV will need the project members to send regularly the latest achievements in the project. For instance, it can be done via very short progress report from each WP leader every quarter. Each partner will also be asked to send regularly information about their participation and interventions in CCS conferences and scientific papers publications.

Those exchanges between WP9 and the other partners will ensure that the website is an up-to-date communication tool for internal use and external public.

Moreover, BV is planning to set up frequent newsletter addressed to the consortium but also to a wider public. Accessible information about PANACEA progress and achievements will be one stage toward public acceptance.



4. The Brainstorming day

In order to improve communication and collaboration between the different FP7 CCS projects, MUSTANG, ULTIMATE CO₂, CO₂CARE, CARBFIX and PANACEA are working together to organize a major CCS event in Trondheim: the "Brainstorming Day". In charge of dissemination and communication for the PANACEA project, BV has established a proposal of communication plan for the Brainstorming Day. This plan is intended to be reviewed and validated with the organization team and the projects members.

4.1 TCCS-7

The Brainstorming Day takes place on June 3rd 2013, just before the famous bi-annual Trondheim Carbon Capture and Storage Conference, from June 4th to 6th 2013 in Norway.

Grouping of the Brainstorming day with this internationally known CCS event is a great opportunity to reach a wide scientific and industrial public.

4.2 Brainstorming day organization

4.2.1 Where and when?

The Brainstorming day will take place in STATOIL offices, in Trondheim (Norway) on June 3rd 2013.

4.2.2 Who?

On a first basis, only partners involved in the five organizing projects (MUSTANG, ULTIMATECO₂, CO₂CARE, CARBFIX and PANACEA) will be invited. If the number of people is too low to fill the conference room (max capacity = 200 persons), then the subscription may be open to external people.

The targeted audience is a technical and scientific public from universities, research institutes and industry.

4.2.2.1 Organizing committee

MUSTANG	ULTIMATECO ₂	CO ₂ CARE	CARBFIX	PANACEA
A. Niemi	P. Audigane	M. Wipki	E. Oelker	J. Bensabat
				
www.co2-mustang.eu	www.ultimateco2.eu	www.co2care.org	http://www.or.is/English/Projects/CarbFix	www.panacea-co2.org

4.2.3 How?

With regard to the organization, we agreed to have several 1 hour sessions including two phases each. Each session will be facilitated by an expert on the session topic. The expert will preferably but not necessarily belong to one of the 5 consortia.



The first phase of a session will define a number of key issues related to the topic. It should not last more than 20 minutes. The expert will present a state of the art, gaps and challenges and a series of key questions to be addressed. The second phase of the session will discuss for 40 minutes on these topics, with a guidance of an appointed panel.

Here follows the agreed program topic by topic, without parallel sessions:

Session #1: Processes affecting the stabilization of the stored CO₂

Presentation – 20 mns

Discussion - 40 mns.

Session #2 Mechanical impacts (seal integrity, fault reactivation, plug alteration) and induced seismicity

Presentation – 20 mns

Discussion – 40 mns

Coffee Break

Session #3 Monitoring technologies during site operation and decommissioning

Presentation – 20 mns

Discussion – 40 mns

Session #4 Modeling and validation

Presentation – 20 mns

Discussion 40 mns

Lunch break

Section #5 – Leakage detection and mitigation

Presentation – 20 mns

Discussion – 40 mns

Section #6 – Risk assessment and management

Presentation – 20 mns

Discussion – 40mns

Coffee break

Section # 7 – wrap up

Presentation of the key raised questions – 15 minutes

Discussion – conclusions – recommendations - 105 minutes



4.3 “Brainstorming Day” communication plan proposal

To promote efficiently this event, multiple communication channels could be used and the following steps are recommended.

4.3.1 Tools

4.3.1.1 Mailing list constitution and email campaign

First, a mailing list will be created gathering the partners of the five consortia. Members of this mailing list will receive information about the Brainstorming Day by email.

Before the event, the aim of this mass mailing campaign will be to inform the members about the event organization (date, location, program...) and to ask them for registration. Registration of the participants has a major interest to check at any time that the number of attendees does not exceed the total capacity.

After the event, the aim of the email campaign will be to inform the members about publications related to the Brainstorming Day: book compiling the presentations, movie of the event, list of the attendees...

A new mail address need to be created for the event promotion (for instance: event@brainstormingday.com or brainstormingday@gmail.com ...)

4.3.1.2 Brainstorming Day website

A dedicated internet page will be created for the Brainstorming Day to sum up all organization details and other relevant information.

A specific domain name needs to be reserved, for instance: www.brainstormingday.net or www.brainstormingday-event.com.

The graphic chart needs to be defined, in particular with the creation of a Brainstorming Day logo.

The website content will be very basic:

- Home
- Programme
- Speakers presentation
- Practical information
- Organization committee
- Contact

To ensure its visibility, the registration tool will be available on each page of the website.

All CCS projects involved in the organization should have on their proper website a link toward the Brainstorming Day website.

4.3.1.3 Brochure

A brochure of one or two pages A4 will be created for the Brainstorming Day. It aims at summing up all the information at a glance. No mass printing is planned, the brochure will be published in pdf file and everyone will be free to print it individually.

Same graphic chart as for the website will be used.



4.3.1.4 Movie of the event

As this event aims to be interactive with many unplanned interventions from the audience, a movie of the event would be a very efficient way to capture the exchanges.

It is strongly recommended that a professional team will be in charge of filming and editing. Then, the movie will be uploaded on YouTube, published on the Brainstorming Day website and sent to the attendees. It might also be published on the website of each CCS project involved in the organization. The movie will be a great communication tool to be sent to the press and to be published on the social media.

4.3.1.5 Proceedings

After the Brainstorming Day, the minutes of meeting of the event will be compiled in a proceedings document. The main interest of this document is to reflect the interactive discussion with the audience. To achieve this goal in an efficient way, one scribe per session should be designed to write the exchanges. With the movie assistance, it can be directly the expert who is in charge of the session, or someone else with a good knowledge of the topic. BV will collect each minutes of meetings (one per session) to compile them in the proceedings document.

4.3.1.6 Press release

After the event, a press release will be written and sent to general newspapers and scientific magazines and blogs. The link to the website, to the brochure, to the movie, the logo and some photos will be attached.

A list of the relevant media with contact details need to be established.

4.3.1.7 Social media

Communication on social media will be targeted to professional networks as LinkedIn or Viadeo, and in particular within CCS specific groups of discussion (LinkedIn existing groups: *Carbon Capture and Storage Network, International Carbon Capture and Storage Forum, Locked in – CO2 Geological Storage Network....*)

After the event, articles will be posted on this discussion groups with the same content as the press release. It can already be anticipated that the link to the videos will reach a high rate of popularity on this communication tool.

4.3.1.8 Blogs

The same approach can be used for interventions on specific CCS blogs.

For instance, the Global CCS Institute website hosts a blog (<http://www.globalccsinstitute.com/insights>) with the possibility for external people to post articles and to react to existing posts. EU Energy Policy blog (<http://www.energypolicyblog.com>) is another relevant location and many other CCS or CO2 blogs are available on the Internet.



4.3.2 Calendar

A proposal of the planned strategy for the communication about Brainstorming Day is illustrated on Figure 6.

A major part of the communication work will happen in the period of February-March with the participant database constitution, website and brochure creation.

The second intense communication period will happen after the event, to send the book, the movie and the list of attendees to all the participants. In parallel, communication activities will be carried out with the press, on blogs and social networks.

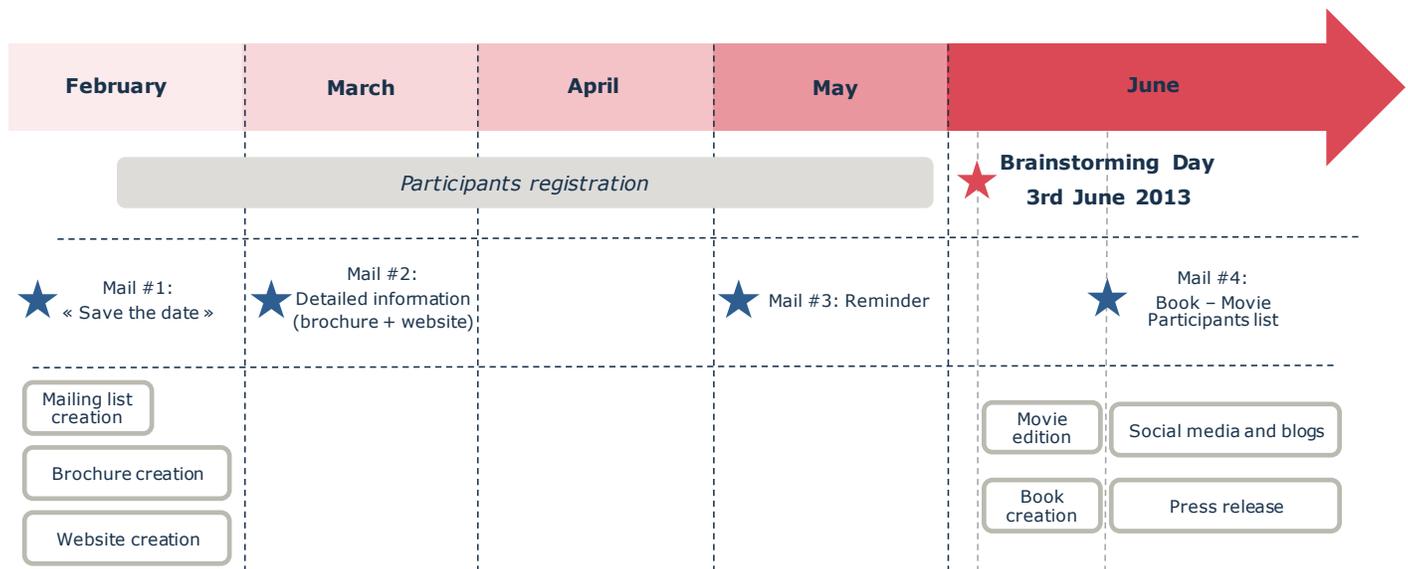


Figure 6: Calendar of the communication strategy for the Brainstorming Day

4.3.3 Budget

The required budget to set up this communication strategy is limited to:

- Domain name acquisition: 20-50€
- Logo (by a professional agency): 150-200€
- Movie team (filming + editing): *to be defined*
- Printing proceedings book: *to be defined*

The budget is very low because the participants are already defined and they can be easily contacted through the FP7 projects. There is no need for "advertisement" to attract external participants. Any advertisement campaign would have a major influence on the communication budget.



5. Conclusion

5.1 What's next?

Dissemination activities have been numerous during the first year of the PANACEA project with many interventions of the consortium members into CCS events (oral and poster presentations) and a lot of scientific papers are about to be published in 2013. The website implementation is another great achievement of 2012 and PANACEA has now an efficient tool for internal and external communication.

The next dissemination activities are the following:

- To finish some small parts of the website that need to be completed
- To promote the Brainstorming Day, to set up the agreed communications means proposed in section 4.3
- To set up a frequent PANACEA newsletter with latest project progress and results
- To create a PANACEA brochure
- To set up an efficient and organized way of collecting dissemination activities and progress from the other WPs and partners of the project (see section 5.2).
- Interventions on social networks (specialized discussion groups on CCS will be preferred as generic networks as Facebook or Twitter) to present the PANACEA project, its progress and achievements

5.2 Required partners involvement

An efficient communication strategy about PANACEA cannot be successful without an active collaboration of each consortium member. The aim of WP9 is to “*provide communication methods and tools, and partners will provide the content*” (from Work Package 9 description). Therefore, communication is based on the findings of the various other work packages and BV needs to collect frequently those results to perform an up-to-date communication of the project.

Partners involvement related to the website updating is already well detailed in Section 3.2.3. Overall participation of the consortium members in dissemination activities can be sum up in Table 5.

Table 5: Required actions for dissemination and communication in PANACEA

Aim	What to do?	Who is concerned?
Scientific dissemination	Publications Interventions in conferences or other CCS events	All partners
General dissemination (website updating, newsletter, press release...)	Periodic report (every quarter) on dissemination activities	All partners send the report to BV
General dissemination (website updating, newsletter, press release...)	Periodic report (every quarter) on WP progress and results	All WP leader send the report to BV
Website updating	Upload working documents on the website	All partners



Website updating	Upload fresh meeting information on the website	BV + EWRE + partner in charge of the meeting organization
Website promotion	Add a link to PANACEA website on each partner website.	All partners