

CEMCAP

CEMCAP is a Horizon 2020 project with the objective to prepare the grounds for cost- and resource-effective CCS in European cement industry.

Methodology for studying peoples' perceptions about the Norcem CO₂ capture project
Semi-structured interviews with mainly open-ended questions were conducted with twelve residents of the Brevik community. Also three Norcem employees were interviewed.

Limitation

The current study does not claim to represent the views of all Brevik residents. It rather presents a first insight into public perceptions in Brevik and constitutes a basis for further more in-depth studies.

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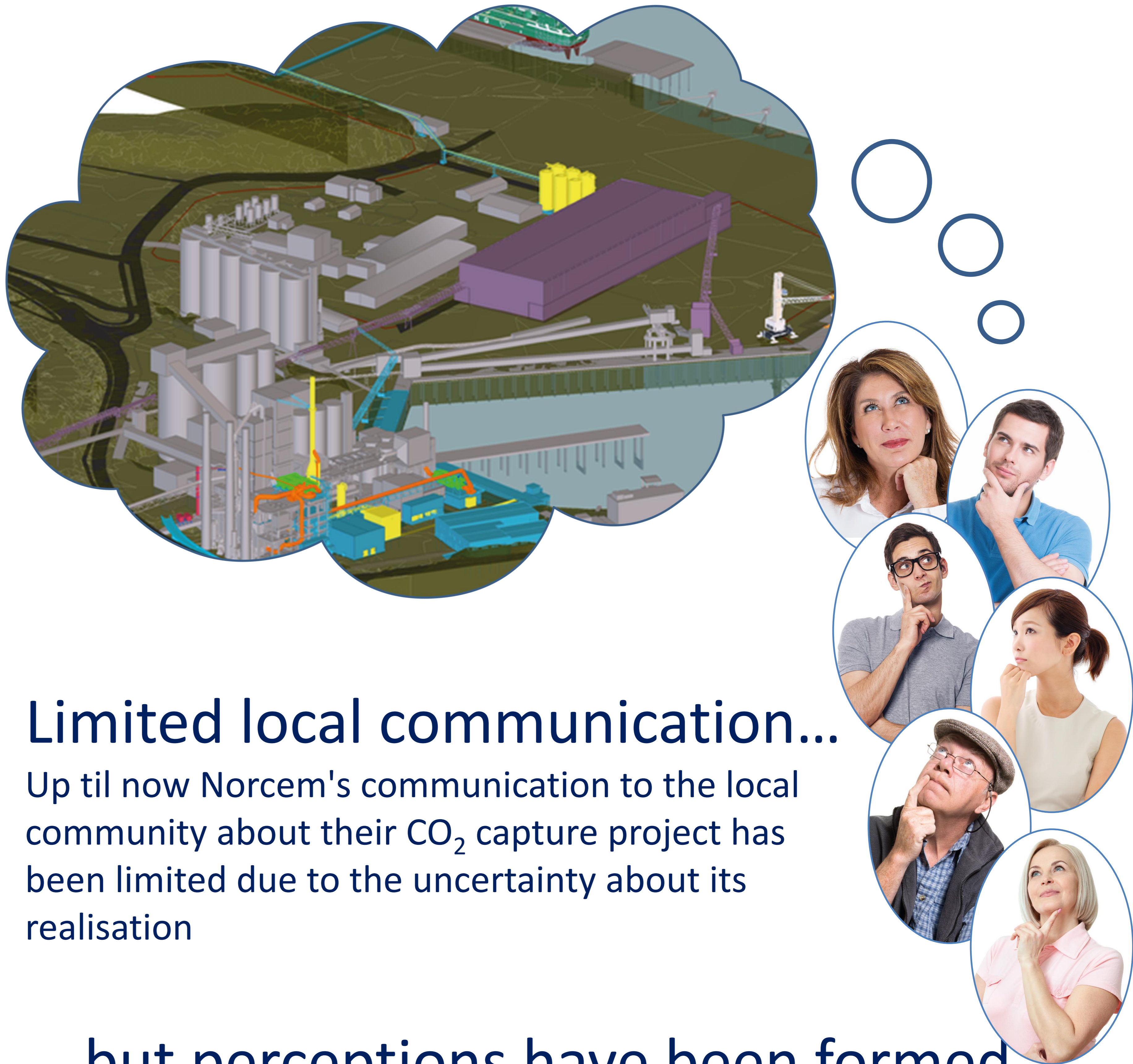
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Communication and social perceptions towards CCS in the cement industry

Norcem case study



Limited local communication...

Up til now Norcem's communication to the local community about their CO₂ capture project has been limited due to the uncertainty about its realisation

... but perceptions have been formed

Nevertheless people have formed perceptions, mainly:

- The CO₂ capture project can stimulate local employment
- The project can be good for the environment
- There is a concern about how the project will affect their living conditions

Background

Norcem is part of local identity and has a history in Brevik back to 1919 as a trusted cornerstone company.

Communication channels with the local community were well established long before the CO₂ capture project started

More information: Aursland, K., Jordal, K. Case study of communication and public acceptance of CO₂ capture in the cement industry. CEMCAP deliverable D2.10.