



Acceptability of CCS in the Finnish Print Media

Summary

The purpose of this study is to develop an understanding of the scale of public debate issues raised regarding Carbon Capture and Storage (CCS) and its potential deployment in Finland through the coverage of the topic in print media. The study found 226 CCS related news articles of which 52 % had a positive, 18 % negative and 30 % neutral orientation towards CCS.

TOP-5 **positive** arguments were as follows:

- Reduces emissions/Slows down climate change (52)
- Technology already exists/is tested/is in use (34)
- CCS is an important means among others (32)
- Other countries are investing in CCS (25)
- EU is investing in CCS (24)

TOP-5 **negative** arguments were as follows :

- CCS is expensive (37)
- Not profitable/deployable in decades (19)
- Problematic/unsolved final storage (17)
- Technology still in planning stage/not used (15)
- Lessens plant-efficiency/requires more energy (13)

The data was divided into four temporal phases:

- (1) 1996–2003, practically no coverage,
- (2) 2004–2006, rising awareness,
- (3) 2007–2010, peak of press media attention and
- (4) 2011–2012, decreasing interest.

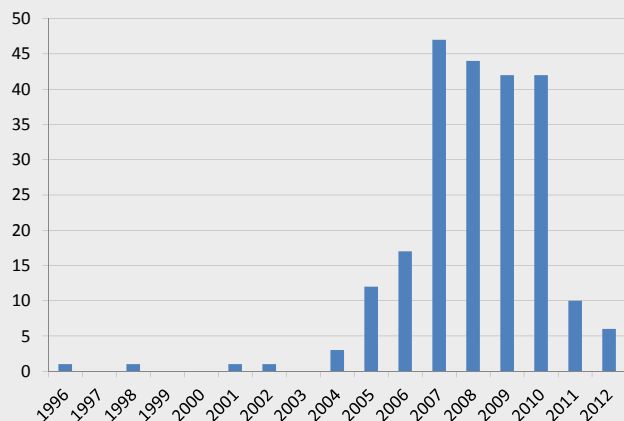


Figure 1. Number of articles by year (total number: 226).

Background

The mass media can exert influence in shaping public opinion. What position CCS eventually assumes has to do with the public opinion and public attitudes to and acceptance of the technology. It is essential to study the acceptability perspective by surveying the level of media coverage.

In the Finnish context no such analyses of the publicity on CCS on this scale have so far been conducted.

Solution description

The time period covered in this study is from 1 January 1996 to 31 August 2012.

Data was collected from altogether ten newspapers published in Finland: Aamulehti, Helsingin Sanomat, Iltalehti, Ilta-Sanomat, Kauppalehti, Kainuun Sanomat, Lapin Kansa, Pohjolan Sanomat, Satakunnan Kansa and Taloussanomat.

The key words used in the study were as follows:

- Carbon dioxide AND capture (*talteenotto*)
- Carbon dioxide AND storage (*varastointi*)
- Carbon dioxide AND final disposal (*loppusijoitus*)
- Carbon dioxide AND sequestration (*erotus*)
- Carbon dioxide AND burying (*hautaus*)
- CCS

Collaboration and continuation

Similar analyses have been conducted e.g. in the Netherlands (van Alphen et al., 2007), Sweden, Norway (Buhr & Buhr, 2010; Buhr & Hansson, 2012) and Australia (Mander & Gough, 2006).

In the future it would be useful to compare the results of this study with the results from other countries (e.g. Sweden) to better understand characteristics of a national CCS debate. The Baltic Storage of CO₂ project is a good option for collaboration.

More Information

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