

LNG social acceptance

ET5

The subactivity has provided knowledge on LNG and its benefits to different social sectors in order to increase the positive perception of LNG as a new product in the maritime field.



Subactivity finalized. Results analysis ongoing.

Partners involved



Through a mobile exhibition with an Iveco LNG tractor head borrowed for free to Enagás for this purpose, more than 65 places have been visited from May 2017 to October 2017. During that period, the trailer participated in the events of the sector (LNG summits, Blue LNG rally...) and it was visited by more than 5.500 visits, which were informed on gas, LNG and the benefits of the use of LNG in transport.

This activity have generated a perception study accomplished by Folia consulting too.

- **ET5:** The main target of ET5 is to seek a proper LNG promotion policy towards the social acceptance of LNG as fuel in order to avoid protests against LNG projects. Environmental protection as well as safety and security issues are a common concern for worldwide societies in every industrial project in general, and in LNG projects in particular. Inadequate awareness rising about the project and dissatisfaction with the information conveyed along with the lack of comprehensive social mapping of true stakeholders and 3rd concerned parties may be in the origin of actions against LNG projects. Social problems are converted quickly into political problems, and any LNG project may arise long time against society, so it is necessary, as mentioned, to seek a proper LNG promotion policy, the main target of ET5.



This was done through the LNG perception study, assigned and developed by an external consultant firm, Folia Consultores in order to provide knowledge of the situation in 2016.

Preliminary results of the study showed a Swot Analysis, with different strengths; weaknesses; opportunities and threats. At present some of them are:



PRESENT

NEGATIVE PERCEPTIONS WEAKNESSES

- Acute lack of knowledge of LNG
- Limited scope to improve CO2 emissions. Methane is a potent GHG.
- Air quality is not a top priority on the public agenda.
- Port authorities do not take a uniform approach to LNG.
- Stowage and cargo handling companies see the implementation of LNG as a distant possibility.
- The name is seen as technical, vague, confusing and disturbing.

FUTURE

THREATS

- LNG is not seen as the only marine fuel currently capable of providing a solution for the improvement of air quality.
- LNG carries risks, which easily create the perception of danger and rejection.
- Local authorities lack of support for LNG.
- The time frame for implementation of LNG could give rise to the need for more immediate alternatives (electricity).
- Messages about the benefits of LNG might be regarded with suspicion if they come from a large energy company, and LNG could be seen as a barrier to renewables.

POSITIVE PERCEPTIONS STRENGTHS

- LNG benefits air quality because of its role in reducing Nox, Sox and PM emissions, and the elimination of concentrated marine pollution caused by spillage and discharge.
- We know how to control the risks appropriately.
- There is no deep-seated fear of LNG among the maritime and port community.
- Implementation of LNG in Northern Europe as an example to follow.
- Port authorities see the extension of LNG from ships to port machinery as a natural and desirable development.
- Spain's good position in terms of LNG infrastructures.

OPPORTUNITIES

- LNG is seen as an alternative fuel with the potential for widespread use in the transport and maritime sectors.
- LNG is not yet in the social imagination, which allows space to create a positive image for the product.
- The creation of a new and specialised jobs in the services sector and the consolidation of employment in shipbuilding.
- Environmental organisations are not fiercely opposed to the implementation of marine LNG.
- The likely tightening of air quality policy and regulations may create the right climate for its implementation.
- The implementation of LNG in stowage and internal.

The objective of ET5 is to learn how to manage the social, environmental, and reputational risks associated to the use of LNG, building different reasonable scenarios, taking as reference the reports Mediterranean CNC and Atlantic CNC released on January 2015 by the respective Corridor Coordinators, which explains the different societal perception on products like LNG in the Atlantic area, with an industrial historic background, and the Mediterranean area, with a services and agricultural history.

Due to actual societal perception of LNG as a product with some degree of risks, it seems necessary to elaborate environmental and social management plans targeting a great public audience, in order to avoid a negative social impact which could rise, public campaigns against LNG projects, augmented by the use of existing current social networks, which easily could be transform in political views.

Some projects linked to LNG can affect neighbourhood and local communities in port, coastal and fishing areas by LNG infrastructure deployment. The same applies to facilities or warehouses near urban centres. Modern risk management in extractive industries includes ensuring that project benefits accrue to local communities, by implementing programs to enhance economic development near the plants and pipelines. There are 4 key actions helping to pursue this goal.

- Business Linkages Program, which will help stimulate the local economy by giving SME opportunities to provide goods and services to LNG project.
- Local Participation Program, the most of local entities has their own economy Development Plan. A pilot program enhancing their ability to plan, and allocate purchasing of products and services, leading to a closer local view of the LNG plant management.
- Stakeholders Participation Management, targeting Sectorial LNG Industry Associations, and other enabled organizations which will teach local people and local organizations an opportunity to evaluate the LNG project performance.
- Innovative Communications Actions Misinformation about natural gas technology, water usage and GHG relating to LNG extraction and production facilities is rampant in many countries, particularly in social media. Traditional publishing means such as newspaper, radio and TV are necessary but they are not enough to successfully deal with this issues.

So a LNG project facing social media attacks, should use the same communications means, at least, the most "serious" of them, the professional networks oriented to enterprises, business and industry. It will be the right arena to "sell" the LNG projects, by a team based on engineers, journalists and social media communicator's specialists.