



# Communicating for Public Acceptance

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Recycle CO<sub>2</sub>



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Communicating CCS for public  
acceptance



# The NASA Public Communications — Model

- Governing US space activities
- Informing/sharing those efforts and findings with the American people
- A part of pop-culture - how?
- One language within NASA, one for the public



# CCS

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“Science fiction”

Explosion

How can we capture carbon?

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It's not what you say  
It's what people hear

# Climate Communication

Complicated communication

Audience

'An inadequate framing of problems  
may lead to an inadequate framing  
of solutions'

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recycle CO<sub>2</sub>

**REDUCE - REUSE - RETURN**

# Reduce

Direct Capture

Carbon Capture

Carbon Neutral Products





# Reuse

Carbon Utilization

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Return= Storage

Carbon Return

Natural Carbon



# Goal

Communicating for public  
acceptance

To provide a language platform for students and the public to speak and share insights on the importance of CCUS as a part of reaching our collective climate goals.

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# Thank You

Rebekka & Nicholas

