



Carbon Action Alliance

2023 Year-in-Review

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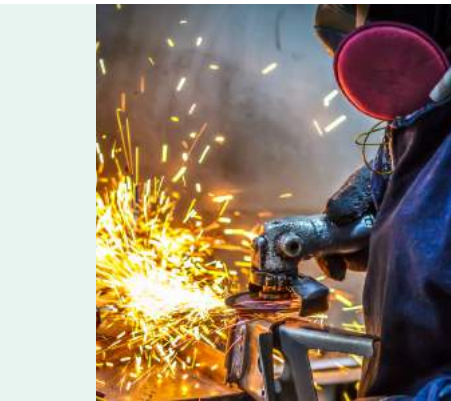
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We are excited to share this Annual Report with highlights of our current work, recent events, and ways we are engaging new partners. In 2023, we brought together different perspectives to find shared solutions to decarbonization through carbon management deployment.



The Carbon Action Alliance launched in October 2022 to provide the Great Plains Institute's (GPI) core carbon management projects with a broader platform to engage with stakeholders across the country. The Action Alliance provides a nimble mechanism to share information, make connections, and provide integrated implementation around funding provided through the federal Bipartisan Infrastructure Law and Inflation Reduction Act.



This year, we have moved our work forward in each of the four defined pillars that guide our work:

- **EDUCATE:** Meet people—whether in local communities, state or federal governments, tribal nations, nonprofits, labor organizations, businesses, or elsewhere—where they're at with educational resources
- **ACT:** Communicate carbon management and industrial decarbonization project deployment benefits and opportunities to decisionmakers
- **CONNECT:** Help shape the narrative through engagement and storytelling
- **INVOLVE:** Foster an equitable and informed approach to project deployment



As the Action Alliance enters its second year, our work to inform and engage the public about carbon management opportunities is as important as ever. Together, we can explore best practices, address challenges, and pave the way for successful deployment.

Bridget Callaghan, Carbon Action Alliance Manager



Educate

Meet people where they're at with educational resources

Education plays a pivotal role in the successful and responsible deployment of carbon management technologies. An informed and engaged society is better equipped to understand the urgency and complexity of environmental challenges, fostering a collective commitment to address climate change. By prioritizing education, the Action Alliance empowers all stakeholders to actively participate in the transition to a low-carbon future, ensuring that the benefits of these technologies are shared equitably and that no one is left behind.

This past year, we built out a growing library of 101 resources for a non-technical audience. These blogs and fact sheets address common questions and topics in carbon management and industrial decarbonization.

Published pieces from 2023 cover the following topics:

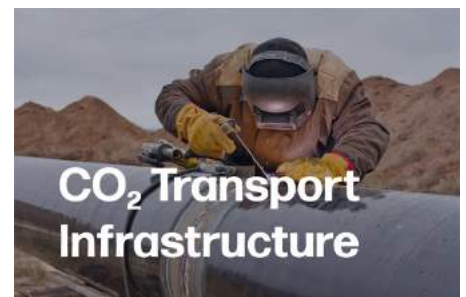
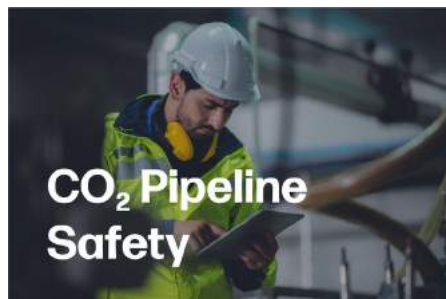
- [the Carbon Action Alliance launch](#)
- [carbon management's role in climate mitigation](#)
- [the Inflation Reduction Act's anniversary](#)
- [a report that links reduced air pollution to carbon capture systems](#)
- [community engagement in carbon capture projects](#)

9 blogs published

6 resources published

over
17,000
website views

101 Resources





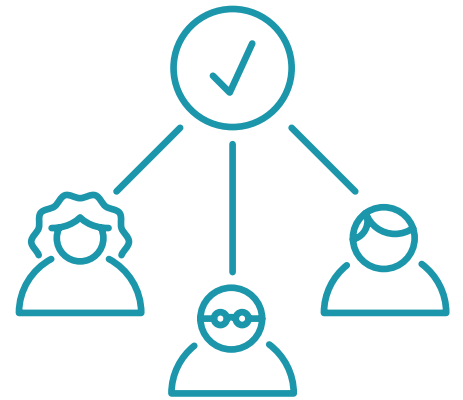
Communicate project deployment benefits and opportunities to decision makers

The Action Alliance strives to raise awareness, shape public opinion, and mobilize support for carbon management technologies nationwide. Informed public support is essential for overcoming regulatory hurdles and cultivating support for these projects. By actively countering misinformation, we help ensure that the public is accurately informed about the benefits and risks associated with carbon management technologies, and we work to build trust and support for these solutions.

In April 2023, Action Alliance staffed an exhibit table at the [Society of Environmental Journalists' Annual Conference](#) in Boise, Idaho. The conference attracted 700+ attendees—mostly journalists reporting on energy, climate change, the environment, and health. We built relationships and shared education materials with reporters across the country, helping to address common misconceptions and communicate how carbon management can benefit communities, workers, and the environment.

We are continuously tracking news coverage, media trends, and misinformation regarding carbon management. In 2023, we helped connect reporters to accurate information and key experts, and when necessary, proactively notified publications of false or misleading information.

guests on
2 podcasts in
Carbon Capture
Magazine



fostered over
150
media connections from the
Society of Environmental
Journalists Conference.

5



Connect

Help shape the narrative through engagement and storytelling

Fostering human connection is a necessary component of addressing any major challenge. By weaving narratives that highlight the real-world impact of carbon management, we engage new audiences and inspire collective action. The Action Alliance helps connect the dots—building partnerships and shared knowledge among governments, businesses, and communities, enabling stakeholders to pool efforts, resources, and expertise.

In March, we launched a monthly [newsletter](#) that reached more than 300 stakeholders in 2023. Over the year, we published eight newsletters highlighting our resources, reports released by GPI's Carbon Management Program, and work by outside organizations with helpful information for understanding the technologies. Our newsletter functions as a portal into GPI's carbon management work and reaches a wide audience of carbon management stakeholders, as well as members of the public who've proactively signed up to learn more. Our audience spans the United States, with the most users in Washington, D.C., Iowa, and Texas.

published
18
newsletters

over
300
newsletter
subscribers

CAA & USW: Collaboration is Key to Decarbonizing Industry and Meeting Climate Goals

In November, the Action Alliance and the United Steelworkers (USW) discussed the importance of carbon management solutions, reshaping essential industrial sectors, and a clean energy transition in a [new video collaboration](#). Anna Fendley, USW's director of regulatory and state policy, emphasized the Steelworkers' commitment to innovation and sustainability that—paired with the Action Alliance's efforts to unify stakeholders—creates a dynamic force for responsible carbon management deployment.

"We know we must decarbonize industry, transportation, and energy sectors if we want to meet midcentury goals," Alejandro Calderon, Action Alliance labor engagement manager, says in the video. **"Carbon management is one of the many necessary technologies needed to reduce the impacts of climate change."**

CO₂NNECT 2023

In October, the Action Alliance hosted [CO₂NNECT 2023](#), a three-day carbon management conference. Over 125 attendees from across the US gathered at the Tamaya Resort in New Mexico to share ideas on environmental justice, stakeholder engagement, and community and worker benefits in the carbon management field.



over **125** participants



Panelists from industry, labor, nonprofit, environmental and social advocacy groups, state and federal governments, tribal nations, and of other backgrounds shared their priorities and learnings on how to bring everyone into the conversation while deploying the carbon management technologies in a timely manner to reach midcentury net-zero goals.

Check out the event recordings on the [Carbon Action Alliance YouTube channel](#).





Involve

Foster an equitable and informed approach to project deployment

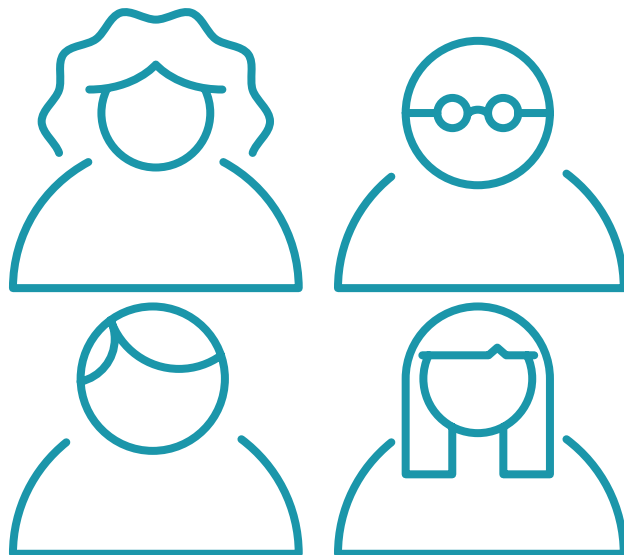
We're actively exploring and learning about what tools and information are helpful to communities, regulators, and the public for carbon management and the broader energy transition. In late spring, we visited four communities around Louisiana to speak with them about carbon management. All attendees were compensated for their participation.

Throughout the discussions, attendees were encouraged to ask questions and engage in open dialogue, creating a safe space for expressing concerns and seeking clarification on carbon management. The communities selected for these roundtables were locations with proposed carbon management projects, leading to many questions and opinions about the technologies.

We quickly learned that perspectives on each of the categories varied by community. This reinforced our knowledge that community engagement is necessary to identify the unique perspectives, questions, and concerns each community holds about carbon management development.

For a summary of our outreach, read our [Louisiana Decision Support Tool Outreach two-pager](#).

Learn how to get involved:



The Action Alliance created the [“Louisiana Decision Support Tool”](#) (Decision Support Tool) for carbon management as a way for community members, project developers, and regulators to delve into social and environmental data to learn more about local factors to consider when locating energy projects in communities.

Within the last year, many industry, power, and direct air capture companies in Louisiana have announced new [carbon management](#) projects with ambitious climate objectives aimed at reducing the state’s carbon dioxide (CO₂) emissions. These announcements have sparked questions from communities about how project locations are chosen and regulated. To help answer these questions, the Action Alliance created an innovative tool designed to encourage community dialogue and give Louisianans a better understanding of carbon management development in their state.

The main purpose of the [Decision Support Tool](#) is to serve as a central place for the public, project developers, and regulators to learn about the social, environmental, and legal factors that influence carbon management project development in Louisiana.



Staff



Bridget Callaghan

Carbon Action Alliance Manager

Bridget oversees the development and activities of the Action Alliance. She manages education and advocacy efforts that bring together GPI's federal, state, and regional carbon management efforts and build awareness and support for the implementation of priority policies and needed technology and infrastructure deployment. Bridget directs outreach to Action Alliance project partners and stakeholders.

Before GPI, Bridget led advocacy and grassroots engagement programs in the health care sector and has past experience in both health and environmental policy sectors. She holds a master's in Public Policy from the Humphrey School of Public Affairs and is based in Minneapolis, MN.



Alejandro Calderon

Labor Engagement Manager

Alejandro manages outreach and engagement with organized labor in the energy and industrial sectors for the Action Alliance and across GPI's carbon management initiatives. He leads efforts to mobilize state and local labor leaders and members as a crucial constituency voice in support of federal and state carbon management and industrial decarbonization policy priorities.

Previously, Alejandro was with the Labor Union SEIU-United Service Workers West, where he represented union workers from downtown Los Angeles and LA's westside corridor of Century City, Westwood, and Beverly Hills. He holds a Bachelor of Arts in International Studies and Italian from the University of Kansas and is based in Orlando, FL.

Staff



Diana Leane

Communications and Public Relations Strategist

Diana manages communications for the Action Alliance. She produces content for the website and works with the public and reporters to answer questions on the complexities of carbon management and decarbonization. Prior to joining GPI, Diana worked as a freelance journalist and published work on the environment and health in Energy News Network, Detroit Public TV's Great Lakes Now program, and the Chicago Tribune. Diana holds a master's degree in journalism from Northwestern University and received a bachelor's degree in journalism from Boston University. She is based in Chicago, IL. Feel free to reach out to her with any questions or any ideas for types of content and collaborations you'd like to see in the future.



Vilas Annavarapu

Environmental Justice Fellow

Vilas Annavarapu joined the Great Plains Institute in 2024 as the inaugural Environmental Justice Fellow. As a member of the Carbon Management team, he works with communities to deploy equitable carbon management technology and CO₂ storage through cooperative community engagement, outreach, research, and advocacy.

Prior to this role, Vilas served as the Equity Fellow for the Center for Social Entrepreneurship, a barista, and a 6th-grade computer science teacher. He holds a master's in teaching from the University of Mississippi and is a Jefferson Scholar alumnus of the University of Virginia. Vilas is the co-founder of Riverside Collective, a community cooperative in Jackson, Mississippi that addresses issues of economic democracy, equitable education, and environmental justice.



**Carbon Action
Alliance**