PIERPONT

Denbury | Community Engagement to Champion Sustainable Energy Solutions

Denbury | Fostering Community Engagement to Champion Sustainable Energy Solutions

CHALLENGE

Denbury specializes in cutting-edge carbon capture, utilization, and storage (CCUS) technologies, while also pioneering enhanced oil recovery methods to reshape our sustainable future. Following new projects and developments, Denbury needed a way to generate awareness and engage the public, as well as develop accurate and compelling content for class VI permit applications.

OBJECTIVE

To introduce new projects and reinforce the company's commitment to local communities, Denbury partnered with Pierpont to develop a Community Engagement Playbook that sought to cultivate awareness and promote the benefits of Denbury as a community partner with key stakeholders.

APPROACH

Pierpont's community engagement strategy consisted of three phases: First, stakeholder outreach and introductory meetings with key influencers and decision-makers within the community. Second, identifying strategic and targeted charitable giving opportunities to support organizations and community-based programs that addressed educational, cultural, and social issues. Finally, earned media encompassed proactive and reactive outreach to communicate project updates or community investments, as well as content to support the environmental justice and community impact sections of large project applications.

RESULTS

Denbury's community engagement efforts received significant and positive media coverage in the local communities impacted by their proposal projects. Additionally, they successfully submitted the required community impact sections in the project applications, which helped move their applications forward.