

Social support for mCDR scale-up: Current knowledge and future directions

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What else have we learned about
how **publics & coastal communities think** about mCDR
(and **how to talk** to them about it)?

Where should mCDR **social science go from here?**

What does social science suggest about
how to best **build an mCDR sector?**

What have we learned about how publics & coastal communities think about mCDR?

- Ongoing discomfort with what is **‘uncontrollable’**
- Governance (e.g., **funding, ownership** structures) may matter especially for some approaches
- (Surprising) preference for **repurposing** infrastructure and materials
- **Onshore & life-cycle impacts** matter too
- Concern about **fossil industry** involvement
- **Global South** publics may be more receptive to benefits but also more concerned about mitigation deterrence



Porteau Cove, British Columbia. Image credit: Peter Dutton

What have we learned on communicating about & engaging on mCDR?

- Discussing **social arrangements**, not just the technology, is mandatory
- Thinking across future social & policy **scenarios** opens new perspectives
- Thinking ‘**at scale**’ changes views
- **Ocean carbon cycles** and storage are not intuitive
- People prefer what is ‘**natural**’—but there may be a **betrayal effect**

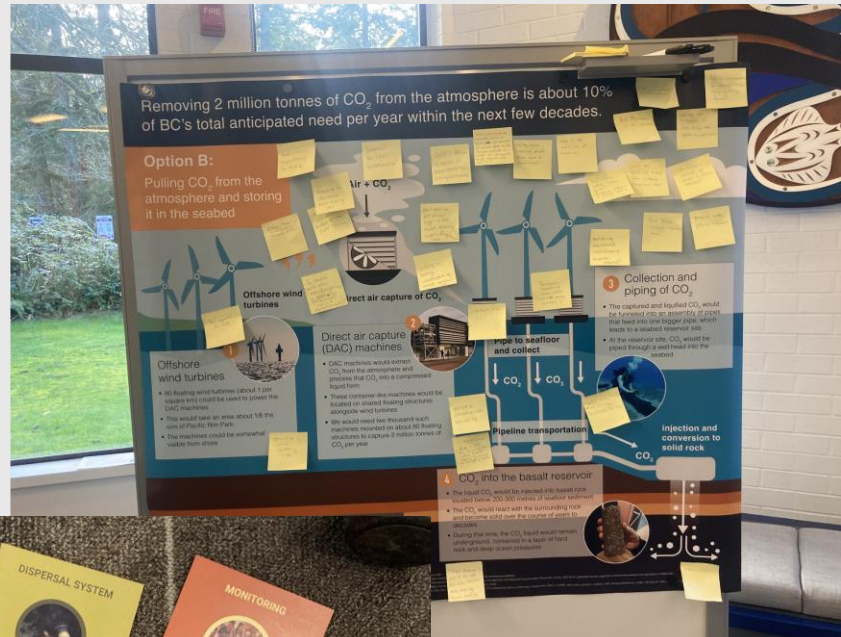


Image credits: Sara Nawaz



Richmond Wastewater Treatment Plant. Image credit: Will Parson



Where should mCDR social research go from here?

- From perceptions research to **co-design**
- Engagement needs to **minimize engagement fatigue**
- Views on **deployment at scale**
- Exploration of diverse **possible mCDR futures**
- Attention to perceptions of **extractive legacies**
- Much more research on/with **Global South** perspectives
- Exploration needed of ‘**what are we doing CDR for**’? i.e., what types of residual emissions

What does this tell us about where the sector should go from here?

- Creation of **institutions & systems** for people to shape **design & decision-making**
- Policy options that manage **extractive sector** dependencies and moral hazard risks
- **Approaches** for incentivizing removals that are **not market-based** and prioritize **socially defined ‘residual’** emissions



Thank you and please be in touch!

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