Create Acceptance
– developing a tool for sustainable energy projects to manage societal acceptance

Subject:

Societal acceptance of sustainable energy technologies (solar, wind, bioenergy, hydrogen, CO_2 capture&storage, energy efficiency)

Rationale:

Renewable energy and energy efficiency play are important for Europe. Public opinion surveys show that people support renewable energy, but projects still often encounter resistance by a range of different stakeholders.

Create Acceptance aims to help managers to deal with societal acceptance in an effective manner and to gain the support of stakeholders (local residents, customers, distributors, suppliers, authorities, politicians, NGOs, etc.)

Testing the Create Acceptance tool- Case Project Archimede

The tool we have developed proposes a 6-step process for learning how the project interacts with its context and how to ensure social acceptability. Step 1 describes the project and its context. In Steps 2 & 3, the project manager's visions are compared with those of the stakeholders. In Step 4, we try to find ways in which the project could be modified to meet all stakeholders' requirements. These are discussed at a stakeholder workshop and actions are planned to improve the project in (Steps 5 and 6)
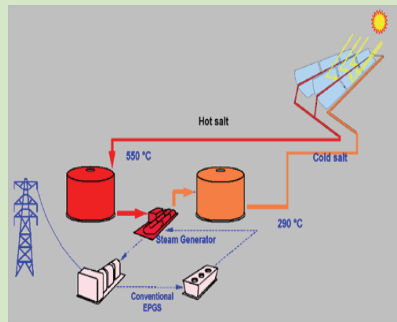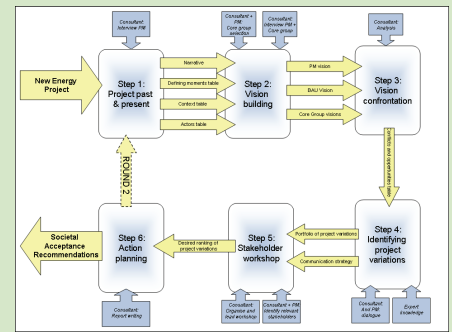

Diagram of the concentration solar plant Archimede, designed by ENEA

We tested the step 1 on Archimede Project, with the aim of build a PM vision. In the next months we will involved the stakeholders to compare their vision with the PM vision. The aim will be to compare the different vision on the project, among the actors concerned. The Demo Archimede is a new project and we see step 5 as a tool for making it feasible. The aim of the workshop is to put into evidence the difference in future visions and allows a free confrontation which can produce a much higher awareness of the viability of the alternatives.

Create Acceptance: main steps

1. Gap analysis of the existing Socrobust tool
2. Meta-analysis of factors influencing societal acceptance for different technologies and in different parts of Europe
3. Developing a multistakeholder tool for managing societal acceptance
4. Testing the tool in five projects + refining the tool

Questions for discussion:

Different projects encounter very different problems – who are critical stakeholders and what are critical stages for each project?

It is important to start dialogue with stakeholders early – how to motivate project managers?

References

Jolivet, E., Mourik, R.M., Poti, B., Raven, R.P.J.M. (2006), CREATE ACCEPTANCE: A reflective practioner look on an STS based intervention, paper for the workshop on *Unpacking Intervention: Action-oriented science and technology studies,* part II, May 23-24, 2006, Arhus, Denmark.

Create Acceptance (2006). CREATE ACCEPTANCE, Work Package 2. *Historical and Recent Attitude of Stakeholders.* Executive summary.

Online at: http: www.createacceptance.net

Eva Heiskanen, NCRC
Monica Di Fiore, Ceris - CNR