

# CreAtE Acceptance -Newsletter-

June 2007, second edition

This is the second Newsletter of Create Acceptance. In this Newsletter we inform you about the project, the partners, the outcomes and other related subjects.

## - What is Create Acceptance? -

Create Acceptance: Cultural influences on Renewable Energy Acceptance and Tools for the development of communication strategies to promote ACCEPTANCE among key actor groups.

Create Acceptance is sponsored by the European Commission under the Sixth Framework Programme.

Create Acceptance aims to improve the conditions for renewable energy technologies (RET) and technologies for rational use of energy (RUE) by developing a tool for assessing and promoting the societal acceptance of such technologies.

## - Where are we now? -

We are currently in the second half of the Create Acceptance project. The first work package (WP) 'Assessing the Socrobust tool' has been finished. Work Packages 2, 3 and 4 are to be finished in a few months. The intermediate results of all work packages are summarized in this edition of the Newsletter.

	2006												2007												2008		
Months	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1			
WP1	Assessing the Socrobust																										
WP2	Historical and recent attitudes of stakeholders																										
WP3							Developing a multi-stakeholder tool																				
WP4												Deployment of demonstration specific tool															
WP5	Project management																										
Project meeting																											

### WP1: Evaluation of the Socrobust Tool

Create Acceptance has started with an evaluation of the existing Socrobust tool, a tool-kit and protocol for project managers to anticipate on future stakeholders reactions to innovations. The most important features of the tool that should be adapted to promote actively societal acceptance in a multi-stakeholder perspective, are:

- Socrobust is a learning and evaluation tool and does not actively intervene in the process.
- Socrobust is developed with a single stakeholder perspective: the project manager (or innovator) and can not be used by multiple or varied stakeholders.
- Socrobust is not targeted on the actual market entry phase of innovations.

The management summary of the deliverable of WP1 can be downloaded from [www.createacceptance.net](http://www.createacceptance.net).

### WP2: Analyzing 25 Case Studies

25 case studies have been performed by the partners on renewable energy projects in Europe and South Africa. These studies are analyzed on several aspects, for example: critical issues and success factors for new energy technologies (see table 1), factors pertaining to the national and local context, key problems and uncertainties, questions to be answered at the design phase and during implementation, etc. The management summary of the report of WP2 can be downloaded from [www.createacceptance.net](http://www.createacceptance.net).

Technology	Key problems and uncertainties
Household energy efficiency	High public awareness and participation needed Existing public acceptance high but understanding low Individual investments; high transition and transaction costs Competing technologies
Bio-energy	Siting issues Input logistics: managing economics and social and environmental impacts Variable level of public awareness and understanding in different regions
Wind power	Siting issues Local costs and benefits and their equitable distribution Land-use intensity Diverging views on landscape preservation Concerns about health and environmental impacts
Solar energy	Costs Difficulty of developing economies of scale Small-scale applications require significant user involvement Mistrust in technology as a reliable energy source Small-scale PV: gaps in grid connection rules and procedures Insufficient technical experience in installation firms
Hydrogen	Siting of distribution infrastructure Reputation of the operator or initiator Relations between expectations and current implementation scale Management of risks
CO <sub>2</sub> capture and storage	Low public awareness and understanding NGO resistance on issues of principle Potential exposure to legislative requirements Immature technology: high investment, low income Perception that large companies are involved in order to improve image Storage and safety issues emerging
Geothermal energy	Risk and environmental impacts depend on local conditions and technology applied In space heating applications, investment competes with other energy sources and other investments
Technology	Factors likely to promote success
Household energy efficiency	Financial incentives Information campaigns Support through social networks Potential to promise users autonomy from suppliers

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Bio-energy	Respecting existing (regional) networks Integrating local information into project design Management of local benefits and drawbacks Potential to enhance local energy independence
Wind power	Adaptation to local context Management of local benefits and drawbacks Involving local residents in the process
Solar energy	Possibility to link decision making to other (construction) decisions and specify or mandate simple technologies Demonstration investments at public institutions Potential to enhance local/personal energy independence Prosperous and fresh image
Hydrogen	Roots in fresh /clean technology Risk tolerance in context Shared investment Investment relevant to scale Sense of shared benefits
CO <sub>2</sub> capture and storage	High interest in the research community Possibilities for shared investment and common ownership?
Geothermal energy	High public awareness Trust in companies and partners involved Positive impact on local air quality

**Table 1:** Critical issues and success factors for different new energy technologies is one of the elements of the analysis of the case studies in WP2.

### WP3: A Support-tool to Create Societal Acceptance

Based on the results of WP1 and WP2, a new tool to support project managers to create societal acceptance for their project is developed in WP3. The new tool consists of six steps and currently all steps are being developed in detail by the project partners. The steps are performed by a consultant in close cooperation with the project manager. Several tools are used to perform each step. The steps are (see also figure 1):

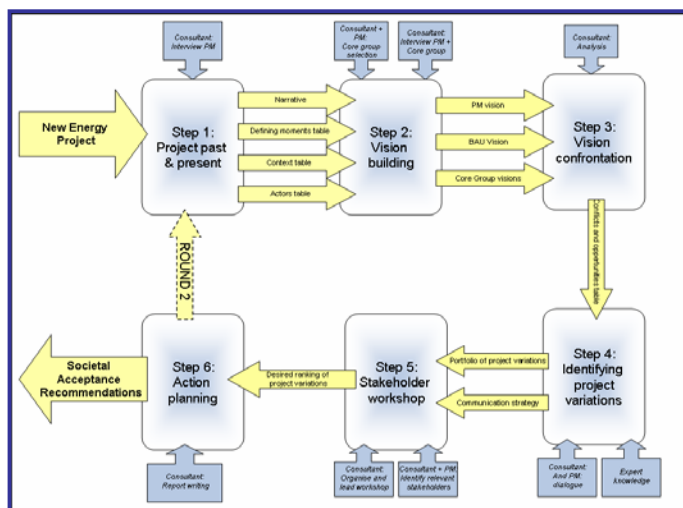


Figure 1: Visualization of the 6 steps of the new tool designed in WP3.

**Step 1: Project Past & Present:** with the support of the project manager, the consultant analyses the past and present situation of the project.

**Step 2: Vision Building:** the future vision of the project manager and the stakeholders on the project are visualized in text and images.

**Step 3: Vision Confrontation:** the consultant analyses the conflicts in the future visions on the project.

**Step 4: Identifying Project Variations:** the consultant identifies possible project variations to prevent conflicts.

**Step 5: Stakeholder workshop:** the project manager and stakeholders discuss the possible project variations to prevent future conflicts.

**Step 6: Action planning:** the consultant identifies specific actions to be taken to create societal acceptance of the project.

### WP4: 2007: Five demonstration projects:

Currently the new tool, developed in WP3, is being tested and evaluated in five demonstration projects in Europe.

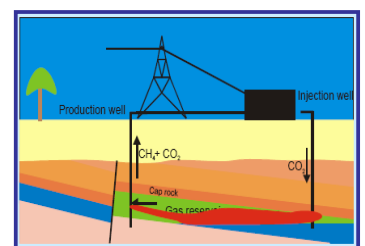
1. A biomass plant in Jühnde (Germany)
2. A zero emission power plant in Drachten (the Netherlands)
3. A hydrogen project for passenger vehicles in Reykjavik (Iceland)
4. A wind turbine project near Vep (Hungary)
5. A solar power plant near Priolo Gargallo (Italy)

The first results of this evaluation within the Dutch project are discussed below. The other demonstration projects will be discussed in the next newsletter. More information about the demonstration projects can be found on [www.createacceptance.net](http://www.createacceptance.net).

### Demonstration-project: Zero Emission Power Plant

The zero emission power plant (ZEPP) in the Dutch town of Drachten is planned to open in 2010. It will use several innovative technologies to recover gas by storing and using CO<sub>2</sub> for enhanced gas recovery in the gas field. With the use of an innovative gas generator and pure oxygen as a fuel, electricity will be produced from the recovered gas. The CO<sub>2</sub> emissions of this process will be captured and stored in the gas field again.

The first two steps of the tool developed in WP3, have been performed for the ZEPP by ECN, the consultant for this project. Although the ZEPP is a relatively small (50 MW) and a local project, many local, regional, national and even international stakeholders are involved. All stakeholders have different interests: technology developers want to demonstrate innovative technologies; policy makers want the ZEPP to fit within existing policies on economic, environmental, technology, societal and energy development; different groups in



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society want the plant to be save and fit within the local context, etc.

After analysing these expectations and interests possible project variations will be discussed with the project manager and stakeholders to overcome possible future conflicts.

## **- Meet a work package leader -**

The third work package of Create Acceptance is lead by the French Institute d'Administration des Entreprises (IAE). Eric Jolivet tells about his experience:



*“Early stages of project development are the time when negotiation is still possible. But strong opposition to local technological project usually reveals later. What is missed here, is a clear method with simple tools. Our objective with Create Acceptance is to provide project promoters with a methodology that helps them anticipate possible future oppositions and*

*preventing potential conflicts by taking better and earlier account of key stakeholders viewpoints. To reach that ambitious goal, the Create Acceptance team enjoys two major resources:*

*Firstly, we are building on an existing working prototype, Socrobust, (that ECN, CNR and IAE have directly contributed to) developed a few years ago. Through a number of trial and errors documented in WP1 and a portfolio of sustainable energy cases gathered from all over Europe in WP2, we made clear what additional development is needed to come up with a satisfying and working methodology.*

*Secondly, the team is really gathering a large spectrum of complementary competences and experiences from a variety of countries. All partners are involved in the methodological development (academics specialised in innovative projects and urban change projects management, experts with a large experience of project implementations, specialists of participating processes and methods). This makes Create Acceptance a very rich and enjoyable experience. Not surprisingly, the development work is progressing well thanks to this very fruitful collaboration and the methodology is being used in a number of demonstration projects this year.”*

## **- Interesting topics for further research... -**

One of the features of doing research is that the answers found often raise new questions which would like to be answered too. This is also happening in the Create Acceptance project. Our research has raised new questions which we would like to spend some further research on. Examples of these are:

### **▪ What is the relation between individual projects and the development of emerging technologies?**

Individual projects, i.e., local experiments, are extremely important in the development of emerging technologies. Yet, not much is known about the different ways in which local projects contribute to the emergence of sustainable energy technologies. Obviously, they provide valuable real life experience of the operation of the technology in different contexts, and also serve to create awareness and competence locally. WP2 of Create Acceptance also identified a number of ways in which local experiences are generalised and diffused to other contexts, but we have not had the opportunity to make a full-blown study of the transfer mechanisms and pathways. In particular, local projects are important in social learning about how to use different technologies. There are obviously mechanisms of information exchange among users, but they are not equally well known as the transfer mechanisms among engineers and professionals.

### **▪ How should potential conflicts and oppositions be settled down?**

Within Create Acceptance we prevent potential conflicts to collapse by analysing and negotiating future visions and expectations of the project of different stakeholders. We assume that giving a voice, and compromising with relevant stakeholders will solve potential oppositions. But how much do we really know about the effectiveness of compromising and negotiating as a solution to oppositions? Is it the only possible way? Is it always the most efficient way? More knowledge on this area might be useful for the further development of the process of creating societal acceptance for emerging technologies.

We are happy to see that these and other questions are related to the topics in the 7<sup>th</sup> framework programme of the European Commission in the call of November 2007 on Social Sciences and Humanities. All our partners are therefore very much willing to contribute to project proposals for this call.

## **- Did you know that... -**

- ...cultural differences and therefore the need to take into account the local context of renewable energy projects, was shown in a stakeholder workshop of the Icelandic hydrogen demoproject. In stead of an integrated debate on energy, environment, CO<sub>2</sub> emissions and climate change (which exists in most western countries), the Icelandic stakeholders said that in their country



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energy-issues are dealt with separately from environmental or climate change issues.

- ...we are looking for people all over Europe to join the stakeholder workshops of the demo-projects of WP4 later this year in the Netherlands, Hungary, Iceland, Germany and Italy. If you are interested in our tool and want to contribute to our research, please send an Email to [coordinator@createacceptance.net](mailto:coordinator@createacceptance.net).

## - Column of the Coordinator -

ECN is coordinator of Create Acceptance. Ynke Feenstra is a member of the project-team there.

### *The context of our project*

Developments on the national and local contexts can influence projects extremely but are often not taken (seriously) into account by project managers. This is one of the starting points of Create Acceptance.

Now, let us have a look at the context of our project as well. Firstly our local context: During our latest project meetings the consortium of Create Acceptance has experienced renewable energy actively. Our meeting in March took place in the energy neutral building 'Sonnenschiff' of OEKO in Freiburg. The building is situated in the sustainable district Vaubon in this German green and sunny city in the Black Forest. During our latest meeting in Iceland we have enjoyed the natural heated swimming pools on this island which already uses renewable energy for 72% of the total energy demand. After long meeting days this was the perfect relaxing surrounding to come up with creative new ideas!

Secondly, also in the broader international context some other developments currently take place which show that Create Acceptance is performed at the right moment. In the past months the Intergovernmental Panel on Climate Change (IPCC) has published its reports on the impacts and mitigation of climate change. This scientific basis will probably be input for many new projects in which societal acceptance will play a relevant role. Also in the 7<sup>th</sup> framework programme of the European Commission is shown that Create Acceptance is in line with further research demands. In the call of last April societal behaviour was part of the energy topic. Also many topics in the call for Social Sciences and Humanities for November this year are related to Create Acceptance.

These developments on the local and international context of Create Acceptance make me realize that our work is more relevant than ever and motivates myself of course to keep on working enthusiastically on our tool to support project managers in creating successful new energy projects!



Ynke Feenstra

## - Create Acceptance at international conferences-

Apart from this newsletter and our website we are presenting and discussing the results of our research on several international conferences on the field of sustainable projects, renewable energy, transition and future management, the societal acceptance of innovative technologies, etc. Partners of Create Acceptance have contributed with papers and presentations to:

- Conference '[Innovation and Path Dependency](#)' in Zurich, Switzerland (April 2007)
- Expert meeting on [social acceptance of wind energy projects](#) in Lucerne, Switzerland (May 2007)
- Conference '[Sustainable Development of Energy, Water and Environment Systems](#)' in Dubrovnik, Croatia (June 2007)
- Seminar '[Negotiating the Future](#)' in Oslo, Norway (June 2007)
- Conference of the [European Roundtable of Sustainable Consumption and Production \(ERSCP\)](#), Basel Switzerland (June 2007)
- Training workshop of [CIPAST](#), Naples, Italy (June 2007)
- [International Energy Workshop](#) in Stanford, USA (June 2007)
- Conference of the European Sociological Association on [Conflict, Citizenship and Civil Society](#) in Glasgow, Scotland (September 2007)

If you want to meet us at one of these conferences, please contact the coordinator.

## **Colophon**

The Newsletter Create Acceptance is edited by the coordinator of Create Acceptance, ECN (Energy research Centre of the Netherlands).

You have received this newsletter because one of the partners of Create Acceptance indicated you as possibly interested. On [www.createacceptance.net](http://www.createacceptance.net) you can subscribe or unsubscribe to this newsletter.

For questions, suggestions or any other information about this newsletter or Create Acceptance, you can contact the coordinator ([coordinator@createacceptance.net](mailto:coordinator@createacceptance.net)).

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## - The partners of Create Acceptance -

