

Create Acceptance -Newsletter-

December 2007, third edition

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

- Where are we now? -

We are almost at the end of the Create Acceptance project. Work package 1, 2 and 3 are finished and work packages 4 and 5 are finalised these weeks. At this stage we can thus provide you with the (almost) final results of our project.



	2006												2007												08		
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 management summary and the complete report of WP1 are finished and published on www.createacceptance.net.

WP2: Historical and recent attitudes of stakeholders

During summer the last case studies are added to the report of WP2. In this report an analysis is made of 27 cases studies performed by the partners on renewable energy projects in Europe and South Africa. The cases are analyzed on several aspects, for example: critical issues and success factors for new energy technologies, factors pertaining to the national and local context, key problems and uncertainties, questions to be answered at the design phase and during implementation, etc. All the case studies, the management summary and the complete report of the analysis of WP2 are finished and published on www.createacceptance.net.

WP3: Developing a multi-stakeholder tool

Based on the results of WP1 and WP2 a new tool is developed in WP3 to support project managers of new energy projects to create more societal acceptance for their project. The tool consists of 6 steps. Each step consists of several tools which are performed by a consultant in close

cooperation with the project manager in the planning phase of the project. Read more on the new tool (which is called ESTEEM) in the next item in this newsletter.

Currently the tool manual is being transformed into a digital software version: a website on which all the steps and tools are explained and clear instructions and examples are given to let consultants and project managers perform the steps via the website and use the tool for their project. A first impression of the website (which will be online in February 2008), is given on page 3 of this newsletter

ESTEEM: A new tool, a new name!

We are happy to announce the official new name for the tool we have been developing within the Create Acceptance project:

ESTEEM (Engage stakeholders through a systematic toolbox to manage new energy projects).

ESTEEM consists of 6 steps. Several tools are used to perform each step. The steps are (see figure 1):

Step 1: Project Past & Present: together with 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 are visualized in text and images.

Step 3: Vision Confrontation: the consultant analyses the future visions of step 2 and points out potential conflicts and opportunities in the development of the project.

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

Step 5: Stakeholder workshop: the 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 for the project.

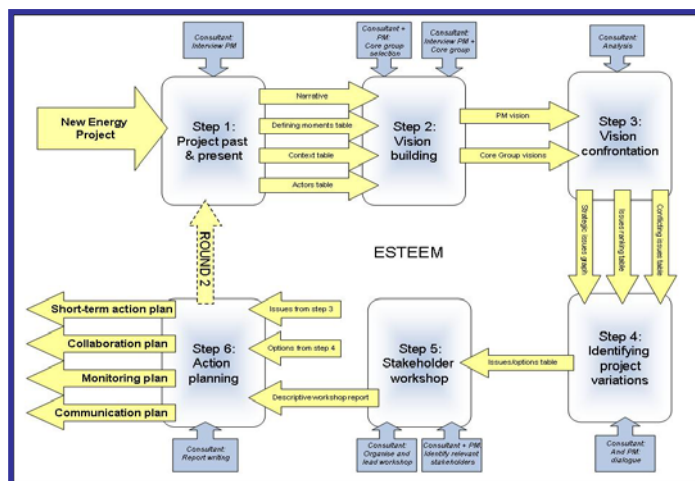


Figure 1: Visualization of the 6 steps of ESTEEM.

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WP4: 2007: Five demonstration projects:

Last months the ESTEEM tool is being tested and evaluated in five demonstration projects in Europe.

1. Bio-energy villages in Göttingen, 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 Vép, Hungary
5. A solar power plant near Priolo Gargallo, Italy

The first results of this evaluation within the Dutch project are described in the previous newsletter. The German, Hungarian and Italian projects are presented below. More information about the demonstration projects can be found on www.createacceptance.net.

Demo-project: Dissemination of bio-energy villages

The demo project is based on the existing bioenergy village Jühnde in Lower Saxony, Germany. Jühnde shows a shift of an entire village from conventional (fossil) energy to renewable biomass.



The advantages of bioenergy (reduction of emissions, regional societal welfare and security of energy supply) are reasons for project dissemination. Therefore, the county of Göttingen and the EU LEADER+ Program finance a follow-up process.

It aims at replicating the Jühnde case in more villages in Göttingen County. Groups of active villagers and an engaged communication process support this. Except the shift from fossil to renewable energy, one of the aims of the project idea is to support the local cultural heritage and to strengthen the community life and identity. This participatory approach sustains self-esteem and creates acceptance and credibility. Within eight villages, working groups are set up. They develop village-specific aspects, and compile data for feasibility studies for implementation of the project idea. Meanwhile, all villages found cooperatives as operating companies. Pre-contracts secure the further implementation of the bioenergy systems.

The ESTEEM toolbox was adjusted to the project to reflect the already high level of communication and participation. The process secured a high compatibility with local needs and the stakeholders, while local competence is established. The reflection of the overall local network structure and the involvement of key stakeholders were supported by the ESTEEM tool application. Still, conflicts around e.g. prices for biomass and nature protection existed. Targeted scenario building, intense discussions during workshops and a clear commitment of the project manager (and the County of Göttingen) favored the de-

velopment of local solutions which will be implemented in the next months.

Demo-project: Solar Thermal Archimede

In 2000, the Italian Government, granted a large contribution to the research agency Enea, for a research program on the development and production of electric power by solar thermal energy on an industrial scale.

The Archimede project is the outcome of this research. It is a solar plant formed by a series of parabolic mirrors with important innovations on the solar thermal accumulation and on the capability to reach high temperatures.



This project will be realized in collaboration with power company Enel. The solar thermal plant will be combined with an electric generating station of Enel located in the South of Italy (Priolo Gargallo). This integration of technologies is unique in the world. The new technology will increase the power of the existing combined loop plant in Priolo with 5 MW renewable energy.

This pilot project allows Enea to use scientific results into a commercial standard plant and to produce green energy at market prices, with an industrial national partner. The first production of energy is forecasted for the end 2009 or beginning 2010.

During the stakeholder workshop in the first week of December the large willingness was shown by Enea, Enel and other national and local stakeholders to discuss together the future of the Archimede project in relation to the local situation, future of solar energy in Italy and the Italian energy market in general.

Demo-project: wind park in Hungary

This demo project is a 20 turbine windpark to be realised near the town of Vép, Hungary. The first turbine is installed and operating with good results. For the realisation of the second phase (three more turbines) the permission of the Hungarian Energy Office is missing, because a 330 MW cap was imposed on wind capacities, which has been all allocated to other "earlier bird" developers.



The ESTEEM tool has been applied and during the stakeholder workshop of step 5 discussions between stakeholders on their various views, the barriers within this project and further wind developments started and solutions for the blocked situation were described. The participants represented various segments of society – other wind developers, renewable industry associations, ministries, local government, local citizens, energy regulator authority, system operator, Meteorological Office and NGOs. They formulated and presented proposals regard-

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ing the three most burning issues identified for the workshop: fulfilling what conditions, what project design and operational changes could facilitate the extension of the 330 MW limit, what energy policy forces and uncertainties lie behind the limitation of wind, and envisaged social acceptance issues in case the project would be executed. Most proposals were agreed upon by the majority of the participants.

A remarkable proposal was that wind turbines should be operated in a more flexible way, for example allow intervention of the system operator in low demand night hours or that wind operators combine forces with other plants (e.g. local biomass) and work together as an interface to the regulator.

The Vép project manager seemed to accept more adjustments (and consequently costs), and was more ready to compromise than other wind developers, for whom most of the proposals need further "digestion". The first steps of moving out from a deadlock situation have been made!

- Meet a work package leader -

The fourth work package of Create Acceptance is lead by the German institut OEKO. Bettina Brohmann tells about her experience:



"„We put it to the proof!“ Our task in five different demo projects, covering the far West of Europe to the hot south of Sicily, was to test the new ESTEEM tool. In our demos very different cultural practices, as well as different technological, political and economic conditions exist.

In Germany the national revision of the feed-in tariffs substantially influences the

biomass project and its strategy of dissemination. Furthermore, nature protection concerns were brought up for discussion, and rising world market prices for feedstock have a dramatic influence on the regional setting. In Italy the transfer and dissemination of a model project of solar-thermal power to a broader adaptation is discussed: is the industry interested in national application or in a global marketing strategy? In the Icelandic demo project, opportunities of international markets are of interest as well, concerning hydrogen development and acceptance by its citizens. The Dutch carbon capture and storage (CCS) project is a new approach to make use of a depleted gas field for climate protection, bridging global concerns and local (re-)development of a remote community. The wind power project in Hungary faces the national discussion on restrictions of size of wind energy development, the implications for the grid stability, but identifies also positive local impacts.

Thanks to ESTEEM, project managers and stakeholders put all the local, regional and global aspects on the table,

and jointly plan next steps and strategies. The tool contributed to a new level of understanding of the different stakeholder perspectives. In parallel, the ESTEEM tool was refined and streamlined through its application in the context of various actors and their expectations, and was made more applicable. Our conclusion out of the one-year experience: the tool is practical and cross-cultural as well as cross-technological – ESTEEM, go for it!"

- Did you know that... -

- ...the final meeting of Create Acceptance will take place in Brussels on 24th and 25th January 2008. Here the consortium will present all the final results to scientific officers of the European Commission.
- ...a special final edition of the newsletter will be published in February 2008 with a link to the new website of the ESTEEM tool and with information on the follow up of Create Acceptance and the future plans and projects of the consortium.
- ...this newsletter is read by more than 300 people over Europe.

- First impressions of the ESTEEM website -

After working on paper and demonstration projects, it is now time to transfer our knowledge into the final digital version of the tool ESTEEM: a freely assessable website with downloadable options to perform all the steps for your own new energy project. Below you find some first impressions of the website which will be online in February 2008. The website contains off course all the steps, examples but also information on the five demonstration projects, background information, the case studies of WP2, FAQ and a self test to check to what extend ESTEEM can help you to create acceptance for your project.



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- Column of the Coordinator -

ECN is coordinator of Create Acceptance. Rob Raven is a member of the project-team there.

To create or not to create – that's the question

Now that the CreateAcceptance project is moving towards its end it is interesting to see what we have accomplished. Looking back I am very happy to find lots of different outputs. The scientific work of our consortium in WP1 and WP2 has materialized in various papers, conference contributions and articles in referred journals, indicating an appreciation of our work in the scientific community. Our work in WP3 has resulted in a concrete digital tool and accompanying manual, both of which are about to be finalized and put online. WP4 on the other hand led to valuable experiences about the usability of this tool in practice. So the CreateAcceptance project has produced various sorts of knowledge, a tool and valuable experience, which is good.

But the proof of the pudding is in the eating and the million dollar question is whether or not the instrument has actually created acceptance. It is too early to answer this question, because all projects are still ongoing, but the project managers involved in WP4 have already expressed their appreciation for this tool. Still it needs to be seen whether or not the project managers are willing to fully accept and implement the recommendations following from their participation in CreateAcceptance. To quote one of our partners: "project managers need not only to involve their stakeholders, they also need to involve themselves."

Creating acceptance is about providing the right tools for creating an open space for negotiating expectations and mutual learning and I think this consortium has succeeded in doing so. The ultimate success of this project, however, will only be known the coming years when the projects that we have supported come into full operation, and when a more reflexive way of thinking about societal acceptance and acting accordingly becomes a standard way of managing any new energy project.



Rob Raven

- 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.

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. At 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).

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- The partners of Create Acceptance -

