

# Create Acceptance -Final Newsletter-

March 2008, fourth edition

Last month Create Acceptance has officially been finished. This fourth and final newsletter informs you about the main output of the project: the publicly and freely available online ESTEEM tool.

## ESTEEM: What is it?

ESTEEM is the final outcome of the CreateAcceptance project. It stands for:

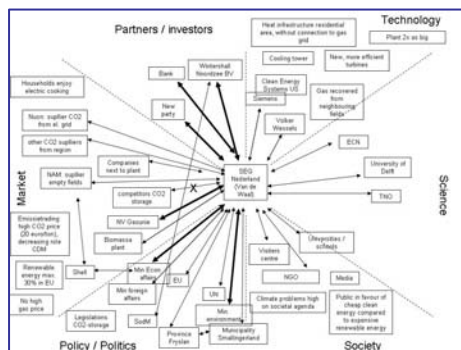
**ESTEEM** (Engage stakeholders through a systematic toolbox to manage new energy projects).

ESTEEM is a practical toolbox consisting of six steps and 16 instruments to subsequently measure, analyse and facilitate societal acceptance of new energy projects. It organises a dialogue between the project manager of a new energy project, the project stakeholders and a consultant.

ESTEEM has the form of a website. It provides the structure and a detailed manual for designing and performing the dialogue step by step. All the necessary instruments are available online in a digital format and inspiring examples and storylines accompany each step. This includes experiences with ESTEEM in five demonstration projects and an analysis of 27 new energy cases in Europe and South Africa.

## ESTEEM: Who is it for?

The tool mainly targets project managers involved in developing and implementing new energy projects. This includes managers of projects such as wind turbine parks, bioenergy plants, solar technology projects, energy saving projects and carbon capture and sequestration projects. ESTEEM provides them with a new and innovative way to identify and deal with (potential) problems related to societal acceptance. The ESTEEM tool structures the communication process between project manager and stakeholders to ensure that this communication meets basic requirements to enhance social acceptance and continues with the production of a list of strategies to deal with identified problems or grasp opportunities. Using ESTEEM can be the first step towards new and fruitful collaborations towards social acceptance of the project under consideration!

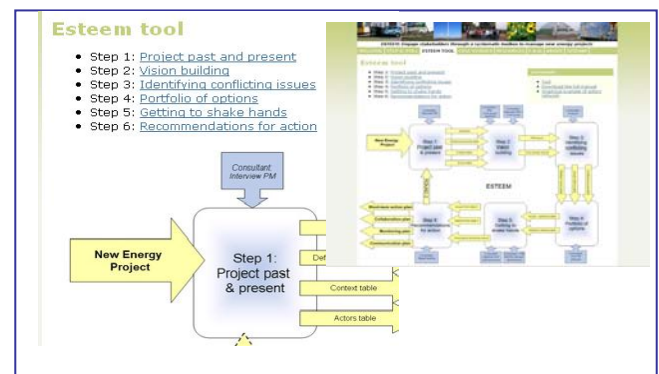


An example of a social network map as produced in ESTEEM

ESTEEM is also of interest to consultants engaging in project advise or stakeholders of new energy projects that aim at becoming more involved in the project.

## ESTEEM: a quick look at the website

Opening the ESTEEM website will first give you a short introduction to the tool and some background information. You can then continue to determine if ESTEEM has added value to the project in question by means of a poll. The actual use of the tool starts in the ESTEEM tool tab.



Overview of the ESTEEM tool tab on the website.

The website will guide the ESTEEM user through six subsequent steps:

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

**Step 2: Vision Building:** the consultant visualizes the future vision of the project manager and visions of selected stakeholders in text and images through a set of semi-structured meetings.

**Step 3: Vision Confrontation:** the consultant uses several tools to analyse the future visions of step 2 and points out potential conflicts and opportunities in the development of the project. Results are debated with the project manager.

**Step 4: Portfolio of options:** the consultant and project manager together identify possible project variations to prevent conflicts and create opportunities.

**Step 5: Getting to shake hands:** Stakeholders are invited to a workshop to discuss, add to and change possible project variations to prevent future conflicts.

**Step 6: Action planning:** the consultant identifies and discusses specific actions to be taken to facilitate societal acceptance for the project

Create Acceptance was sponsored by the European Commission under the Sixth Framework Programme [contract no: 518351]. For more information visit:

<http://www.ESTEEM-tool.eu>

<http://www.createacceptance.net>