

# Create Acceptance -Newsletter-

December 2006, first edition

This is the first 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 **R**enewable **E**nergy **A**ceptance and **T**ools for the development of communication strategies to promotE **A**CCCEPTANCE among key actor groups.

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

### *Aim*

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 social acceptance of such technologies.

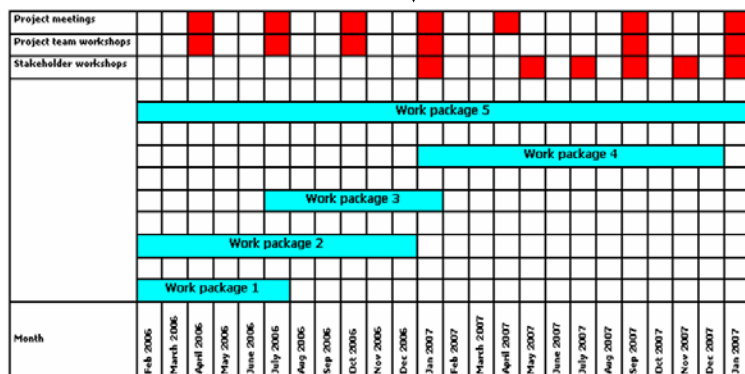
### *Background*

The current understanding of social processes affecting the (non-)acceptance of renewable energy technologies is limited. Project managers often assume that stakeholders will adopt and adapt to their innovation. In practice, however, stakeholders such as users, NGOs or local public authorities might have different (and possibly conflicting) perspectives about the innovation and the future world in which the innovation should fit. If these are neglected the project might face severe societal resistance in the implementation phase.

### *Partners*

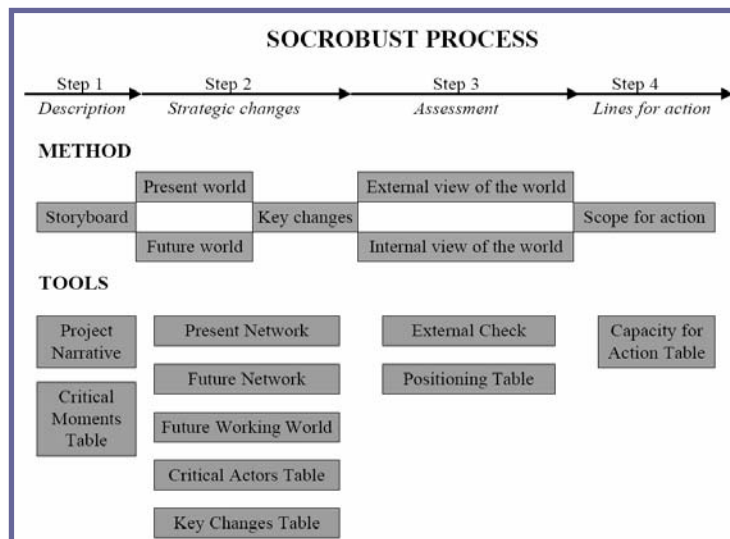
All [project partners](#) are highly qualified European member states research institutes with backgrounds in energy and/or social studies of science and technology. Recently the South African Energy Research Centre has joined the consortium to integrate their research into the project. ECN (Energy research Centre of the Netherlands) is coordinator of the project. The four other work packages (WP) are led by one of the other partners.

## - Where are we now? -



## *WP1: Evaluation of the Socrobust Tool*

Create Acceptance has started with an evaluation of the existing Socrobust tool. During spring 2006 the partners indicated the missing knowledge on theoretical concepts and missing tools of mechanisms behind attitude forming and societal acceptance. The management summary of the deliverable of WP1, lead by CNR, will be available soon on [www.createacceptance.net](http://www.createacceptance.net).



## *WP2: Case Studies all over Europe*

During the summer of 2006 all partners of Create Acceptance have been writing case studies on past and ongoing projects concerning (renewable) energy in their region. Different technologies were analysed: solar, wind, biomass, hydrogen, CO<sub>2</sub> capture and storage (CCS) and energy conservation. The focus in the cases was on the social acceptance of the projects. Questions like “was the project successful” and “what efforts were made to achieve societal acceptance”, are answered. For example founding a cooperation with inhabitants for the local biomass plant increased the unity of the village and promoted acceptance of the technology.

During a project meeting in Barcelona in October 2006, the 22 case studies have been analyzed by the partners and indicators for success for each technology were developed (for example having a champion as an example for others to promote energy conservation). Also country specific indicators were identified (for example the local negotiation culture). This analysis of the case studies is input for the following work packages. Currently the conclusions of WP2 are written down in a report. The management summary of this report will be available soon on [www.createacceptance.net](http://www.createacceptance.net).

## *WP3: Creating the Create Tool*

In October 2006, the third work package of Create Acceptance has started under the leadership of l’Institute d’Administration des Entreprises in Toulouse (France).

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Aim of this work package is to create a multi-stakeholder tool that contributes to the societal acceptance of projects of RES and RUE technologies. With the experiences of the first two work packages in our minds, each partner now designs a specific step of the new tool. The Create tool will be applied and tested in demonstration projects in 2007 (WP4).

## **WP4: 2007: Time to Try**

Five demonstration projects have been selected to test and demonstrate the new Create tool:

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

The first results of this try-out of the new tool will be described in the next newsletter.

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

The second work package of Create Acceptance is lead by the Finnish National Consumer Research Centre (NCRC). Eva Heiskanen tells about her experience:



*“Our work in WP2 has focused on learning from previous experiences – successful and failed – in renewable energy and energy efficiency projects. We have worked on projects ranging from housing insulation improvement to pilot plants applying carbon capture and storage, in terms of technologies examined, and from Hammerfest in the*

*North to Barcelona and Umbria in the South, in geographical terms. So, project partners have contributed a colorful set of case studies, and analysed them using a consistent framework, thanks to the brilliant work by project partners at SURF.*

*Another interesting thing to realize has been the extent of the management challenges we managed to uncover. Usually, case studies on ‘good things’ (like renewable energy project) focus on motivating others to follow by providing success stories. I fully agree with this approach. But I think we can also learn from ‘unlucky’ aspects of projects. It is astonishing how much one can learn from the mistakes of others, and in that sense the work on WP2 has really been an eye-opener. Namely, in retrospect and when written down in a systematic manner, the problems seem rather obvious. Anyone with management experience knows, however, how difficult it is to focus one’s attention on the right things at the right*

*time – especially when you are in the middle of fast-moving events. Hopefully, the new multi-stakeholder tool that we are developing in Create Acceptance will help in making project managers’ tasks easier, and help them to manage in a more socially responsible manner.”*

## **- Column of the Coordinator -**

ECN is coordinator of Create Acceptance. Ruth Mourik is leader of the project-team there.

### ***Innovation in all kind of ways***

Together with some colleagues at the Energy research Center of the Netherlands (ECN) I felt it was time to start a radical (social science) innovation of our own. The consortium Create Acceptance with nine European institutes and universities was established. Our aim was to continue early attempts to translate 20 years of Science Technology and Society studies on the interaction between innovations and their future stakeholders into a tool beyond the exploratory method Socrobust.



The consortium in itself is an innovation too. First it consists of social science institutes and universities working together with technological innovators and developers, what is called (but still not yet widely applied) gamma-beta cooperation. Secondly, the majority of scientists working on the project are women, a rarity. But most importantly, what makes this project a rather radical innovation is that it uses and creates sound theoretical social science knowledge to develop a tool. The tool will be used by practitioners dealing with the implementation of (radically) innovative renewable energy and rational energy use technologies. This aim is rather innovative, since intervention in society by (means of) social scientists is a highly debated (and not yet highly praised) issue in social science research. We will keep you informed about our efforts!

*Ruth Mourik*

## **- Presuppositions on Social Acceptance -**



### **Is it true that...**

**Involvement always leads to more societal acceptance?**

YES and NO, the involvement of stakeholders does not necessarily result in more and better societal acceptance. The Dutch case study performed in WP2 of Create Acceptance about the CRUST project is an example.

The goal of CRUST was to realize underground CO<sub>2</sub> storage facilities in such a way that CO<sub>2</sub> can be recovered

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and used in the future, e.g. for greenhouses. There was a lack of knowledge on the views of various stakeholders such as NGOs and the general public regarding CO<sub>2</sub> storage. A multi-stakeholder process was initiated to learn about their views: a committee with representatives of all stakeholders was established to discuss carbon storage. The participation of stakeholders did result in increased insight in the various views, but not necessarily in more societal acceptance. NGOs still had their concerns and scientists were still emphasising promising futures together with uncertainties. The case also shows that wider, ongoing processes can have an effect on societal acceptance, for example the increasing international attention for research on and demonstration of carbon capture and storage also legitimized further research on the technology in the Netherlands.

However the chance of societal acceptance does increase with involvement of stakeholders. Especially when there is room for altering the technologies to meet user requirements attitudes towards specific projects and technologies in general often become more positive.

## - Did you know? -

### **70 % of...**

- ...the total energy demand in Iceland today is produced with renewable energy.
- ...the world deposits of oil shale (organic material in rocks) are in Estonia. After heating this organic material, called kerogen, it can be converted into a substance similar to petroleum.



- ...of the inhabitants of Jühnde (a small village in Lower Saxony in Germany) are members of the cooperative company that owns the biomass grid of the village.

## - Other interesting projects -

**HyWays** is an integrated project, co-funded by research institutes, industry and the European Commission (EC) under the Sixth Framework Program. HyWays will combine technology databases and socio-/techno-/economic analysis to evaluate selected stakeholder scenarios for future sustainable hydrogen energy systems. This will lead to recommendations for a European Hydrogen Energy Roadmap reflecting country specific realities in the participating member states. Main characteristic of this Roadmap is that it reflects real life conditions by taking into account not only technological but also institutional, geographic and socio-economic barriers and opportunities as representative for the different member states.

(More information at <http://www.hyways.de>)

The project **DG-GRID** aims to improve the interface between distributed generation and the electricity supply system to promote the deployment of renewable energy sources (RES) and combined heat and power (CHP) through the development of regulatory guidelines. This includes both improving coordination between RES/CHP and the network operator (DSO - Distribution System Operator) within the existing framework and implementing new network and regulatory structures in the medium-term. Current electricity network regulation often does not consider regulatory mechanisms to ensure effective participation of RES and CHP in liberalised electricity markets. This could become a serious barrier for the deployment of RES and CHP and complicate the achievement of European and national sustainability targets.

(More information at <http://www.dg-grid.org>)

The project **ProSus** (Program for Research and Documentation for a Sustainable Society) was established in 1996 by The Research Council of Norway. The principal goal is to produce knowledge for the realisation of a sustainable society. This is done by:

Monitoring Norway's follow-up of the Rio Declaration, Agenda 21 and the guidelines of the UN Commission on Sustainable Development (CSD).

Strategic research and documentation for a sustainable society at the local, national and global levels.

Information on research directed towards sustainable development.

(more information at [www.sum.uio.no/prosus](http://www.sum.uio.no/prosus))

## **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)).

Create Acceptance is sponsored by the European Commission under the Sixth Framework Programme [contract no: 518351].

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## - The partners of Create Acceptance -

