

**SIXTH FRAMEWORK PROGRAMME
PRIORITY**

FP6-2004-Energy-3, SUSTDEV-1.2.8

**CreAte
Acceptance**



Proposal/Contract no.: 518351

Project acronym: CREATE ACCEPTANCE

Project full title: Cultural Influences on *Renewable Energy Acceptance* and *Tools* for the development of communication strategies to promote ACCEPTANCE among key actor groups

SPECIFIC TARGETED RESEARCH OR INNOVATION PROJECT

FP6-2004-Energy-3, SUSTDEV-1.2.8

**Deliverable 1
Manual on the Socrobust tool
and recent experiences with using
Socrobust**

Due date of deliverable: month 2-March 2006

Actual submission date: month 2-March 2006

Start date of project: 1st February 2006
months

Duration: 24

Organisation name of lead contractor for this deliverable: CNR/CERIS

Revision [final draft]

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)

Dissemination Level

Executive summary D1 Manual on Socrobust and recent experiences with using the Socrobust tool

Introducing the project Create Acceptance

This summary provides results of research that has been conducted as part of the EU-funded project Create Acceptance. Create Acceptance is supported by the European Commission under its Sixth Framework Programme (Project no. 518351). This report describes the results of the activities carried out for the first work package "WP1", which was coordinated by CNR/CERIS-Italy. The objective of WP1 was to explore the potential of an already existing methodology developed in the project Socrobust, supported by the European Commission under its Fifth Framework Programme. Create Acceptance is coordinated by ECN (the Netherlands), and involves research institutes in Italy (CNR/CERIS), Finland (NCRC), Spain (EcoInstitut), Germany (OEKO), United Kingdom (SURF), France (IAE), Iceland (INE), Hungary (MAKK) and Poland (IEO). More details about the Create Acceptance project can be found at <http://www.createacceptance.net>

Often, successful adoption and diffusion of innovations is assumed to be merely an issue of securing the techno-economic dimension. In practice, many technological projects such as wind turbines or biomass plants are facing severe resistance from various stakeholders. Aligning the views of these stakeholders and finding an agreed common view on the innovation lies at the heart of good management practices for successful technology development. Successfully diffusing innovations relies on creating the societal acceptance of the technology.

The project Create Acceptance contributes to facilitating the implementation of new and emerging sustainable energy technologies by assessing optimal conditions for the implementation of these new technologies in terms of socio-economic aspects, consumer preferences and citizen needs. The objectives of this project are to increase the competitiveness RES (Renewable Energy Sources) and RUE (Rational Use of Energy) technologies by developing a tool that can measure, promote and improve social acceptance of these technologies.

Introduction of Work Package 1

The first Work Package (WP1) assessed the already developed Socrobust tool platform for its suitability to measure, promote and improve social acceptance of innovations in general by mapping its potential to contribute to societal embedding of RES and RUE technologies and by means of identification of its limitations to assess the social acceptance of RES and RUE.

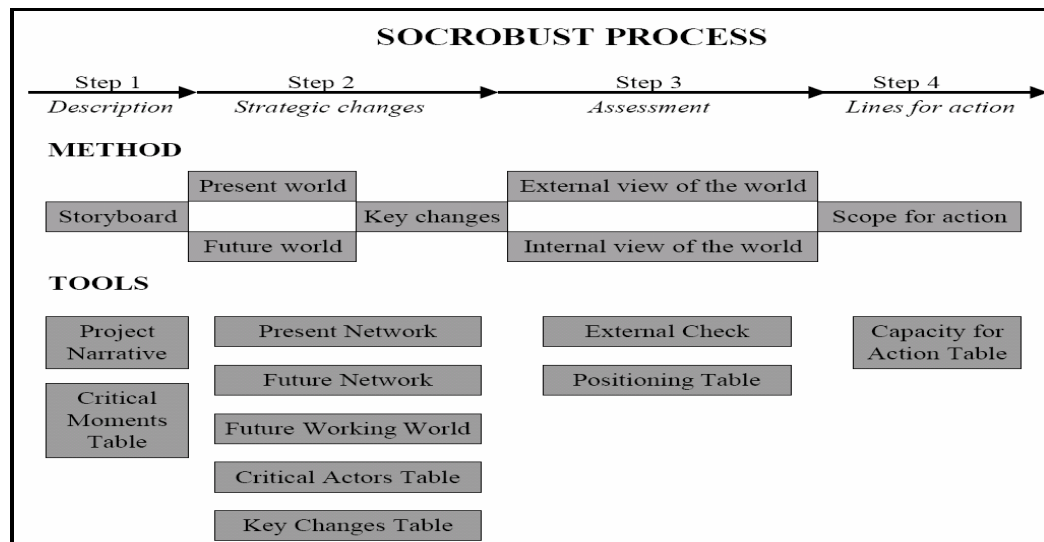
WP1 was divided into two tasks. The first task was to familiarise the consortium with the original Socrobust tool, and familiarise the consortium with experiences ECN built up while using the tool. Output of this task are a manual on the original tool, including a theoretical section to position the methodology amongst other approaches and a report on ECN experiences. The second task aimed to take the Socrobust tool as a starting point, critically review it for its use, and selectively choose which aspects need further research and implementation. A special focus was put on integrating mechanisms that influence public perception and acceptance such as trust, knowledge, capacity and capability. On the basis of the research conclusions were drawn on how to further modify the Socrobust tool. Output of this second task is a report consisting of an overview of gaps in the Socrobust tool with respect to mechanisms underlying social accep-

tance and a proposal on how to integrate this missing information in the existing Socrobust tool platform in WP3.

In the next sections the results of the first task of WP1 and recommendations following this task, are discussed in more detail.

Results Taks 1.1 Getting familiar with Socrobust

This first task entailed familiarising the consortium with the original Socrobust tool. The project Socrobust incorporated twenty years of Science and Technology Studies literature into a reflexive method for anticipating future stakeholders reactions to innovation by making explicit the innovator’s assumptions build into the design of an innovation. The method needed to be flexible to adapt to a variety of situation and be useful for managers. A standard (consultancy) process was developed, composed by a tool-kit and a protocol for interaction with managers. The Socrobust tool consists of four steps with each different tools (see overview in figure below).



In the first step the innovation journey of the project under investigation is described via a story, the *Narrative* and by means of a *Critical Moments table*, which comprises the key moments that modified the path of the project.

In the second step the context of the project is described. The present network of the project is made visible in an extended *Techno Economic Network (TEN) map* and the relevant stakeholders are further characterised in the *Key Actors table*. The *Future Working World* is a description of the future network, based on the TEN map. Since many projects can still envisage different developments in the future, it is possible to envisage more than one future world. After comparing the present TEN and the TEN inscribed in the future, a *Key Changes Table* is composed to understand in what direction the project is going. Finally the *Boundary Map* identifies three types of actors and circumstances which help to define what the project manager has realised, what he/she should have to do and what is difficult to reach.

The third step assesses the societal robustness of the project (the level to which the projects future networks actually fit with trends and expectations of external stakeholders and developments) by means of an *External Check* based on desk and internet research. Secondly a *Positioning Table* is composed in which the key changes of the ideal project world (future network) are re-examined in relation to a wider context.

The fourth step concerns the consultant activity of identifying space for action (Action Table) and drawing the Recommendations Box. The action plans (Action Table and Recommendation Box) do not comprise well defined plans of actions for implementing critical situations, but contains more general definitions of action.

ECN applied Socrobust to innovations developed by several of its units. These experiences were used in the second task of WP1 to determine Socrobust's usability for the purpose of Create Acceptance: developing a multi-stakeholder methodology.

Recommendations Task 1.1

Overall recommendation is that the original tool is very useful as a starting point to develop a tool that can measure, promote and improve social acceptance of innovative RES and RUE technologies. The original developers of Socrobust already recommend the following improvements to the original Socrobust methodology after the first line of testing the methodology:

1. With respect to all steps the developers recommend to attempt to make the instruments generic and not case specific
2. All steps should be made less time consuming
3. The key actor table should be made more descriptive, also focusing on reasons for (lack of) alignment between stakeholders, and identifying all stakeholder attitudes, the factors influencing these attitudes, and identifying the factors necessary to change the attitudes
4. The power relations between actors should be analysed
5. The fourth step should be developed into a more action oriented instrument. Not only the type of action should be identified, but it should also be identified how to undertake these actions. The possibilities for explicit mediation processes (through skill formation, communication, collaboration, an intermediary organization role) or competitive dis-alignment should be analysed.
6. The action table should also discriminate between stakeholders: which actor should undertake what action, and what can be the role of the innovator in steering or motivating these actions.

After a second line of testing the Socrobust methodology by ECN, the following adaptations to the original Socrobust methodology were recommended:

1. Involve multiple key stakeholders instead of the single key stakeholder the original tool takes into account, and have all these stakeholders draw a present and a future TEN network.
2. Both innovator and stakeholders could be asked to also draw intermediate TENs which describe the paths towards each of the desired future worlds. An analysis of the interrelatedness, competition and cooperation between these intermediate paths can help to find out the more robust alternatives.
3. Broaden the present en future network by working with seven dimensions instead of the four poles of producers, consumers, science and regulation. Use the following dimensions: law and regulation; social; cultural; economic/market; institutional; infrastructural; technological.
4. Broaden the methodology of the external check such that it not only uses a literature and internet check, but also assesses the 'shades of robustness' of the project by comparing its present network and future network with those 'desired' by the key stakeholders.
5. Make the action table more explicit with timing, priorities and level of actions for different actors at macro, meso and micro level.

Conclusions

The original Socrobust is a method of assessment based on one stakeholder in the relevant position of managing an innovation project. It was aimed at reflection and learning and less aimed at action and implementation. The WP1 report is an introduction to the original Socrobust toolkit and a critical review of its suitability to measure, promote and support social acceptance of innovative RES and RUE technologies. In general it can be stated that the existing steps and most of the instruments of the original Socrobust toolkit can be maintained, but that additions and small alterations need to be

made if the tool is to function as a tool that assists multiple relevant stakeholders simultaneously instead of only the direct developers or innovators. In addition, the Socrobust instruments need additions and alterations to function as a toolkit that can measure societal robustness and create a platform to involve relevant stakeholders in the process of developing a socially robust product. The above briefly discussed results and recommendations are the starting point for the consortium's efforts in WP3, where Socrobust will be developed into a new toolkit and methodology for Create Acceptance.