

**SIXTH FRAMEWORK PROGRAMME
PRIORITY**

FP6-2004-Energy-3, SUSTDEV-1.2.8

**CreAte
Acceptance**



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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

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Deliverable 2
An overview of gaps in the Socrobust tool and proposals on how to integrate this missing information in WP3

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Executive summary D2 An overview of gaps in the Socrobust tool and proposals on how to integrate this missing information in Wp3

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 acceptance 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 second task of WP1 and recommendations following this task, are discussed in more detail.

Results tasks 1.2 - From Socrobust towards the Create Acceptance tool.

In this second task the limits of the original Socrobust methodology have been identified on the basis of the competences and experiences of partners of the Acceptance projects.

First general decisions had to be made concerning the aim and intended results of the Create Acceptance tool, the intended users of the new tool, the fields of application (kind of innovation; phase of innovation) of the tool and the intended usability of the tool after this project has ended (stand alone or need for consultants). After these decisions were made each partner identified other limits of the original tool which were translated in specific questions and recommendations for development of the new tool.

The identified limits of the original tool dealt with the lack of attention for the classification of demo projects; regime analysis; dynamics of innovation practice; market and industry analysis; stakeholder involvement; stakeholder identification; stakeholder representation and stakeholder selection; actors taxonomy; power relations between actors; stakeholder motivation; risk communication and trust issues; the role of intermediary organizations; use of descriptive and normative scenarios; need for multi-stakeholder present and future networks and pathways.

The proposed recommendations will be further developed in WP3 of Create Acceptance.

Recommendations task 1.2

First a bullet wise overview of seven recommendations dealing with the aim, users, usability and field of application of the new tool is given below. Then recommendations to close gaps in the original Socrobust methodology are specified.

- The aim of Create Acceptance should be to create an instrument that helps an innovative project (in terms of new market or new technology) to assess and enhance its potential to successfully make the step from demonstration to market by facilitating creation of new market-technology networks and facilitating learning processes within this network.
- The targeted user is the demonstration project (including all involved partners at the starting point)
- Innovations of various types and stages can be targeted.
- Both single technology and small scale projects and multi-technology and large scale projects can be assisted
- The tool should be flexible enough to accommodate differences in national and regional contexts (geographical contexts, institutional, socio-cultural and economic factors may differ).
- It is necessary to broaden the understanding of the potential future developments (descriptive scenarios), taking into account a large number of dimension (such as cultural, environmental and so on), but also to provide a more comprehensive set of normative scenarios and of the potential conflicts among them.
- The tool should be designed in a user friendly way as to assure the understanding of its principles by the users themselves, without involving an external consultant. Lack of presence of a consultant cannot be a hindrance to use the tool. The new version of the tool, therefore, should provide a list of questions which would help perform the societal robustness assessment as a stand alone application. A simplification of the language, a reduction of the concepts and references, a glossary of commonly defined terms should characterise the final version of the toolkit that will be used for the test activity in WP4

Instrument specific recommendations

- The present and future networks instruments should be altered to comprise of more than users, producers, science/technology and regulation. All aspects relevant, i.e. technological, economics, cultural (fashion, user preferences and needs), infrastructural (production i.e.), institutional, context (local and regional specific), environment need to be included.
- The present and future networks instruments should be extended to include the drafting of present and future networks by all relevant stakeholders, not only the innovator.
- The present and future networks instruments should further be altered to differentiate between reference, descriptive, and normative scenarios and make conflicting normative scenarios explicit and find ways to deal with these conflicts.
- The external check instrument should be altered to also identify the broader context of the project.
 - Including an analysis of stakeholders, their representativity, centrality, alignment, power.
 - Including a regime analysis checklist for identifying possible windows of opportunities and possible barriers.
 - Including a database and checklist to identifies local/regional/national key indicators for acceptance.
 - including a technology competition analysis
 - including a market/industry analysis
- The action table and recommendation box instruments could be altered to include recommendations for all relevant actors involved.
- An instrument should be added that identifies the available different perspectives concerning the technology under analysis and confronts the project manager with them in a face-to-face interaction in a non-adversarial situation.
- An instrument should be added that facilitates monitoring of the public image of the technology under analysis.
- Face to face interaction between all relevant stakeholders should be organized to ensure stakeholder involvement and public participation. It is important to ensure that stakeholder involvement is not merely a ‘one-off exercise’, but part of an ongoing network-building process.

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 WPI 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.