



Programme “Public Acceptance in Energy”

Day	Time	Content
Day 1	<i>Public acceptance at the initial stage of project development</i>	
	09.00 – 09.15	Welcome and introduction to the course
	09.15 – 09.45	Introduction to public acceptance <ul style="list-style-type: none"> - Conceptualization - Stating the problem - Discussing goals of the program
	09.45 – 11.30	Characteristics of energy projects and their effects on public acceptance <ul style="list-style-type: none"> - Push and pull measures - High – and low-costs behaviour - Effects of costs and benefits of energy projects on acceptance of different societal groups
	11.30 – 11.45	Break
	11.45 – 12.30	How are energy projects introduced to consumers? <ul style="list-style-type: none"> - Effects of different communication strategies
	12.30 -13.30	Lunch
	13.30 – 15.00	Public acceptance in project initiation phase: the legal framework <ul style="list-style-type: none"> - Stakeholder engagement and the related legal aspects, permit acquisition
	15.00 – 15.15	Break
	15.15 – 18.30	Organizational strategies for public acceptance <ul style="list-style-type: none"> - Bridging the gap between strategic goals and day-to-day operations - Experiences from Waddengas and Barendrecht CCS projects - Bringing knowledge into practice
	18.30 -	Dinner
Day 2	<i>Reaching the public: Individual characteristics and underlying motivations</i>	
	09.00 -11.15	Demographic and psychological factors <ul style="list-style-type: none"> - Effects of various factors on public acceptance and possibilities for intervention - ‘Selective mind’: people see what they want to see
	11.15 – 11.30	Break
	11.30 – 12.30	Privacy concerns <ul style="list-style-type: none"> - Privacy concerns as an important factor shaping public acceptance of modern energy technologies
	12.30 – 13.30	Lunch
	13.30 – 15.00	Identification of project stakeholders <ul style="list-style-type: none"> - Interests, capacities and relations - Public acceptance from a project investor’s perspective
	15.00 – 15.15	Break
	15.15 – 17.00	Implementation of Social Impact Assessment <ul style="list-style-type: none"> - SIA as a tool for managing social aspects of planned interventions
	17.00 – 18.30	Applying lessons learnt <ul style="list-style-type: none"> - Getting to know your client (incl. banking perspective) - Interactive discussion
	18.30 -	Dinner

Day 3	Implementation stage: Stakeholder involvement and compensation mechanisms	
	09.00 -10.45	Public involvement and trust in stakeholders <ul style="list-style-type: none"> - Examples from energy projects across Europe - Public engagement in decision making processes
	10.45 – 11.00	Break
	11.00 – 12.30	Learning through evaluation of energy policies and projects <ul style="list-style-type: none"> - Practical perspective and experiences from the industry - Pre- and post-measurements, measurement tools, communicating results to the public
	12.30 – 13.30	Lunch
	13.30 – 15.00	Publicity and public acceptance <ul style="list-style-type: none"> - Public affairs (how to communicate your project to the press) - Experiences from Germany and the Netherlands
	15.00 – 15.15	Break
	15.15 – 16.30	Compensation mechanisms <ul style="list-style-type: none"> - How do companies bring the knowledge of ‘compensation mechanisms’ into practice; what are the challenges? - Experiences from Germany and the Netherlands - Interactive debate
	16.30– 17.00	Concluding session - evaluation
	17.00	Certificate ceremony & drinks

This programme was designed within the framework of the EDIaal program

EDIAAL is an Energy Delta Institute programme that aims to gather, edit and make available independent knowledge on the role of gas in the transition to a low carbon economy. The main purpose of the project is to enhance the economic position of the northern provinces of the Netherlands and their positioning as the “Energy Valley.” Within the framework of EDIAAL, EDI sets up accessible training programmes, conferences and network meetings and makes relevant information on energy available to public and private market parties in the northern part of the Netherlands.

The EDIaal project is partly made possible by a subsidy granted by The Northern Netherlands Provinces (SNN). EDIaal is co-financed by the European Union, European Fund for Regional Development, The Ministry of Economic Affairs, Agriculture and Innovation and Peaks in the Delta.

