



university of
 groningen



Royal
 HaskoningDHV

JOINT EXCELLENCE PROGRAMME

PUBLIC ACCEPTANCE: FROM THEORY TO PRACTICE



Founding partners



Associated partners



EDI'S JOINT EXCELLENCE PROGRAMMES

In our joint excellence programmes, we collaborate with internationally recognized knowledge institutes to guarantee a high-quality product. In this particular programme we work with the University of Groningen and the leading engineering consultancy company Royal HaskoningDHV in order to reach an optimal course-content balance between the latest knowledge from academia and practical experience from the industry. This joint excellence makes this Public Acceptance programme, and EDI in general, unique.



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Why the public acceptance course?

Public acceptance is of crucial importance for a successful implementation of energy projects. If not supported by the public, energy projects can be delayed or completely cancelled and trust in stakeholders lost. Especially in the European liberalized energy market, at a time in which consumers are starting to get more involved in energy production, distribution, and supply, public acceptance requires increased attention and better understanding.

The purpose of this course is to familiarize practitioners in the energy sector with the processes and driving mechanisms behind public acceptance and to provide them with tools for incorporating this knowledge when planning, initiating and implementing energy projects. In the course, public acceptance will be analysed as

a product of interaction between the characteristics of energy projects, consumers, and stakeholders. The course integrates state of the art scientific knowledge and practical experience from the industry in order to ensure a comprehensive and accurate insight into the topic.

This 3 day course helps energy professionals to:

- become familiar with the concept of public acceptance and its implications on the energy sector;
- acquire knowledge of the factors influencing public acceptance;
- develop skills in analysing and understanding public acceptance at all stages of programme development and implementation, and integrate relevant knowledge in planning and decision making processes;

- gain a broad overview of previous experiences and best practices with regard to public acceptance and engagement, enriched with insights from academic and practical perspectives;
- gain a better understanding of the positions of various stakeholders involved in energy-related projects and services (regulators, consumers, energy producers) and be able to link that to public acceptance and engagement.

Your profile

You are a professional working in utility and/or the energy industry, a governmental institution, a private energy company or a building and/or construction company or work as a policy maker or consultant. You have an academic background, several years of work experience and a working knowledge of English. Previous knowledge of the subject is not required.

The Programme Structure

The design of this 3-day course enables participants to address the dynamics of public acceptance at all stages of energy project development, from project initiation (day 1) to implementation (day 3). Particular attention in the course is given to understanding psychological factors and the underlying motivations of individuals (day 2) which play

a vital role in attitude formation and, eventually, acceptance and decision making processes. Understanding the psychological factors and processes that affect how people think and react in a particular situation is the first step in meeting the 'public acceptance challenge' of the energy industry.

During the morning sessions, the latest scientific findings in the relevant fields will be introduced and discussed, whereas later sessions will be dedicated to practical examples and experience-based knowledge from the industry. We will explicitly link insights from science and practice. Short and dynamic exercises will be integrated in the course to better illustrate course materials and to help practitioners develop skills in using the acquired knowledge.

Educational partners

The key lecturer is Prof. dr. E.M. (Linda) Steg, professor in environmental psychology of the University of Groningen. In this course, she will collaborate with lecturers and moderators from several academic establishments, such as the University of Groningen, Utrecht University and the Dutch Institute for Energy Innovation (ECN), as well as from the industry – NV. Nederlandse Gasunie, TAQA, Royal HaskoningDHV, the European Bank of Reconstruction and Development, Tennet, and others.

Certification

Upon completion of the course, participants will receive a certificate from the Energy Delta Institute.

The programme in detail

Day 1.

Public acceptance at the initial stage of project development

- Introduction to public acceptance
- Effects of characteristics of energy projects, their costs and benefits on acceptance of different societal groups
- How are energy projects introduced to consumers? Effects of different communication strategies
- Lunch

- Public acceptance in the project initiation phase: the legal framework
- Organizational strategies: bridging the gap between strategic goals and day-to-day operations
- Public acceptance in the project initiation phase: experiences from industry based on various case studies
- Bringing knowledge into practice: policy analysis at the project initiation phase
- Dinner

Day 2.

Reaching the public: Individual characteristics and underlying motivations

- Demographic and psychological factors
- 'Selective mind': people see what they want to see
- Privacy concerns as an important factor shaping public acceptance of modern energy technologies
- Lunch
- Identification of project stakeholders: interests, capacities and relationships

- Social Impact Assessment as a tool for managing the social aspects of planned interventions
- Public acceptance from a project investor's perspective
- Applying lessons learned: getting to know your client
- Dinner

Day 3.

Implementation stage: Stakeholder engagement and compensation mechanisms

- Public engagement and trust in stakeholders: examples from energy projects across Europe
- Public engagement in decision making processes to increase acceptance
- Learning through evaluation of energy policies and projects: theoretical and practical perspectives

- Lunch
- Publicity and public acceptance: experiences from Germany and the Netherlands
- How do companies bring the knowledge of 'compensation mechanisms' into practice; what are the challenges?
- Integrative approaches to public acceptance at the project execution stage: experiences from Germany and the Netherlands
- Learning from your peers: the new underground Noord-Zuid line in Amsterdam
- Conclusion, course evaluation, certificates

Sharing the Energy of Knowledge.

FOR MORE INFORMATION ABOUT DATES AND LOCATION,
PLEASE VISIT OUR WEBSITE WWW.ENERGYDELTA.NL .

About Energy Delta Institute

Energy Delta Institute (EDI) is an international energy business school, with a primary focus on natural gas. EDI was founded in 2002 by NV. Nederlandse Gasunie, GasTerra BV, OAO Gazprom and the University of Groningen, later joined by Shell, Essent, Dong Energy, EBN, Eneco, Taqa, A.Hak and Tebodin. The energy community has come to appreciate EDI both as a platform of knowledge exchange between partners and participants alike. The changing energy world is forcing energy companies to innovate in order to stay competitive. In addition, the energy sector is confronting the possibility of a growing shortage of qualified personnel in the coming decades. The sector has only one choice: to invest in knowledge.

EDI's main objective is to contribute to the professional development of current and future energy managers. EDI develops and organizes training programmes and network events with a focus on the economic, management, legal and geopolitical aspects of the energy business.



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ENERGY BUSINESS SCHOOL

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