BEST GRID

testing better practices

Public acceptance for grid development – Online toolkit for stakeholder dialogue

Session 1 – Keynote

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Mandated by the EC (DG Energy), Roland Berger has developed a multi-stakeholder communication toolkit for power grid projects

Project background and approach

The Toolkit

Mandated by the EC (DG Energy), Roland Berger has developed a web-based, publicly accessible **"Toolkit" for communication and stakeholder dialogue** in the context of power grid development projects. The project was governed by a multi-stakeholder Steering Committee (TSOs, NGOs, Power Producers etc.)

The Users

Intended users of the Toolkit are **TSOs and other project drivers as well as other stakeholders** (e.g. NGOs, policy makers, local stakeholders) that can use the toolkit to approach TSOs, play a constructive part in the process and participate in a multi-stakeholder dialogue

The Development

Based on desk research, workshops and numerous interviews with stakeholders across the European Union the **toolkit elements have been developed and stored in a state-of-the art database** that will be available via an open-access web interface

Source: Roland Berger

In its final form, the toolkit provides over 50 inter-linked profiles of communication elements in the context of a grid project

Stakeholder

> TSOs
> European institutions
> Nat'l/Re. policy makers
> Environmental NGOs
> Regulators
> Permitting authorities
> Power producers
> Industrial consumers
> Private consumers
> Adjacent communities
> Local elected officials
> Land owners
> Local citizens' initiatives
> Experts/Academia
> Media

Stages

> Determination of need
> Project preparation
> Spatial planning
> Permitting
> Construction
> Operation

Contents

> Project location
> Project timetable
> Technical details
> Compensation measures
> Information on project developers

Channels

> Public space events
> Town hall meeting
> Roundtable
> World Café
> Closed-door meeting
> Citizens helpline
> Project information office
> Doorstep visits
> Field visit
> Project website
> Social media
> Mediation

Formats

> Brochure/Flyer/Leaflet/ Fact sheet
> Presentation
> Exhibition
> Infographics

Examples

> 50Hertz
> EirGrid
> REE
> TenneT

User guides

> TSOs
> Local stakeholders
> Environmental NGOs
> Policy makers

Messages

Storyline and framework for messaging in grid development projects

> WHO?
> WHY?
> WHAT?
> WHERE?

Source: Roland Berger

The toolkit will be publicly accessible via a user-friendly website hosted by the EC – Launch planned in June 2014

Toolkit impressions

Source: Roland Berger

The toolkit profiles different channels and formats for stakeholder dialogue – Early-stage town hall meeting as concrete example

Concept of town hall meeting at project-preparation stage

Event objectives

- **Inform** stakeholders about the project and current state of planning
- **Respond** to questions and engage in dialogue
- **Collect** specific input from stakeholders
- **Position** TSO as a direct point of contact
- **Enable** stakeholders to participate in upcoming consultation

Agenda

- Separate **press conference**
- **Plenary session** with presentations and Q&A
- Small-group break-out **workshops**
- **Closing session** and informal get-together

Success factors (selection)

- **Low-key formats** should complement large-audience settings
- **Messages** focusing on a project's need should be **project-specific**
- Messages gain argumentative strength with **multi-stakeholder backing**
- **Language** of "technical" stakeholders needs to be made less technical

Source: Roland Berger, TSO

For different stakeholders of a grid project, the toolkit brings distinct and customised benefits – User guides facilitate application

Stakeholder-specific benefits of the toolkit

TSOs

> Extensive overview of communication elements
> Comprehensive framework for messaging
> Specific practice examples with contacts

NGOs

> Specific opportunities for cooperation with TSO
> Occasions for contributing unique expertise
> Benchmark for messaging and storytelling

What's in it for YOU ?

Policy makers

> Clarification of role during implementation
> Options for concrete involvement
> Important occasions to become involved

Local communities

> Overview of formats for stakeholder dialogue
> Source of inspiration for more consultation
> Hints for constructive involvement/participation

Source: Roland Berger

Your contacts

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Source: Roland Berger

It's character that creates impact !

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