Task 7.4
Public engagement

EU partners: SSSA, CRES, CNR, UNITO, TNO, with a strong cooperation of Mexican partners

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TASK 7.4 – PARTNERS

CNR – National Research Council

SSSA – Sant'Anna School of Advanced Studies

CRES – Centre for Renewable Energy Sources

TNO – Netherlands Organisation for Applied Scientific Research
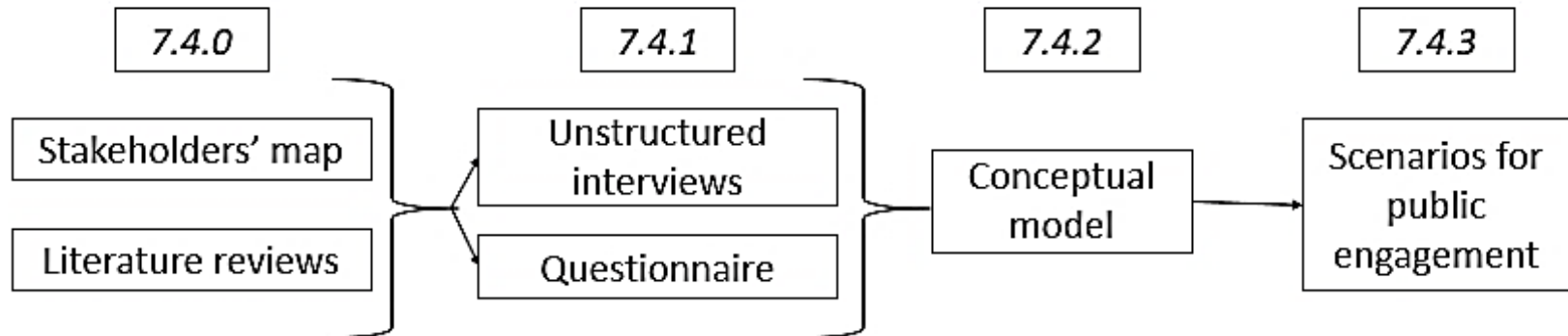
UNITO – University of Torino

Main goal

Development of a **conceptual model** for implementing a **public engagement strategy** aimed at supporting and improving the local acceptance of geothermal energy facilities.

Overall Task 7.4 structure

Phases

7.4.0 Preliminary studies. Stakeholders' map and literature reviews to build the theoretical background of the report, according to different perspectives

- <u>Private perspective</u> (enterprises, project developers, etc.)
- <u>Society perspective</u> (local communities, citizens, etc.)
- <u>Public administration perspective</u> (local govern, regional authorities, etc.)

7.4.1 Methods of analysis. Unstructured interviews, questionnaire survey and desk research will be used for gathering information in order to build the conceptual model. **Strong support from Mexican partners in gathering data**.

7.4.2 Conceptual model. <u>The model considers all perspectives</u>, forming linkages across actors involved. The model will be used to guide the strategy for the consultation process for public engagement.

7.4.3 Scenarios building. The model will allow the scenarios for public engagement strategy adapted to particular technical development.

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Field trip in Mexico in April 2018 to **gather context-related information**. **Unstructured interviews** were performed with

- **CFE employees** and **former employee**;
- **Local public authorities**;
- **Local communities**

A great cooperation and a wonderful time!

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Perspective of analysis

The perspectives of the <u>all the actors involved in the engagement process</u>
- Society (communities, citizens at large)
- Public authorities
- Private actors

Actor	Resources	Objectives
Society (local communities, citizens)	Knowledge, relational	Maximise benefit and minimize negative impact Respect of culture, values and practice
Public Authorities	Power, rules, relational	Local development, avoiding conflicts, political consent
Private actors (enterprises, designers...)	Financial, technical, knowledge	Implement the project Minimize opposition Benefit customers

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Private actors

| ENGAGEMENT STRATEGIES				
	Transactional strategy	**Transitional strategy**	**Transformational strategy**	**Integrational strategy**
Definition	Minimal level of relations, based on a "giving-back" approach One-direction communication flows Companies are reactive and do not perceive community relations as strategic	Relations in which the community can express complaints and expectations regarding companies' practices Two-way asymmetric communication (more firms-to-community than vice versa)	General understanding between parties Focus on common issues and on building social capital Two-way symmetric communication	Merge of aspects from the three strategies, _embracing flexibility_ towards community engagement
Practices (e.g.)	Providing information to community (e.g. focus group, phamplets) Development of the employees' competencies	Survey and focus groups understand community's complaints and needs Corporate community committees	Round table Working groups Joint initiatives	Survey, and public meetings Partnerships Joint initiatives
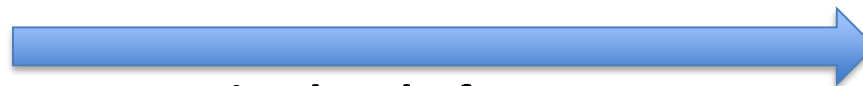
Growing level of engagement

Society at large and communities

Social Impact Assessment (Sia)

It is the "systematic analysis, in advance, of the likely impacts a proposed action will have on the life of individuals and communities" (Burdge, 1999)

Screening	Community Profiling	Scoping	Assessing Impacts	Monitoring	Developing Alternatives	Mitigation	Management and Evaluation	Participatory Process
Review of the main features of the project and expected	Description of the main economic, social and cultural aspects of the community involved	Identification of the social domains likely to be affected	Foreseeing who will be affected, how and when	Definition of methods, techniques and processes for the ongoing evaluation of the impacts	Finding different options and/or refinements that may vary from the first projects	Defining the best way to address any relevant negative effect	Putting in place the right organizational and methodological tools for an effective measurement of the effects	Beyond the mere information and consultation, the actual involvement of the expected targets, e.g. community

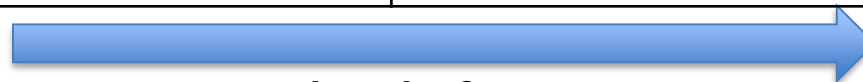**Growing level of engagement**

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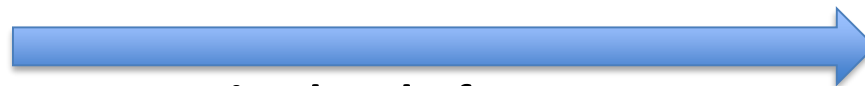
Public authorities

Decision making processes

Public administration can play different to allow citizens to take part directly in the formulation and implementation of policies and projects
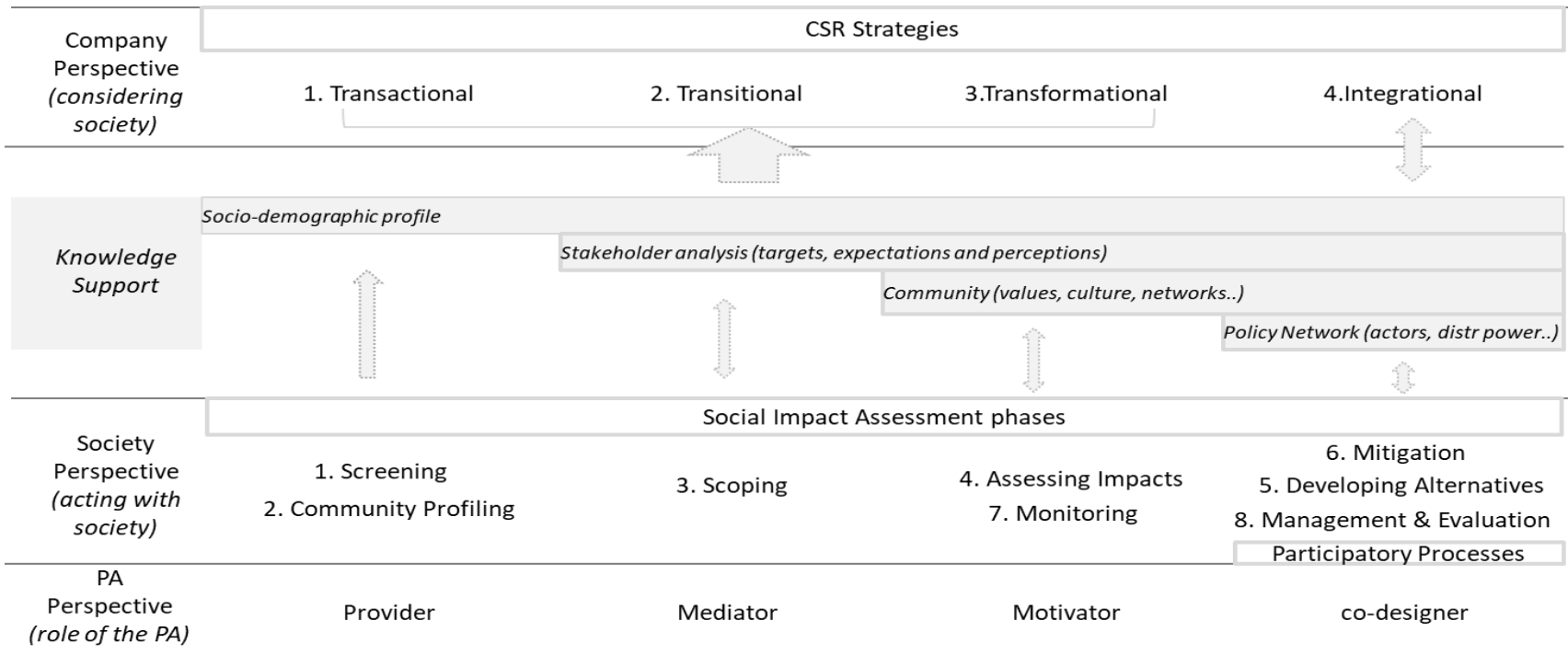
Provider	Mediator	Motivator	Co-designer
Basic legal obligation	*Deliberative process* (focus on reaching consensus through discussion, debate and information)	*Participatory process* (focus on empowering citizens to take action)	*Co-participant*
E.g. The role of public authorities is to provide information and support, such as in the definition of the boundaries of the communities to be investigated	E.g. The role of the PA is important in identifying the stakeholders and, more generally, in facilitating the engagement of the public by providing legitimate channel of communication and legitimacy to the entire process.	E.g. The role of public authorities is to facilitate the process by providing (virtual and organizational) arenas where the diverse actors could meet and challenge companies with the discussion as well as the active participation of the public.	E.g. The public authorities play the relevant role of being a crucial co-designer, since it is part of the policy network itself and at the same time it provides the institutional environment where the process takes place.

Growing level of engagement

Conceptual model

Company Perspective *(considering society)*	**CSR Strategies**			
	1. Transactional	2. Transitional	3.Transformational	4.Integrational

Knowledge Support	*Socio-demographic profile*			
		Stakeholder analysis (targets, expectations and perceptions)		
			Community (values, culture, networks..)	
				Policy Network (actors, distr power..)

Society Perspective *(acting with society)*	**Social Impact Assessment phases**			
	1. Screening	3. Scoping	4. Assessing Impacts	6. Mitigation
	2. Community Profiling		7. Monitoring	5. Developing Alternatives
				8. Management & Evaluation
				Participatory Processes

PA Perspective *(role of the PA)*	Provider	Mediator	Motivator	co-designer

LEVEL OF PUBLIC ENGAGEMENT

information	communication	collaboration	participation

LOW → HIGH

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Level of engagement

Information

- <u>Provision of information</u> to the public about the project's details and potential impacts

Communication

- Exchange of information and knowledge
- <u>Asymmetric bi-directional flows</u> → the community contribute to the definition of the impacts and the company takes charge of it

Collaboration

- <u>Symmetric bi-directional flows</u> → the community contribute to the definition of the impacts and together with the company provides refinements to the project

Participation

- <u>Co-design of the project</u>, both in the first stage of the conception of the project and/or in the subsequent revisions and refinements

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Thank you for your attention!

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