

Getting to Grips with Social License:

1. What are the advantages of proactively creating a social license for bioenergy? What are the disadvantages?

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| <ul style="list-style-type: none"> - Creates a voice - Community Ownership - Gives community ability to understand appropriate type of bioenergy, which gives clarity for providers - Builds strength of community - Could replace dirty energy - Pre-empts problems before they happen (proactive not reactive method) - Builds community engagement - Gain political support - Less likely for antagonism - Saves money - Enables project advocates/developers - Community becomes a resource - Opportunities for industry growth (forestry/plantation, jobs) - Proven to work at a local level | <ul style="list-style-type: none"> - Could open Pandora's box - Could take longer in the beginning (time delays) - Could raise knockout issue - Could stir up naysayers - Could get the community excited, leading to high expectations with possible disappointment - Costs more - Might need different skills in region - Possible green washing - False sense of security - People come and go, which could waste time and money - Paralysis from over-democratization - Prevent growth in other renewable energy technologies - Prevent generator participation |
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2. What information is most key for people and organizations to be able to assess their support for bioenergy? What about bioenergy that isn't yet well understood?

- Impacts (benefits/risks)
- Code of practice
- Type of feedstock
- Transparency
- Benefits to biodiversity (safeguards against biodiversity loss)
- Triple Bottom Line
- Working examples, their impacts, and what is happening overseas
- Definition of bioenergy -> establish a language/vocabulary
- Knowing where our energy comes from presently
- Potential jobs
- Understand value chain
- What the technology is (Input - Process - Output)
- Does this pose competition for other fuel sources
- Types of bioenergy
- Impact on air pollution
- Why bioenergy?
- Capacity to generate
- Cost-benefit analysis

3. How would we know whether we had achieved a social license for bioenergy? What would it look and feel like? How could we measure and assess it?

How would we know?	What would it look and feel like?	How would we measure it?
<ul style="list-style-type: none"> • Positive press • Political and local support • Community investment • Active, ongoing support • Increased industry interest • No lobbying groups "anti..." • Reduced energy costs • Use of bioenergy • Sharing of experience 	<ul style="list-style-type: none"> • No protests/complaints • Positive press • Ongoing, positive community meetings • No yellow signs • Trust, respect, shared understanding, excitement • Community slogans, bumper stickers, etc. • Piggy back on CSG movement • School tours/field days • Opportunities for face to face communication 	<ul style="list-style-type: none"> • Street survey of residents • Positive press • Consult local knowledge • Lower unemployment rates • Reduced waste • Increased GDP • Reduced energy costs • Number of people involved • Information flow from both sides

How to Create a Social License for Bioenergy:

1. What are the most effective methods and tools we could use to create a social license for bioenergy in this region?

- ◇ Seek opinions
- ◇ Two-way, unbiased, unpoliticised, factual education
- ◇ Have common ground/partnership
- ◇ Community meetings/forums
- ◇ Surveys and studies
- ◇ Use existing community, industry, government networks
- ◇ Use existing examples
- ◇ Social media
- ◇ Schools/TAFE/Universities networks
- ◇ Compare other forms of energy
- ◇ Point out social, economic, environmental benefits
- ◇ Identify trigger points/words
- ◇ Show that bioenergy = renewable energy, and there are different types of bioenergy
- ◇ Advertising on waste/feedstock, slogans on trucks and bins
- ◇ Don't try to "buy"; be genuine
- ◇ Field days of Condong and Broadwater cogeneration plants
- ◇ Demonstrations, regular celebrations and festivals
- ◇ Stalls at farmers markets
- ◇ Newsletters
- ◇ Organisations benefiting farmers - Local Land Services (LLS)
- ◇ Clear definition of bioenergy and a standard vocabulary
- ◇ Audit of inputs and outputs
- ◇ Talk about by-products
- ◇ Link bioenergy to successful programs that have garnered public support (e.g. water restrictions in SA)

2. *Who are the key people and players to be involved? Consider key stakeholders and the wider community at large? Which place are communities most important to involve?*

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| <ul style="list-style-type: none"> • Environmental Protection Agency • Environmental Defenders Office • Scientists • Environmental businesses • Investors • Generators • Tertiary institutions • Social media • State forests | <ul style="list-style-type: none"> • Large users • Secondary agrimarket • Councils • Local environmental groups • Landowners/ residents • Growers • Community institutions • Distributors • Media/Newspapers • Service and sports clubs | <ul style="list-style-type: none"> • Community • Peak land care group • Local business • NSW Parks • Education (schools, Universities, TAFE) • State government • Retailers • Proponents • Beta test sight • Technology providers |
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3. *What are the most important first steps to take?*
Each block represents a different group.

Talk, Trust (accurate information, differentiate different systems), Think (research overseas, plan social license, sell the benefits), Identify lowhanging fruit and potential negative responses

Inform, engage community, appoint project managers, business plan, identify positive/negative aspects of project and inform openly, research

Inform community of process, appropriate timeframes, bring people together

Know technology as it applies to the region, feasibility study of each feedstock, compare bioenergy to renewable energy, see current levels of SL, educate from ground up, public meetings with targeted demographics, coherent narrative, publicize good news, equip advocates with narratives and educational materials, convince residents to own it

Know the project well, clearly identify who your community is, tailor education to fit community, demonstrate local examples that work, start small pilot vs. large scale (depending on your audience)

Feasibility assessment, strategy, have a knowledge base to draw on, governance - decision making

Publicize successful small projects, campaign for the use of individual feedstock and market as "going to waste" because waste is bad.