



BioBase4SME TRAINING

Developing dialogue with your stakeholders

Applying social acceptance tools to avoid barriers in biobased projects

Date: 5 and 6 February 2018
Location: Regional council of Hauts de France in Lille,
 151 Avenue du Président Hoover, 59555 Lille, France

Many companies implementing emerging technologies encounter at some stage barriers or objections from consumers or local stakeholders. It is important to be aware that the stakeholders affected by a new product or process go way beyond the SME's customer base.

Involving stakeholders in a series of activities to establish relationships is essential, and will lead to an SME being able to form a strong and well-communicated company mission statement and clear long-term vision. **"Social acceptance"** is the result of this involvement process, stakeholders and project leaders decide together on a number of conditions which must be fulfilled so that a project is seamlessly integrated in its natural and human environment.

HOW YOU WILL BENEFIT

- Training free of charge
- Application of training content to real situations and case studies
- Tools to create relationships with stakeholders beyond your usual client base
- Tools to develop and communicate a mission statement and a clear long-term vision
- Possibility to apply for further financial support through a BioBase4SME innovation voucher

WHAT YOU WILL LEARN

- How to recognise potential social-acceptance issues before they become problematic
- How to identify the likelihood and impact of social acceptance issues
- How to identify passionate and/or powerful stakeholders and turn them into powerful allies early on

SOCIAL ACCEPTANCE ISSUES

- E.G. Objection to:
- A new factory or a new process line or pipeline
 - The vehicles that supply the facility
 - Imported feedstock used to produce "green" products
 - New in-house technology by the SME staff members

TARGET AUDIENCE

- CEOs of SMEs working with biobased products or processes
- Support organisations working with SMEs in the biobased economy ('Training the Trainers').

BioBase4SME is operated and/or co-financed by:

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PROGRAMME

- **5-6 February 2018, Lille (FR):**

Day 1 | **Speaker Axelle Larroumet (Hoblik)**

What is social acceptance? What are the tools for involving stakeholders?

- What is Social Acceptance? How is it useful?
- How can I identify the likelihood of barriers from stakeholders?
- How can I recognise the impact of potential issues before they become problematic?
- How can I identify passionate and/or powerful stakeholders and turn them into powerful allies early on?
- Exploring Social Acceptance Tools to encourage various actors and stakeholders to share major common points to move forward.
- Develop and communicate a mission statement and a clear long-term vision

Day 2 | **Speaker Pascal Dagron (AC3A)**

Applying the tools in practice

- **Session 1 (plenary)**
Application of the tools to concrete cases:
 - Encouraging stakeholder involvement
- **Session 2 (in groups)**
Application of the tools to the specific context of each participant:
 - Building your stakeholder strategy,
 - Applying anticipation techniques (AVEC® methodology)

- **Possibility for in-depth follow-up support** through a BioBase4SME innovation voucher for social acceptance in 2018.
- **2018/2019 (optional).** SMEs can share their experiences with the Social Acceptance tools and continue networking at future BioBase4SME events

Join our training event to understand how **barriers or objections from consumers or local stakeholders** could affect your bioeconomy business and learn strategies to minimise their impact.

(This training is **free of charge** and will be held in English.)

Registration through this online form:

https://docs.google.com/forms/d/e/1FAIpQLSfCbNL69pS8kB3BK_ChdsMyrdfLUUuM_sY4BsZwYFWSMt9Lw/viewform

Once your request to attend has been accepted, you will receive an email confirming your participation.