



**Impact of RES development on Social acceptability and  
change of behavior at international level.**

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# Objectives

- To create a tool to assess and identify at international level efficient mechanisms influencing the change of behavior and social acceptability levels based on RETs development
- To identify public perception risks in developed and developing countries
- To assess the social impact in particular with jobs creation over the entire life cycle of RETs products
- To draw clear communication and dissemination plans

# Methodology

How?

By establishing criteria/indicators taking into account the direct and indirect employment impact of RES development and more specifically of solar technologies

By determining the various critical mass steps in terms of “employees” to achieve various levels of social acceptability

Correlation between:

- market growth ↔ employment ↔ social acceptance

Approach:

- ➔ *Quantitative*: direct and indirect jobs creation as impact of RES development (more specifically of solar energy).
- ➔ *Qualitative*: to assess how the change of behavior can influence the scientific and technical needs in the future, so education

# Work programme

1. Identification of social acceptability criteria/indicators
2. Identification of change of behavior criteria/indicators
3. Creation of the model linking Social acceptability, change of behavior taking into account RES market growth and employment (direct and indirect)
4. Identification of the future needs for education
5. Correlation between 1 and 3 (quantitative)
6. Correlation between 2 and 4 (qualitative)



Consortium: In Collaboration with RES associations (Industry and research)

Approximate budget: 1 Million €