

Factors influencing social acceptability



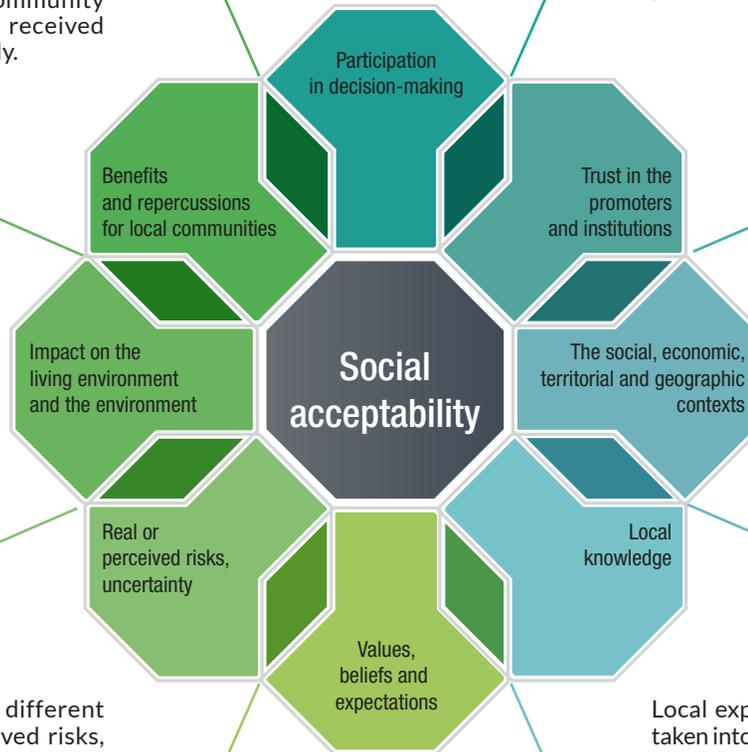
It is important to let people know about the positive and negative economic impacts over the short and long term. Projects that ensure a fair sharing of advantages and disadvantages, and that help structure the community concerned, are often received more favourably.

Local actors want to have an opportunity to take part in the decision-making process for projects that may affect their quality of life or living environment.

The social acceptability of a project can be compromised if the general public does not trust the promoter or the decision-making authorities.

The promoters of projects to develop natural resources or public land try to establish winning conditions that will ensure that their project is well received by the community concerned. For this reason, they could gain by taking into account the factors that influence social acceptability when planning, fine-tuning and implementing their project.

The project's direct, indirect and cumulative impacts, as well as the mitigation and compensation measures proposed by the promoter, will also influence its social acceptability.



The collection of information on various background topics, including the cultural, demographic, historical and governance context, leads to a more detailed understanding of the community targeted by the project and a better assessment of the issues that may emerge.

Understanding and taking into account the factors that influence social acceptability when designing a project is a matter of financial and social risk management. This helps ensure a strong relationship with the community.

Each player will have a different assessment of the perceived risks, actual risks and uncertainties. It is to the promoter's advantage to be as transparent as possible about the risks generated by the project.

Social acceptability depends on the public's perception of what the site will become once the project is implemented. This perception is influenced, in particular, by the community's values, beliefs and expectations.

Local expertise and knowledge, if taken into account in the promoter's work, can improve the project and help the community take ownership of it.

You can discuss social acceptability with project managers working at the MERN's regional offices.

1-844-282-8277

droit.terre.publique@mern.gouv.qc.ca

quebec.ca/acceptabilite-sociale

Source: MERN, adapté de Yelle (2013) et Stankey and Shindler (2006)