

The stakeholder future visions: Example from the Jühnde project

Developing visions and ideas for the future was the intention of a stakeholder workshop in Göttingen. The workshop was divided into three phases:

- (1) Introduction and impulse statement by consultant
- (2) Preparation of two working groups
- (3) Working groups

Within the working groups the moderator collected questions. Afterwards the group started a vision building process introduced by a storyline (PM vision) to develop new dimensions of the future. To confront the stakeholders with the PM Vision, Oeko-Institute elaborated two different storylines representing the context of the two stakeholder groups “farmers” and “customers”. At the end of the workshop, the participants of the working groups evaluated analytical dimensions (poles) by assigning indicators of relevance through scoring. The results focused on the “customers” and the “farmers” present and future visions which are outlined in the following two tables.

Table 1: Customers Group Vision

Analytical Dimension	Present Vision	Future Vision
Livelihood and Work (Socio-cultural pole, economic pole)	added value for the region; SME	Increasing living standard, commercial parks, new firms
Energy Supply (techno-scientific pole, economic pole)	world market prices development for wheat etc. secure access to biomass supply	bioenergy prices independent from oil price financial and technical support
Social/Culture (socio-cultural pole)	Local companies, cooperatives	positive development through social cohesion + cooperation, new infrastructure (grid)
Economy/Agriculture (economic pole, political regulation pole, environmental pole)	common support for farmers, cooperation of operators	farmers as regional suppliers, more involvement of the farmers

The stakeholder synthesis writing: Jühnde case example

The socio-cultural and economic poles were combined into the analytical dimension “livelihood and work”. The working group considered „added value for the region”, especially for small and medium sized enterprises, as relevant parts of their vision.

In the long term, they aim for a higher standard of living and an increasing number of commercial parks and firms. The techno-scientific pole and parts of the economic pole define the “energy supply” dimension. In the short term, rising world-market prices for wheat etc. have high importance for the stakeholders, and the group wishes to de-couple bioenergy prices from oil prices. The socio-cultural dimension of the vision is expressed in the thoughts on local companies’ positive developments through social cohesion and cooperation, which would require to built up respective infrastructures in the region. The dimension “Economy/Agriculture” refers to the economic, political, regulation, and environmental poles.

The present vision includes support for farmers and cooperation of operators. More involvement of the farmers in regional bioenergy processes is a future vision of the working group.

For the farmers group, the present vision within the “livelihood and work” dimension concerns small and medium-scale farming and subsidies for energy crops.

In the long term, the group wish cooperation of farmers and financial relief for supplying RES. The dimension “energy supply” includes the future vision of energy storage and energy efficiency measures together with the mix of RES.

The social/cultural dimension is reflected in the ongoing “rural exodus”, at least in the short and medium-term. In the longer term, regional development of public transport and an innovative infrastructure are important future aspects. Considering the economy/agriculture pole, the working group considered agro-biodiversity (multiple crops and cropping schemes) as important in the medium- and longer term, and called for an economic acknowledgement of addressing nature protection concern. Another future aspect is based on employment effects through the supply of RES.

The stakeholder vision titles : Jühnde example

“Leben und Landwirtschaft in der Region 2020”

The stakeholder social networks: SMARTH example

After working some time on preparation for a second stakeholder workshop a sociogram for a new future vision with a combined network to organise development for alternative fuels within the Icelandic context was proposed. These were compiled with interviews.

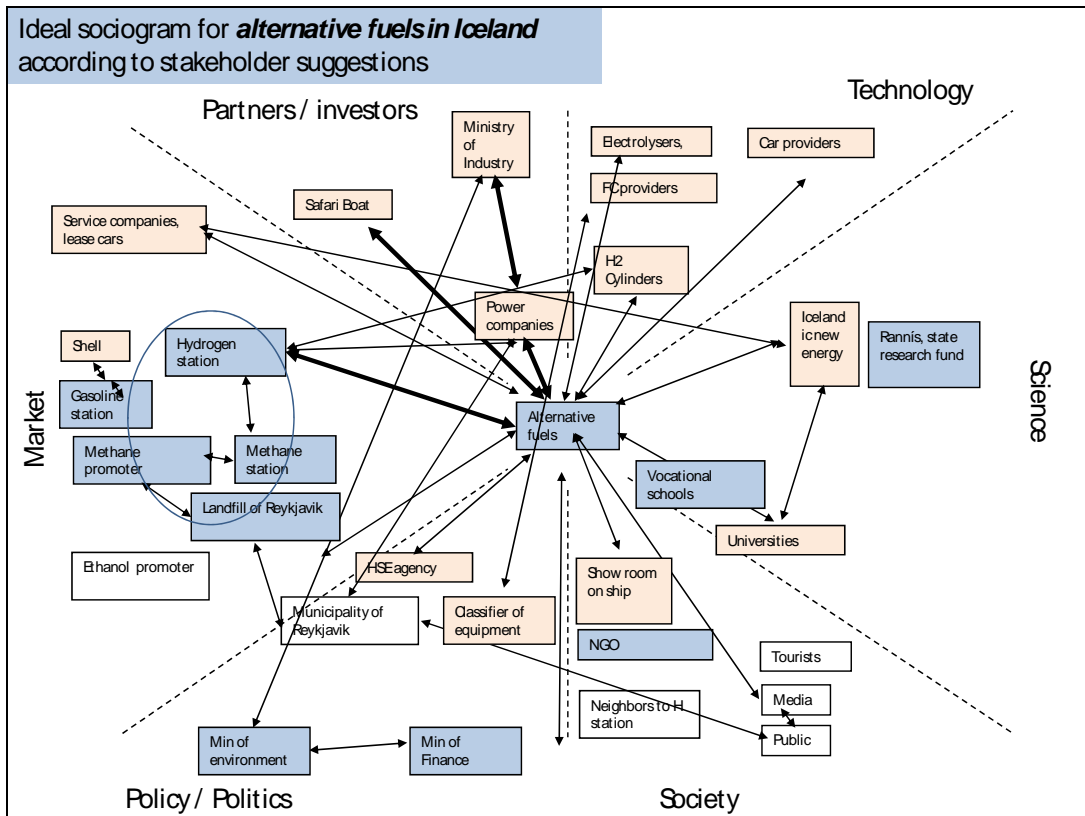


Figure 1 Suggested future network to approach a shift to alternative fuels