

Run4Life

Social acceptance of innovative technologies

EcoSTP 2021 conference
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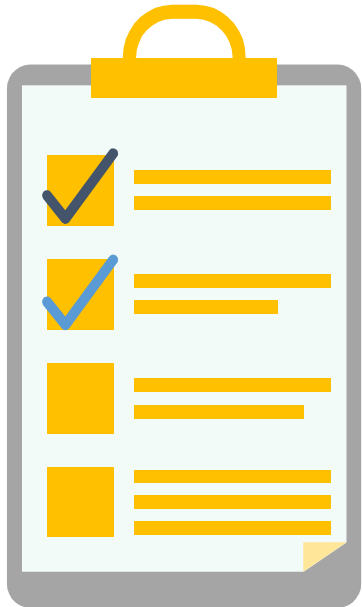


WOKSHOP 9: Decentralised treatments for resource recovery from domestic wastewaters. Opportunities and challenges (H2020 Run4Life project)

The Run4Life project receives funding from the EU Horizon 2020 Research and Innovation programme, under G.A. No 730285.



Outline



The team working on perceptual research

Why social perception matters

Factors shaping acceptance of nutrient recovery

Our process

Key tools

Key messages from stakeholders

Next steps



The R4L team on psycho-social research

Social Sciences -
Analytical
approach

CRETUS Cross-Research in
Environmental Technologies

Social Psychology Department (CRETUS)
Santiago Compostela University (USC)



Socio-environmental consultancy
WE&B

Site Coordinators – Field
work



Sneek, NL



Helsingborg, SW



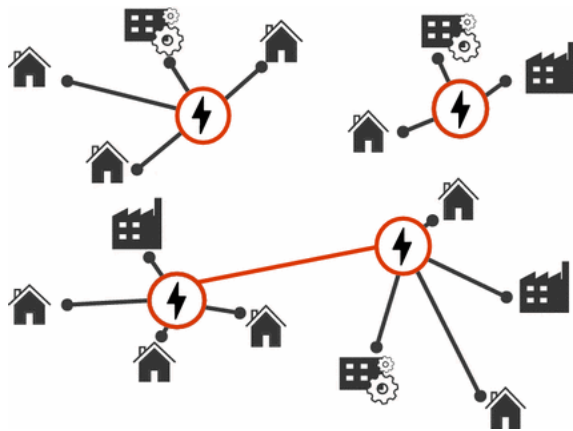
Vigo, SP



Ghent, BE



Why Social Perception matters?



The technological advantages of decentralized systems can result in:

- New installation, maintenance, and location-based **costs** (*Mankad & Tapsuwan, 2011*)
- Need of new **understanding** in functioning of those systems
- Need to generate **coordination** among organisations that could not have it before



Reluctancy to install these technologies

Traditional resistance to change
(Petty et al. 2003)



Factors shaping acceptance of nutrient recovery and water reuse

Public opinion and attitudes with regards to water reuse and nutrient recovery shows higher levels of acceptance when...

- The degree of human contact is minimal
- Protection of public health is clear
- Protection of the environment is a clear benefit from water reuse
- Promotion of water conservation is a clear benefit from water reuse
- The cost of treatment and distribution technologies and systems is reasonable
- Awareness of water supply problems in the community is high
- Perception of the quality of reclaimed water and nutrient recovery is high
- Trust in local management of public utilities and technologies is high

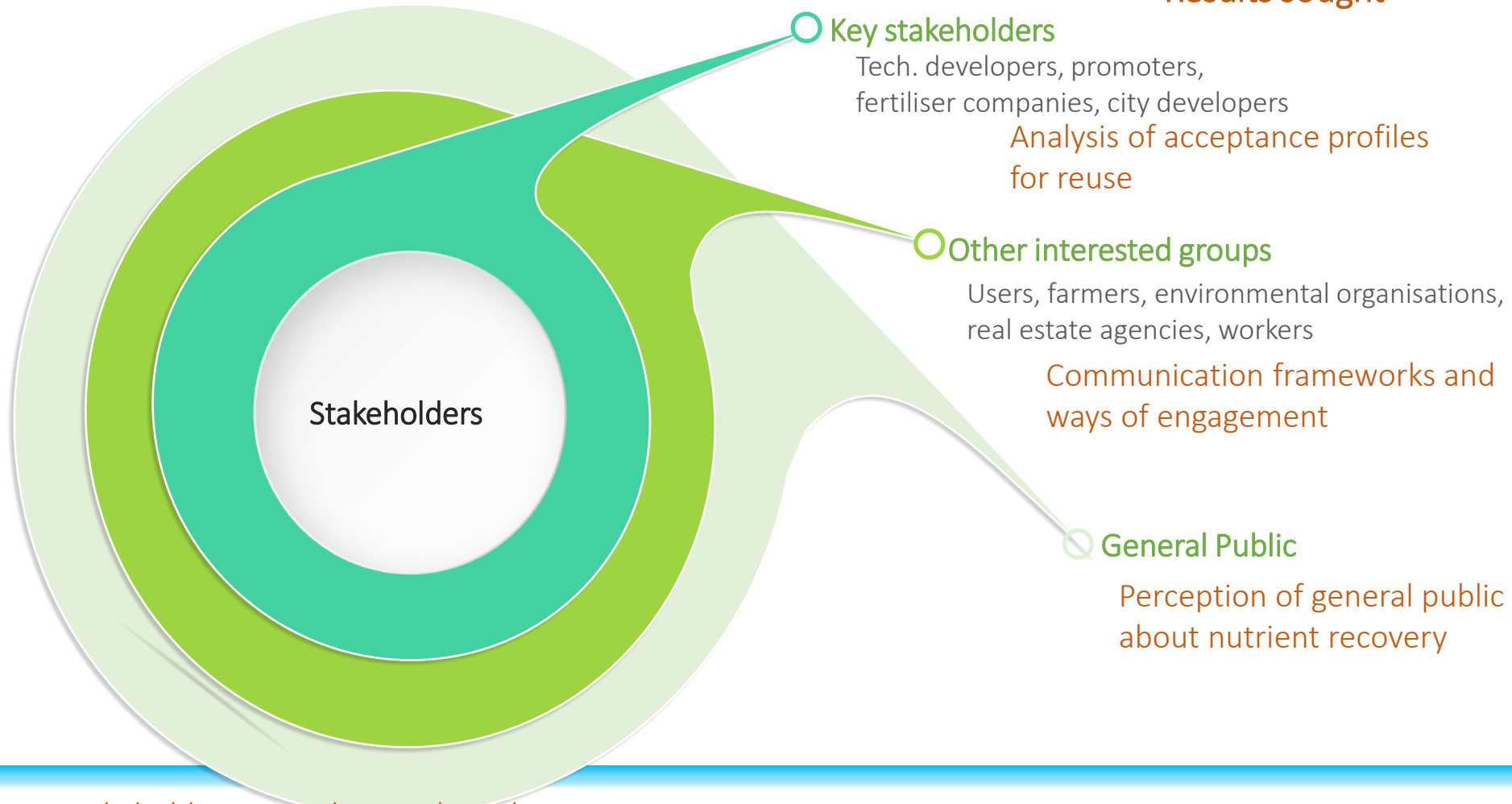
Gómez et al 2019, Deliverable 6.1 <https://run4life-project.eu/wp-content/uploads/2020/06/Run4Life-Deliverable-6.1-Initial-Mapping-of-Stakeholder-and-Expectations.pdf>



The process of gathering results

Targets of the analysis

Results sought



Stakeholder network maps based on
Social Network Analysis available at
<https://run4life-project.eu>.



Horizon 2020, GA 730285.



Key messages from stakeholders

Key take-aways

Nutrient recovery should...

- Have economic profitability for farmers
- Have optimal quality levels
- Address environmental issues
- Be transparent across the supply chain
- Communicate all factors clearly



Farmer in Vigo

“It depends on the **economic profitability** of the farm.

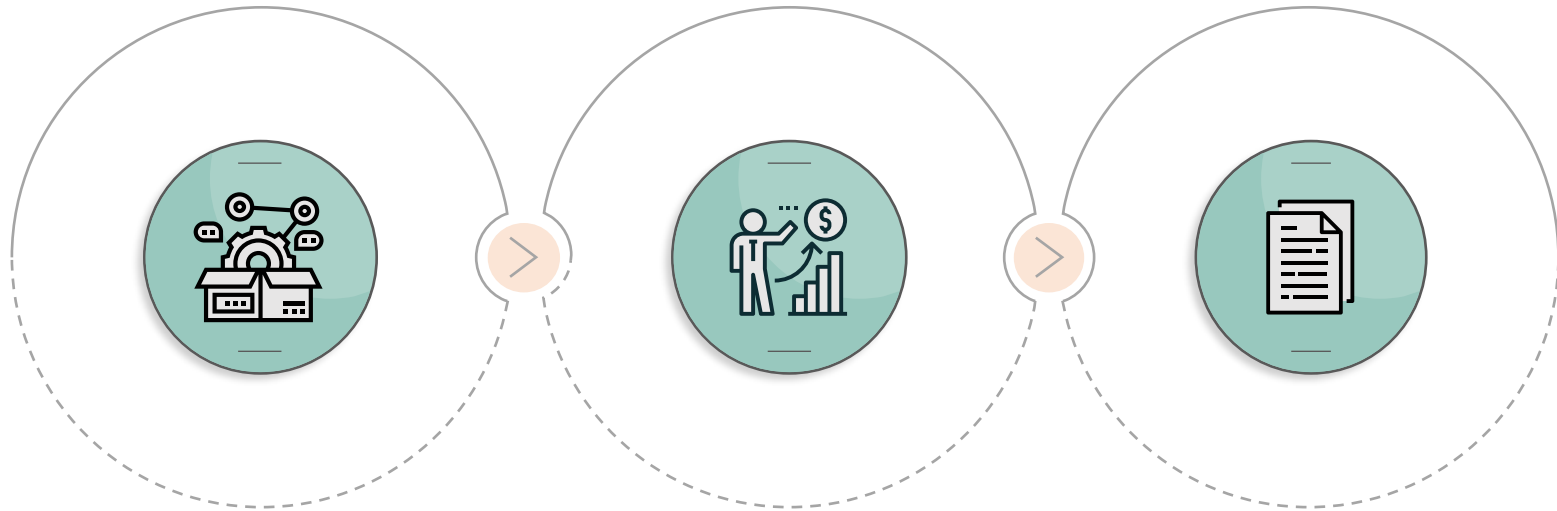
As much as we talk about carbon footprint, [or] efficiency, [or] how much I earn per litre of milk produced”

“But if technology really achieves **optimal quality levels** for consumption...

What is the problem?”



Next steps



Finishing implementing the questionnaire about **social perception on nutrient recovery** in Sneek, Helsingborg and Vigo

Report collecting the evidence about the **acceptance profiles** from target groups

Recommendation of best **communication framework** to raise awareness about these products



Thank you!

Beatriz.medina@weandb.org



Time to get your input!



- 1 Connect to www.wooclap.com/GKSSKR
- 2 You can participate



Round table exercise

Barriers for sustainable adoption of the alternative innovative technologies and approaches, and how to overcome them. Open questions and conflicting points of view related to the decentralised sanitation, resources recovery and social aspects, will be used as catalyst for debate.

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