

Understanding communities, avoiding conflicts

The hbpa

LOCAL LENS



Securing acceptance of infrastructure projects politically
and in the media through data-based location analysis

The hbpa LOCAL LENS – our location analysis for your business success



YOUR DEMAND

- You are planning an infrastructure project (e.g. renewable energy plant, energy grid, telecommunications tower, industrial park) in a defined region.
- You are making a significant investment and taking a corresponding risk.
- Only a flawless, on-time project progression will secure you the planned return.
- Local factors – public protests, nature conservation and monument protection, the threat of legal action, critical reporting and opponents in the local council – can affect your project at any time.
- You do not yet have detailed information on local environmental conditions, including all risk factors.



Local protest groups can massively delay or even block infrastructure projects. That's why they should be targeted at an early stage!



OUR OFFER

FIGURES, DATA, FACTS



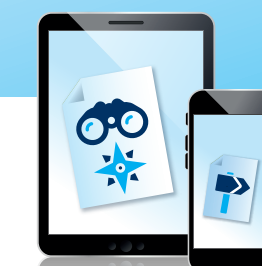
- Introduction to the project region
- Socio-demographic data
- Key local political data: Council, mayor, coalitions
- Economic structure (most important companies, key figures)
- Existing infrastructure (energy, transport, telecommunications)
- Commercial and new development areas
- Settlement structure, monument protection
- Nature and landscape conservation areas

QUALITATIVE RESEARCH: ANALYSIS AND EVALUATION



- Controversial topics in the region (e.g. infrastructure projects)
- Citizens' initiatives and (potential) protest
- Local stakeholders and members of parliament
- (regional & national) from the region: profile, positions, networking
- Most important media and editors in the region; evaluation of recent reporting

OUTLOOK; STRATEGIC RECOMMENDATIONS



- Outlook on possible protest
- Further development of controversial debates
- Forecast of the next local or state elections
- Further planned infrastructure projects
- Pending court judgements (e.g. on land use designations)
- Strategic recommendations for further action towards politicians and the public

YOUR ADVANTAGES

- ✓ The entire region at a glance
- ✓ Overview of the variety of stakeholders and local sentiment
- ✓ Focus on project-relevant topics and developments
- ✓ Early warning system: timely identification of critical factors
- ✓ Can be used as a briefing for meetings with local stakeholders
- ✓ Can be customised and updated as required
- ✓ Address list with all coordinates of relevant stakeholders

The whole region at a glance – minimize risks with the hbpa LOCAL LENS

You need support with implementation?



SUPPORT WITH THE IMPLEMENTATION

Do you also need support in implementing our recommendations for action? Here, too, we are at your disposal as a partner with our comprehensive expertise in the field of public affairs

- Recording of all stakeholders including all contact details in a spreadsheet
- Organising meetings with local stakeholders including preparation (briefings) and support (minutes)
- Creation of wordings, talking points, narratives
- Creation of position papers and other information material
- Professional, customised monitoring of further developments on site
- Ad hoc news and monthly reports
- Conception and organisation of local dialogue and event formats
- Social media strategies and implementation on various platforms

Would you like more information about our offers and services?
Please refer to:

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