



Study Committee No : C3

Working Group Form: **TERMS OF REFERENCE**

Group No : WG C3.04	Name of Convener : Hector Pearson (UK)
TITLE of the Group : Communication in Sustainable Development	
Background: <p>This WG will be concerned with third party communication strategies regarding the presence and impacts of electricity generation, transmission and distribution. Power Utilities worldwide are seeking to progress sustainable development strategies against a mixed background of increased public interest and concern. In addition, many Utilities have been privatised with growing risk of losing public goodwill in the development of infrastructure. Communities, who were prepared to allow projects 'in the national interest', now perceive them to be in the interests only of private companies. Approaches to stakeholder communication will vary between stakeholder groups and Utilities. As well as seeking best practice examples from Utilities, it may be appropriate for this WG to also consider expectations and views of external stakeholders.</p>	
Scope : <ul style="list-style-type: none">▪ define the stakeholder groups▪ prepare a general overview and synopsis of power utilities practices towards stakeholder communication in terms of:<ul style="list-style-type: none">a) communication required by law or licence;b) utility responses to required communicationc) best practices communication developed by utilities.▪ to perform an evaluation and global benchmarking of best practices;▪ to find ways of investigating third party stakeholder expectations and needs ;▪ to communicate best practices to CIGRE members.	
Deliverables: <ul style="list-style-type: none">a) Survey of communication requirements and practices worldwide (a), b) and c) above) completed by June 2007.b) Evaluation of survey and best practices by December 2007.c) Develop approach to third party stakeholders, probably by means of identified structured interviews (in parallel with above)d) Final report and communication of best practices by September 2008, for circulation within C3 members.	
Terms of Reference: <p>Main activity phases:</p> <ul style="list-style-type: none">– Evaluation of the knowledge of WG members and contacts– Development of questionnaire on communication obligations and practices– Completion of questionnaires; follow-up to encourage completion of questionnaires– Follow-up interviews of more interesting responses– Analysis of questionnaire results– Development of an approach for investigating third party stakeholders' opinions– Preparation of sample of stakeholders for structured interview– Preparation of emerging best practices	



- Communication of best practice to CIGRE members..
- Periodic progress reports.

Proposed Time Schedule

Launch of the WG	April 2005
WG membership and structure definition	April 2005 - May 2005
WG start of operation	November 2006
Survey work completed	June 2007
Evaluation of research completed	December 2007
Final Report	September 2008

Approval by TC Chairman : Aldo Bolza

Date : April 26, 2005