

# Case Study: Community Sentiment



## The Issue

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An energy generator has a major impact on the communities in which its generation assets operate, economically, socially and environmentally.

Managing that impact is important to their continued operation and the wellbeing of those communities.

## What We Did

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After measuring community sentiment and expectations – at the broad economic, social and environmental levels, as well as specifically regarding our client’s role – in all major asset locations, we pinpointed those areas needing further exploration.

Immersion in the community via in-depth interviews and group discussions with residents and community figureheads was undertaken.

## The Outcome

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We were able to understand in-depth how key communities felt about our client as a major industry and employer, and the role they are expected to play in the continued economic, social and environmental wellbeing of the community.

Understanding of community sentiment is now a twice yearly research program.