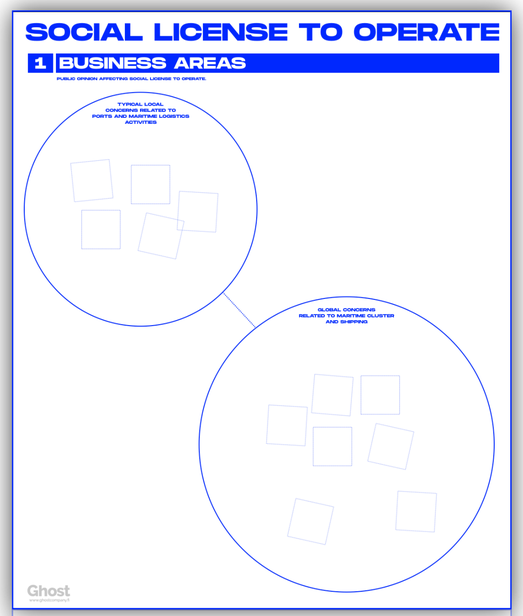
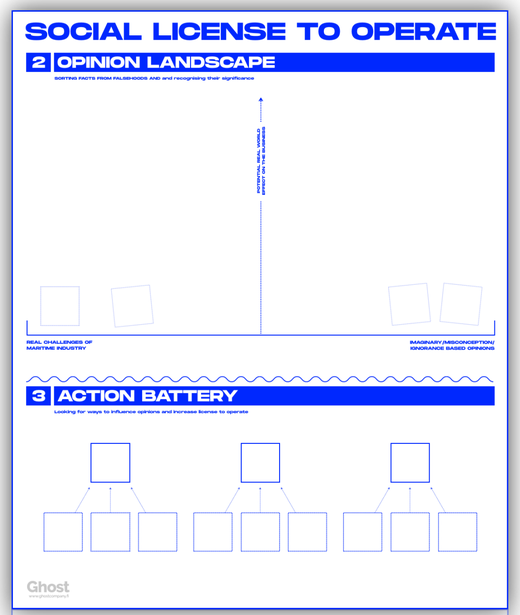
THINK TANK

Jussi Tapio,
Founder, Ghost Company
www.ghostcompany.fi

AGENDA





What is Social Licence to Operate

GROUP WORK STEP ONE:
Local and global public concerns threatening SLO

GROUP WORKS STEP TWO:
Sorting facts and falsehoods

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Sharing ideas

17:30

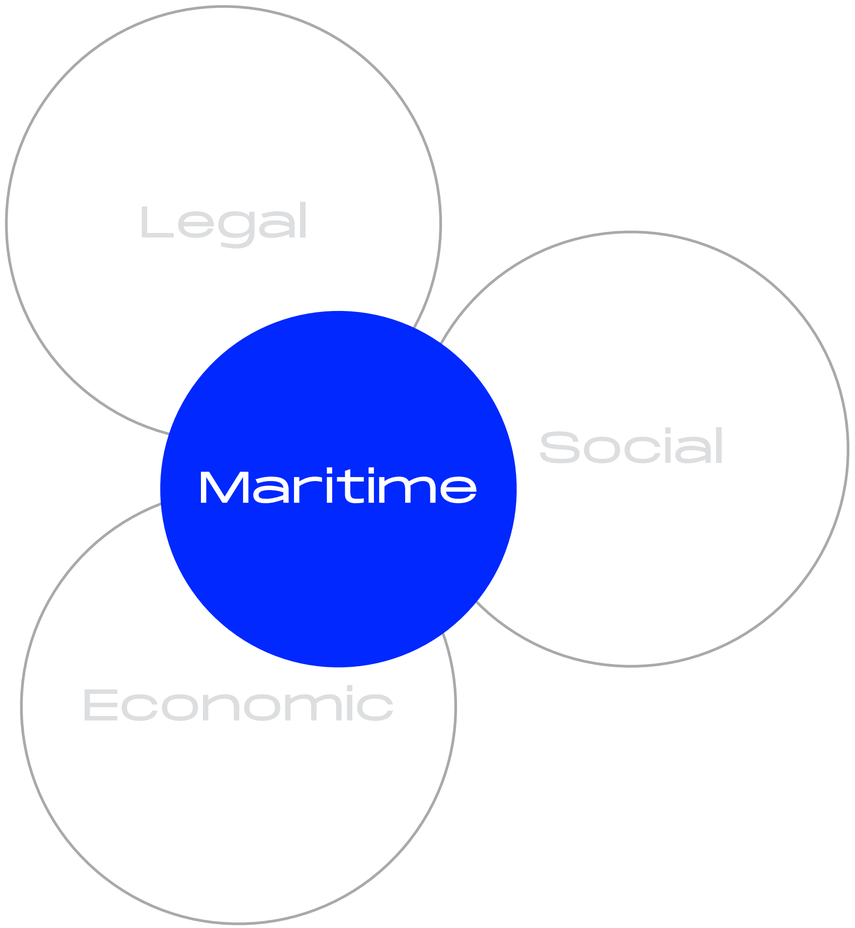
BREAK

19:45

LICENSE TO OPERATE?

License to operate

Breaking Waves 2019



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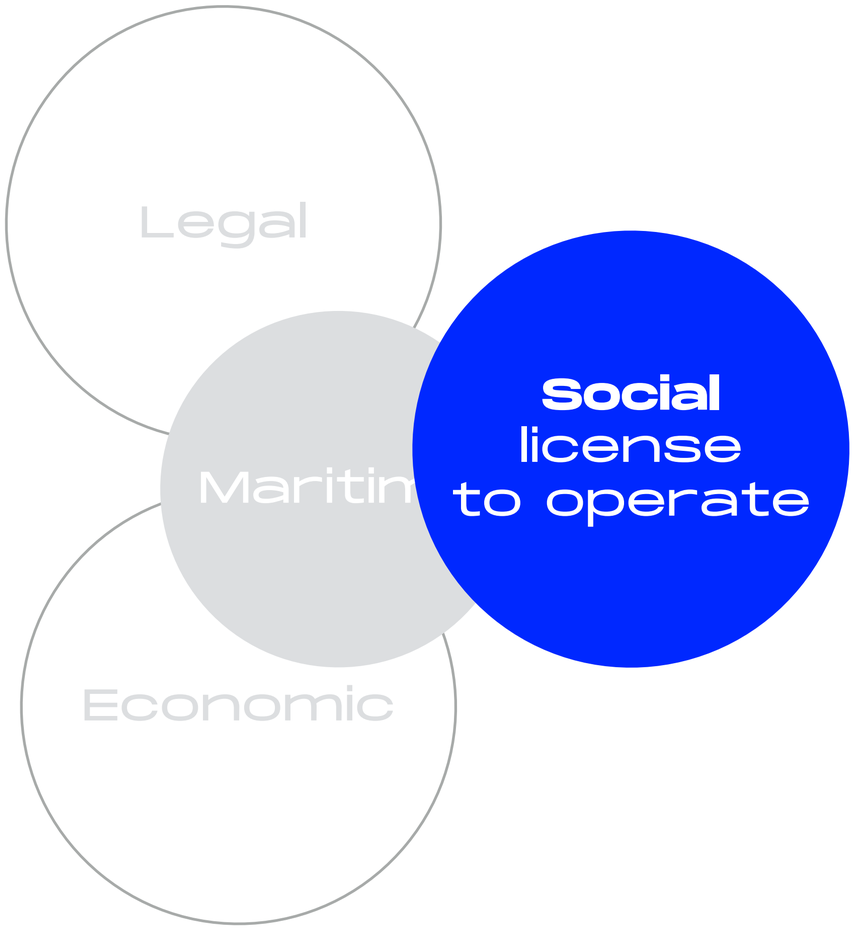

- **Ongoing acceptance of industry's standard practices**
- **granted by the general public** (and employees & other stakeholders)
- **Maintained slowly over time**
- **Difficult to define and impossible to measure directly**
- **Future perspective**

License to operate

Breaking Waves 2019

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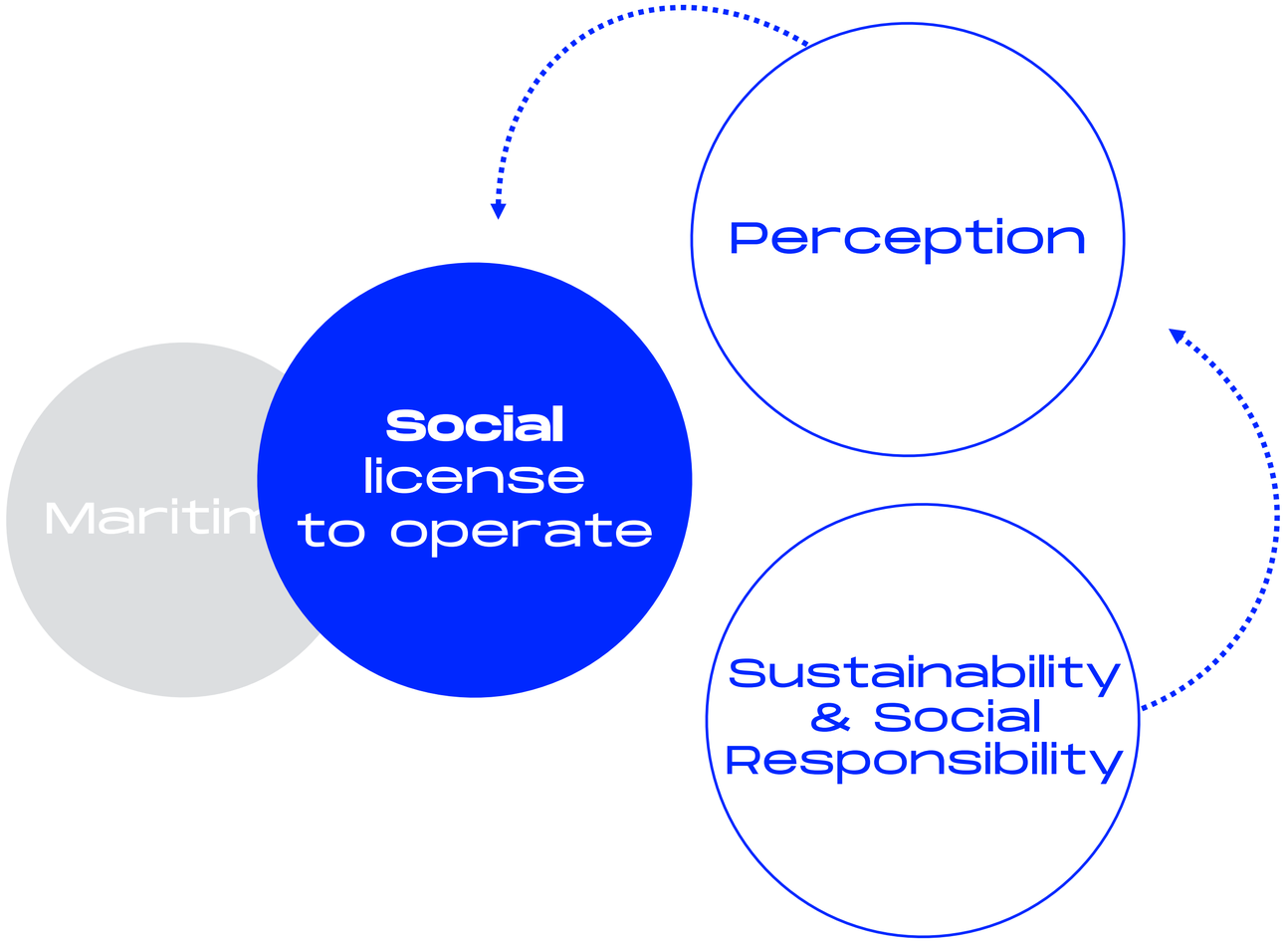

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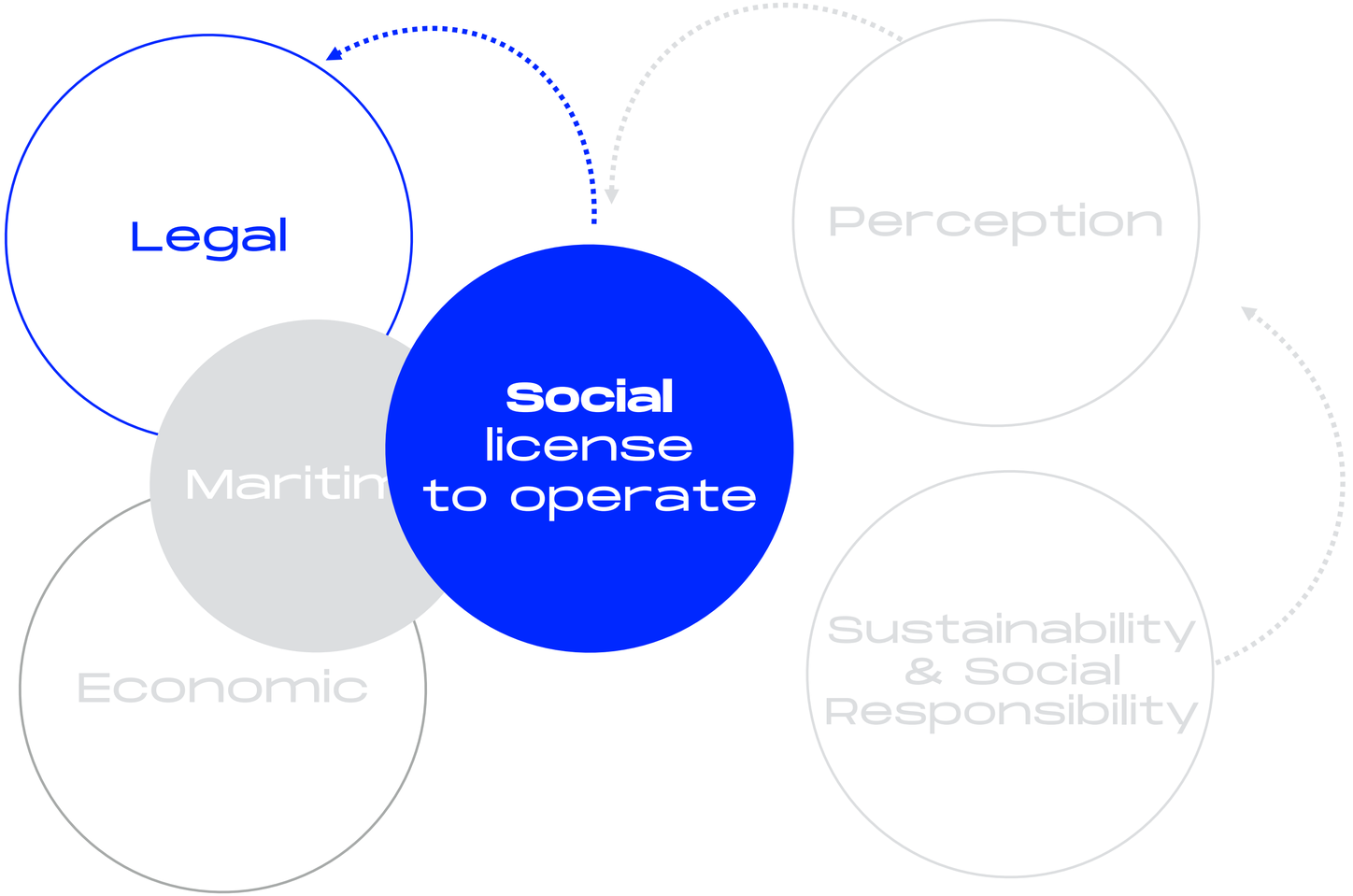

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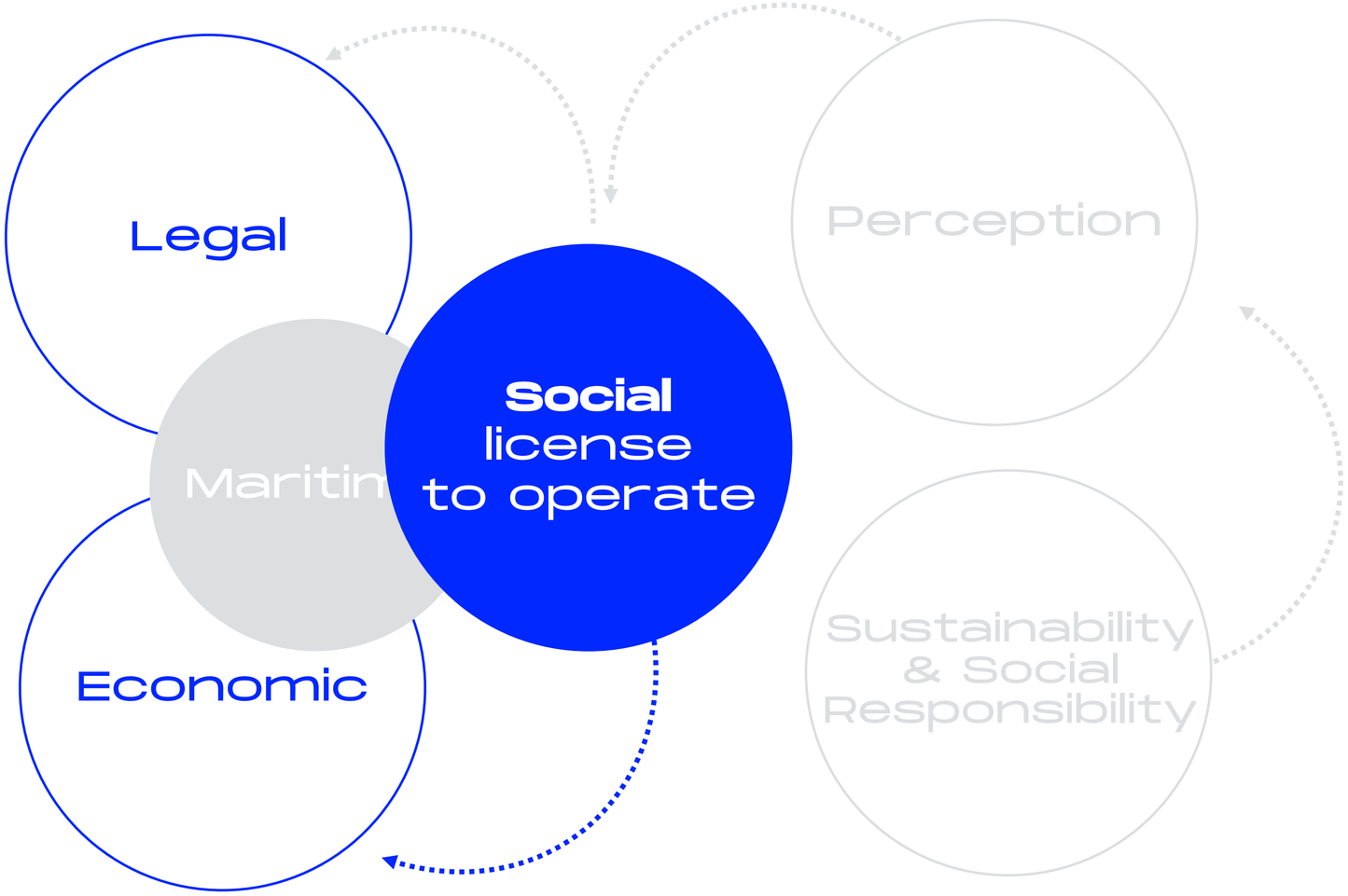


License to operate

Breaking Waves 2019

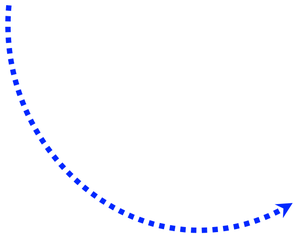
Breaking Waves 2019

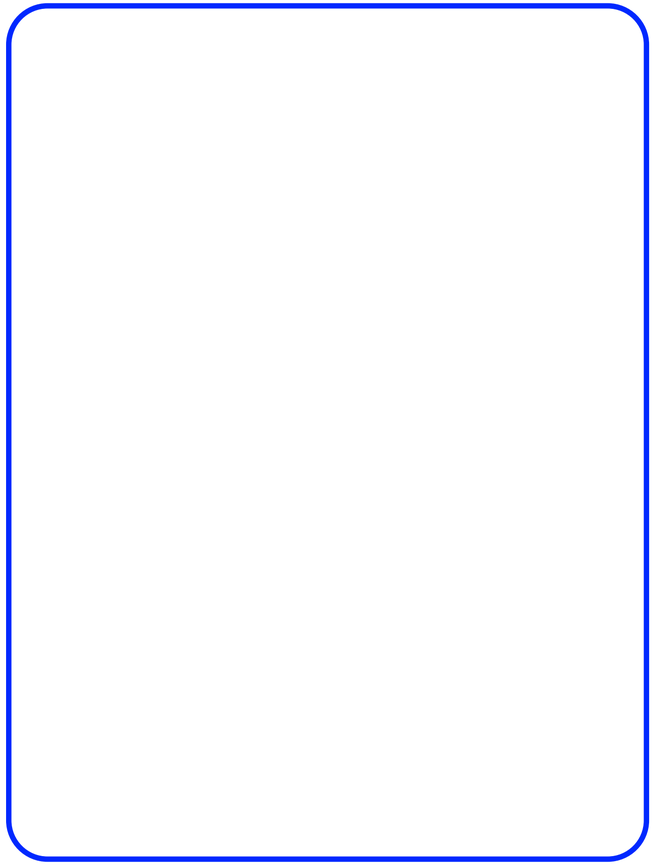
GRANTING AND THE SOCIAL GAP?

Social license to operate

Breaking Waves 2019

Granted/Rejected by audience





Social license to operate

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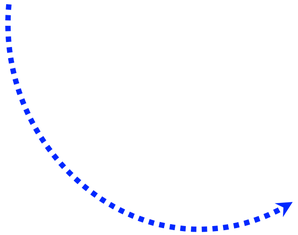
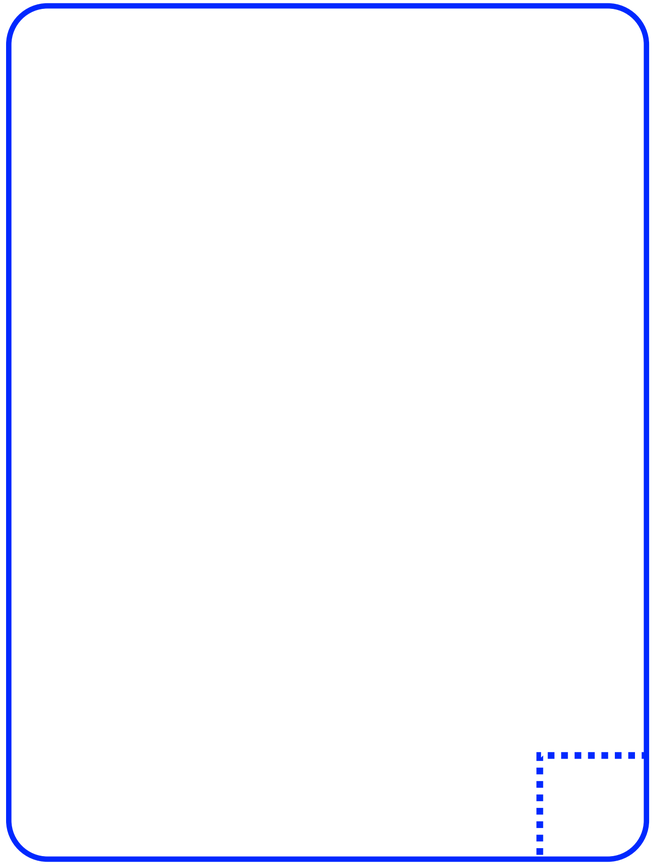


Wind energy is great!

Social license to operate

Breaking Waves 2019

Granted/Rejected by audience



Granted/Rejected by community

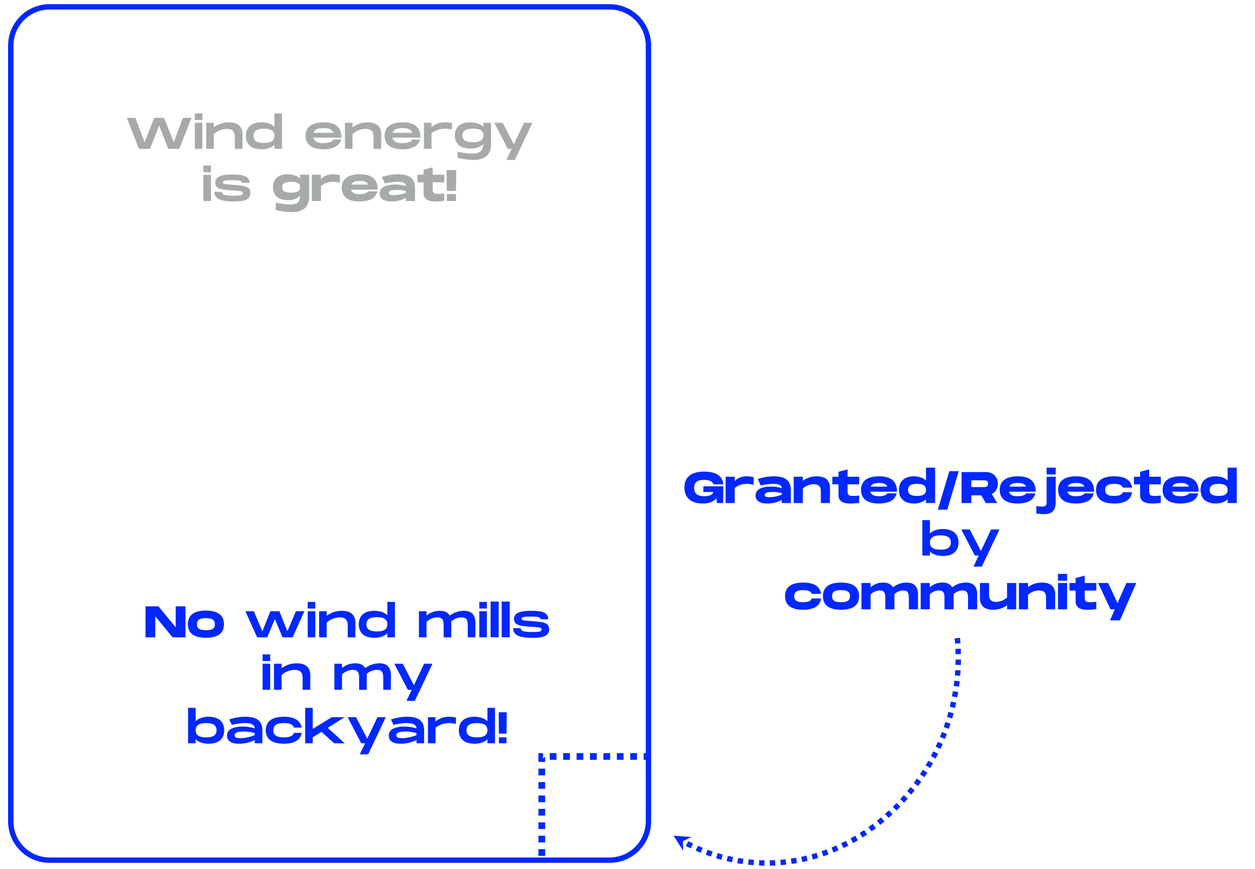
Social license to operate

Breaking Waves 2019

Wind energy is great!

No wind mills in my backyard!

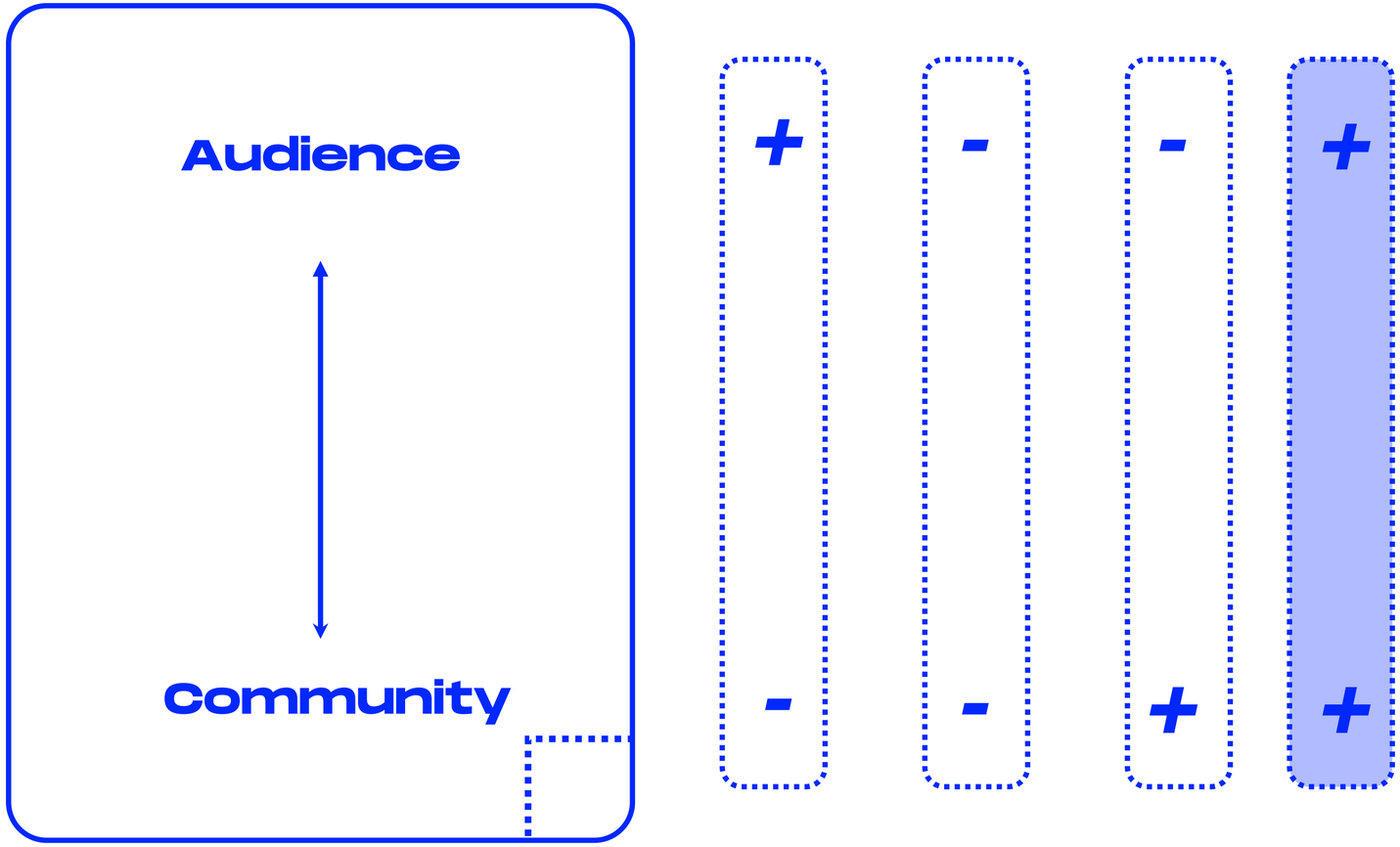
Granted/Rejected by community



Social license to operate

Breaking Waves 2019

Social Gap



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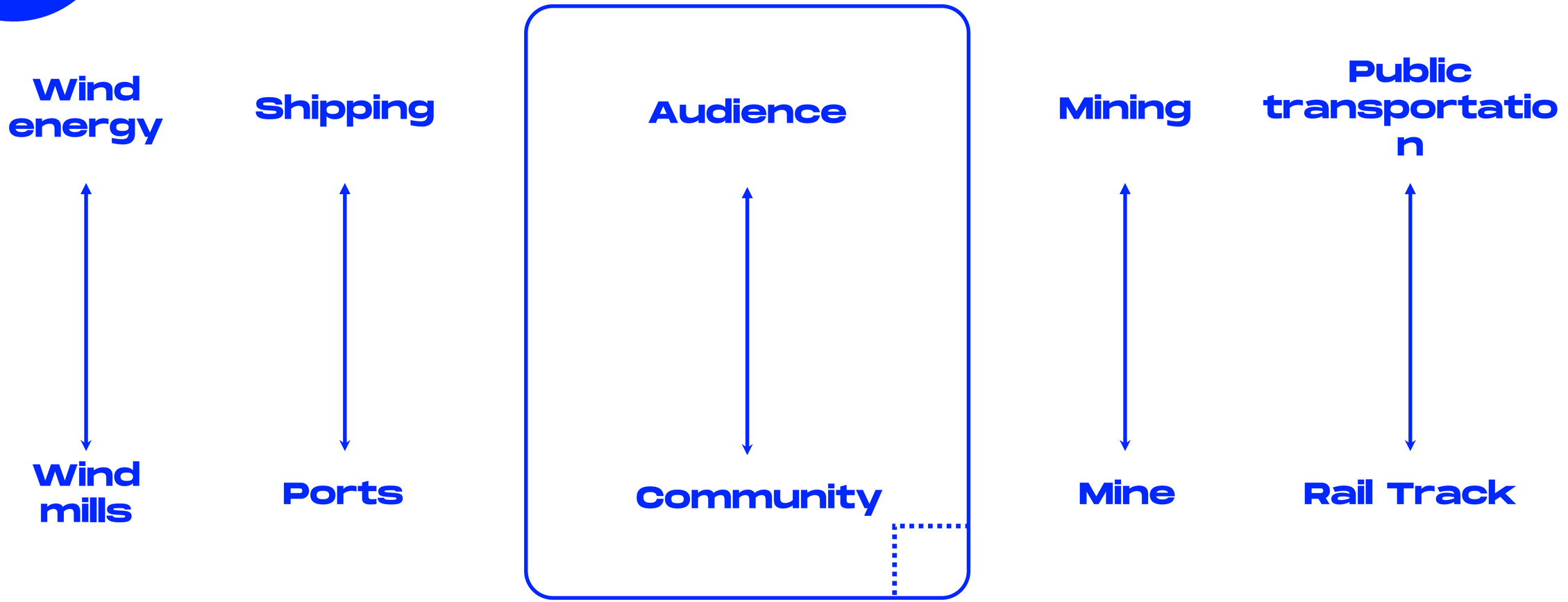


Social

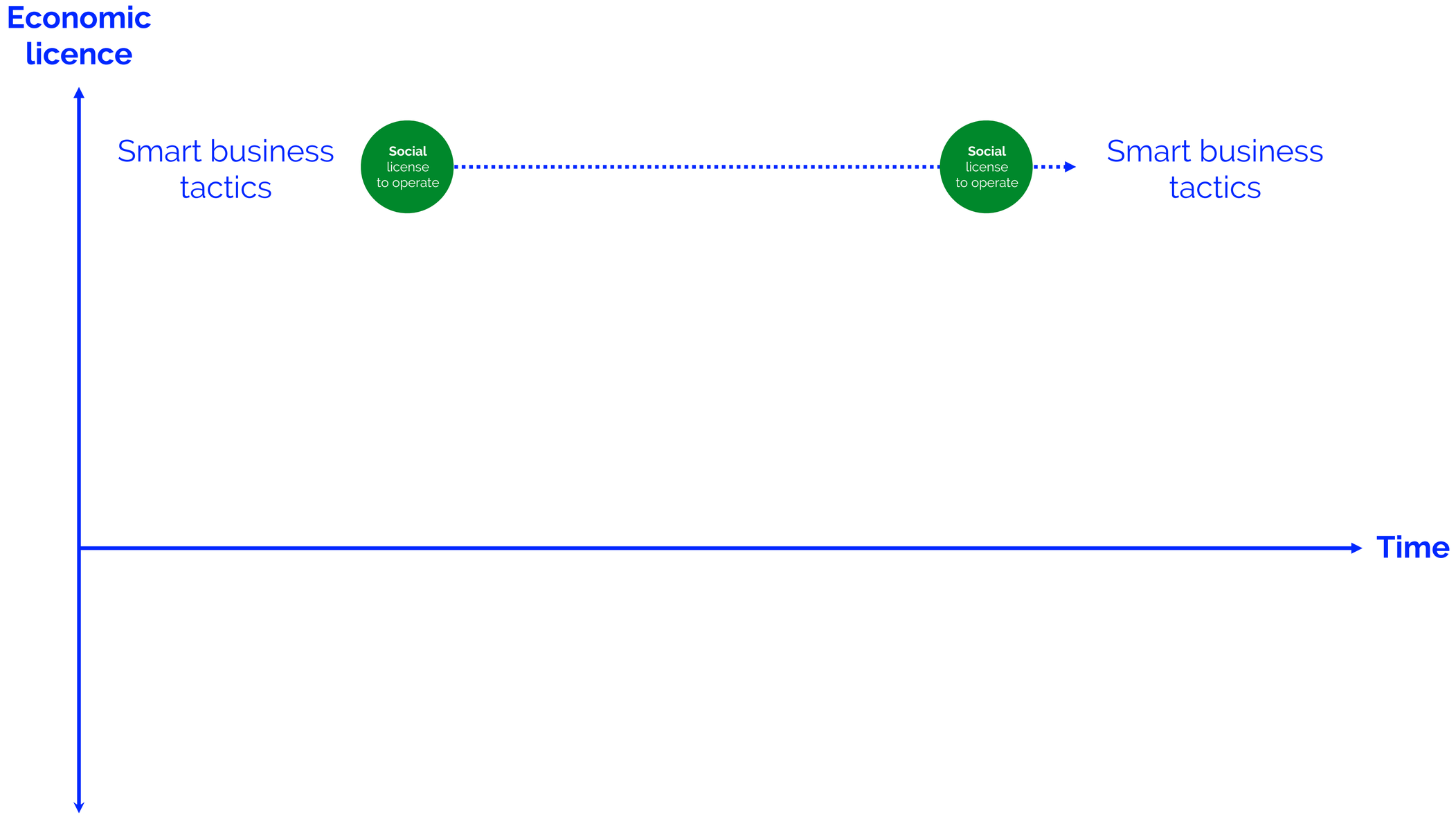
LICENSE TO OPERATE?

Breaking Waves 2019

TIME PERSPECTIVE

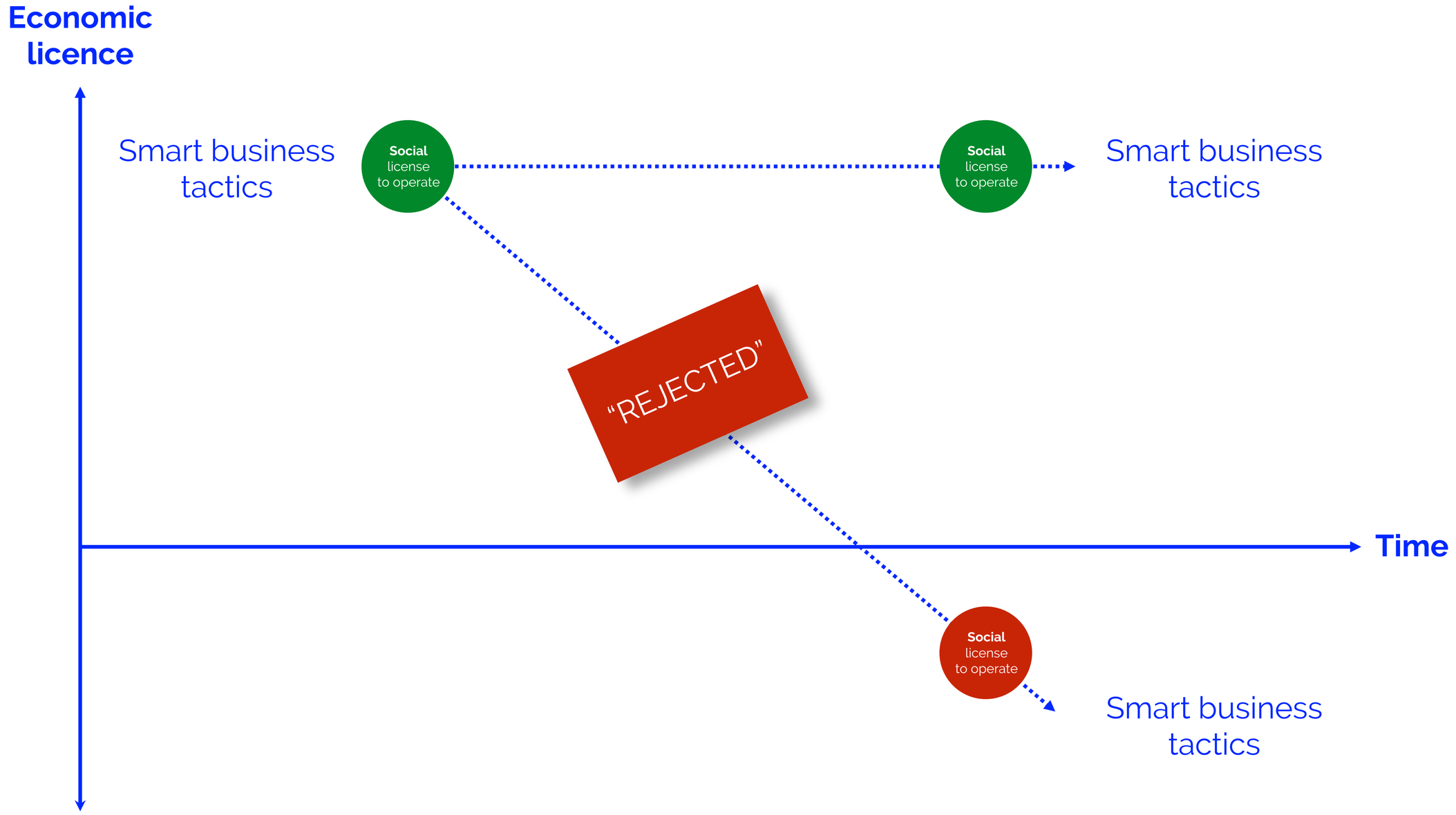
License to operate - time perspective

Breaking Waves 2019



License to operate - time perspective

Breaking Waves 2019

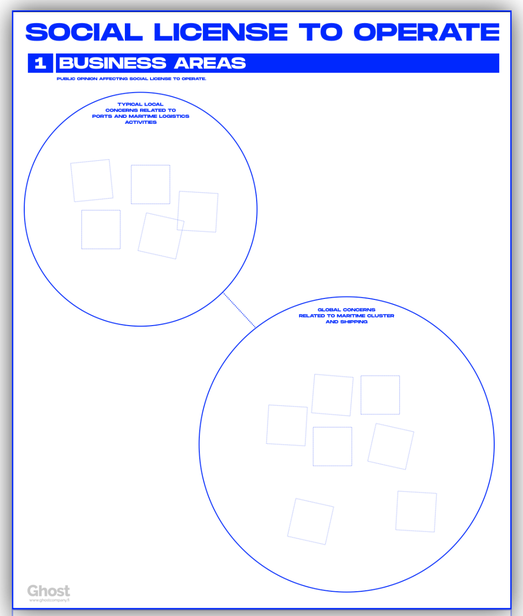


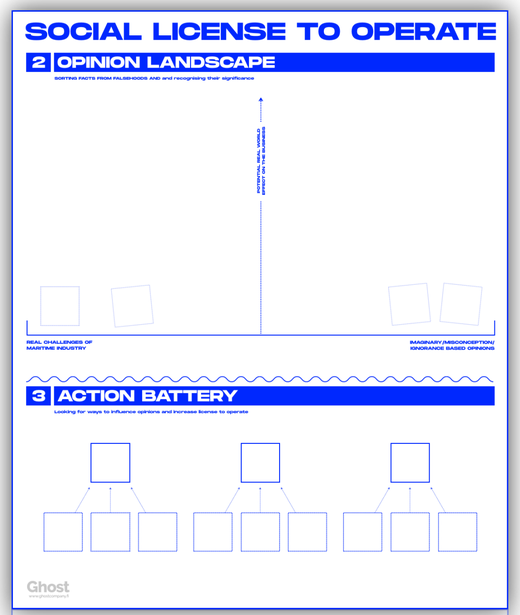
Social

LICENSE TO OPERATE?

WORKSHOP

AGENDA





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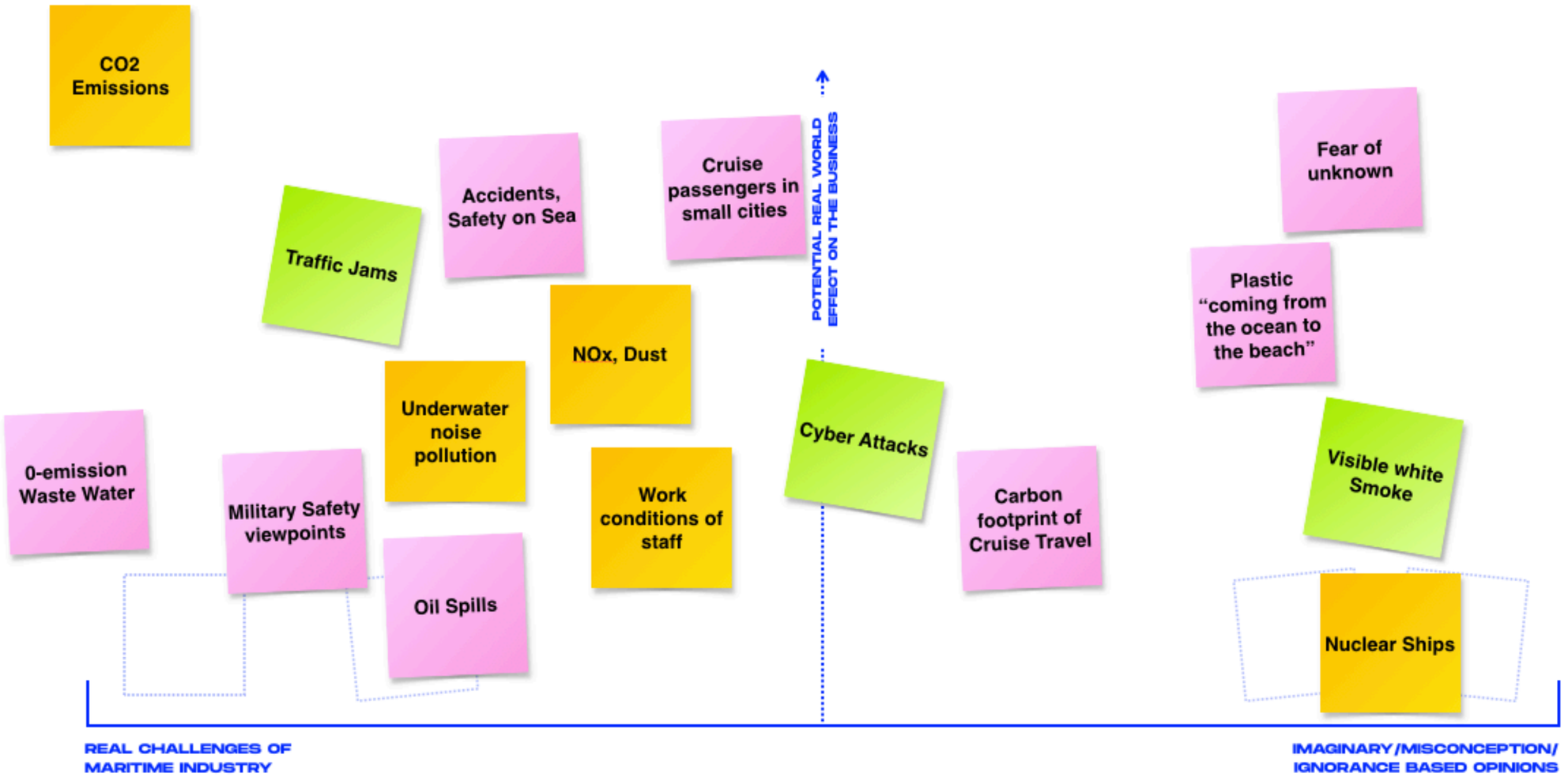
CONCLUSIONS

2 OPINION LANDSCAPE

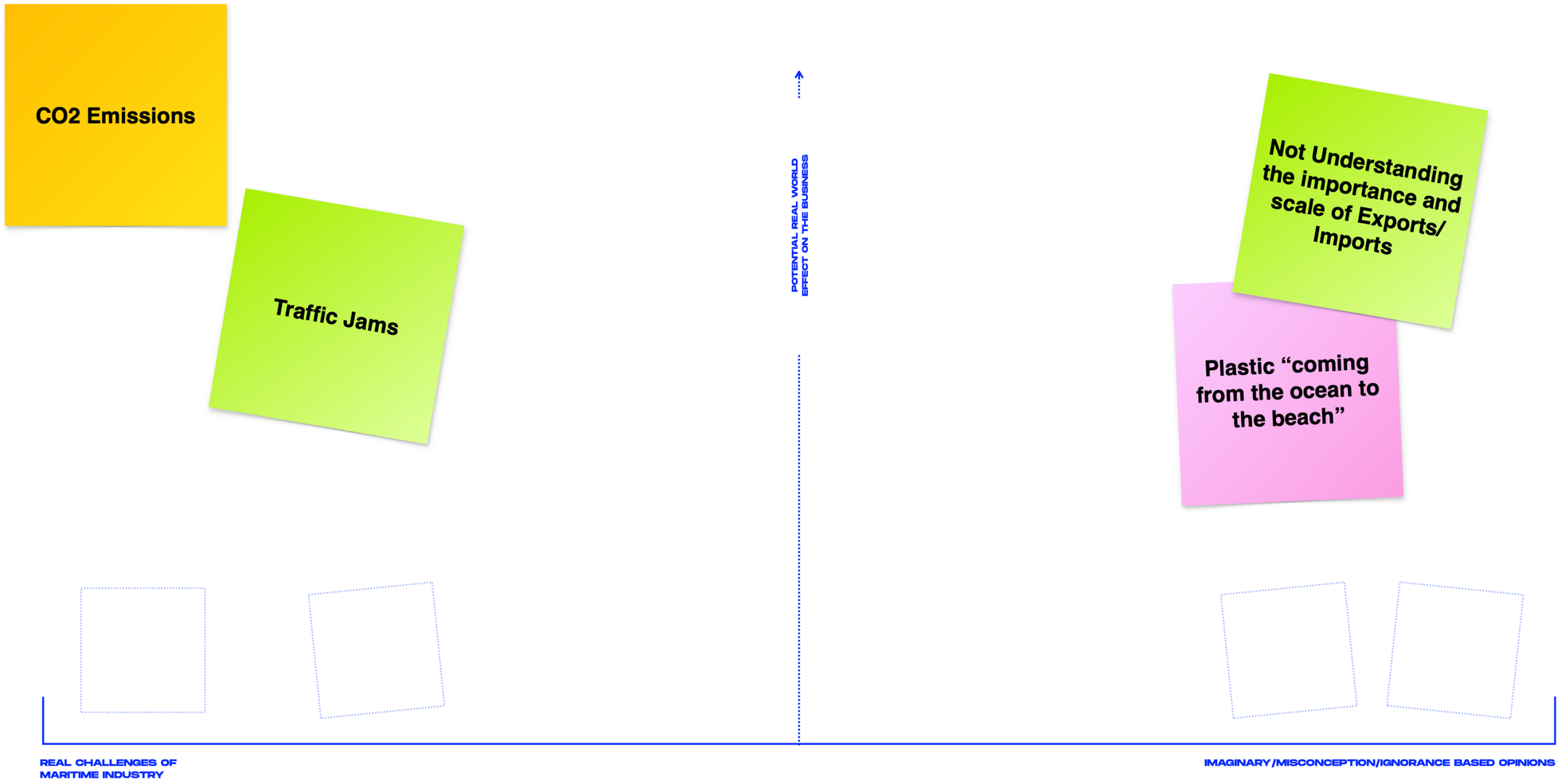
SORTING FACTS FROM FALSEHOODS AND and recognising their significance



SOCIAL LICENSE TO OPERATE

2 OPINION LANDSCAPE

SORTING FACTS FROM FALSEHOODS AND and recognising their significance



SOCIAL LICENSE TO OPERATE

2 OPINION LANDSCAPE

SORTING FACTS FROM FALSEHOODS AND and recognising their significance

CO2 Emissions

-Tackling inefficiency in logistic chain and contracts by transparent data sharing and alliance models. Relevant Data.
-Integrated information/data flows
-Infrastructure for new (renewable) energy sources
-Automation – AI
-Communicate and educate – be transparent

-Speak with one voice as industry and be proud of what we are doing
- Be open (and loud)…(and proud)
- Transparency and honesty
-Active engagement to public concerns

Not Understanding the importance and scale of Exports/ Imports

Traffic Jams

-Simulations by (quantum) computing
-Sensoring, communication 5G – 4G – intelligent traffic co-ordination
-Automation, AI Platooning, smart scheduling
-From road to water
-Maas
-Communicate and educate
-Infrastructure development

-Passive plastic capture systems
-Communicating the source of pollution
-Close the circle
-Lead the way - show example

Plastic “coming from the ocean to the beach”

POTENTIAL REAL WORLD EFFECT ON THE BUSINESS

REAL CHALLENGES OF MARITIME INDUSTRY

IMAGINARY/MISCONCEPTION/IGNORANCE BASED OPINIONS

More information on Social licence to operatate
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