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# Energy transition and "acceptability": comparative study of projects Hynovera (OHM-BMP) and Masshyla (Étang de Berre), France

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## 1. Two energy transition projects in a highly anthropized territory

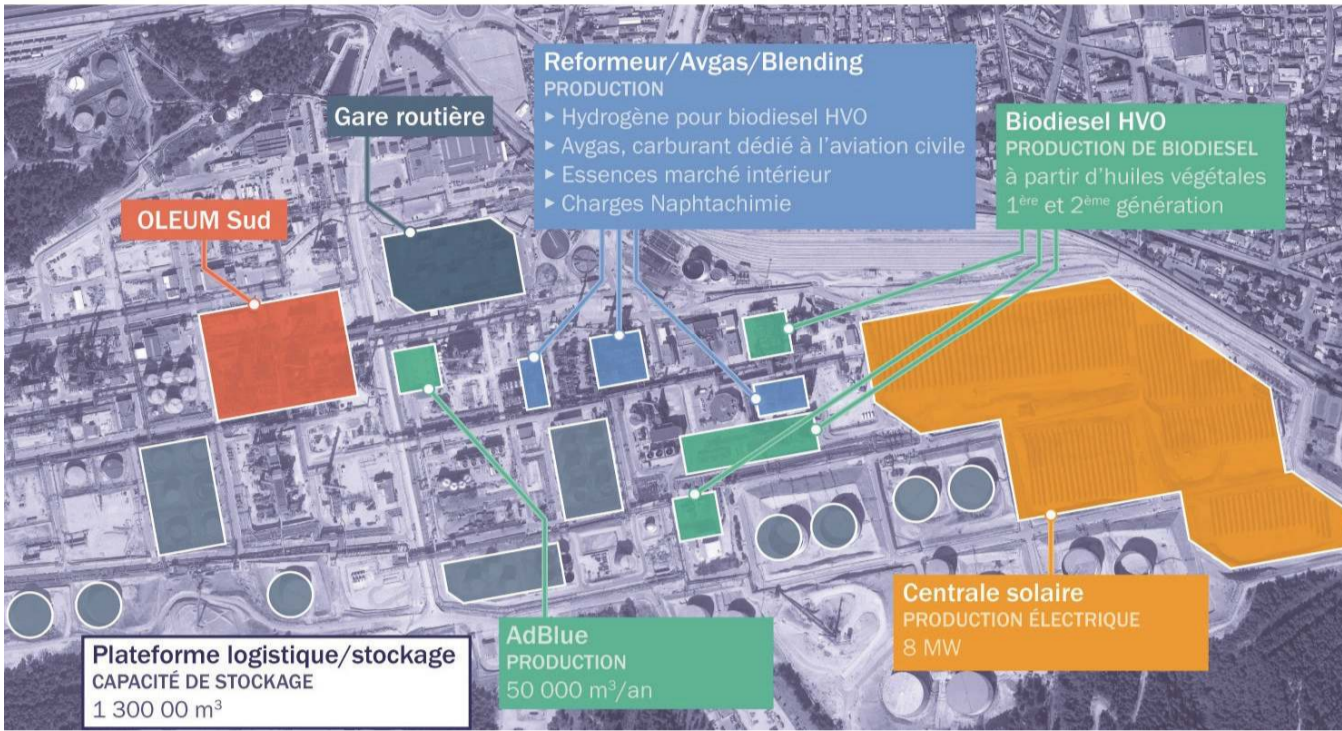
### INTRODUCTION

Two production of hydrogen-based biofuels projects underwent a public concertation procedure, supervised by the CNDP. Both of these projects are located on an industrial territory, close to residential areas. However, the first one, Hynovera have been strongly rejected while the second one, Masshyla have been accepted with not many restraint. We intend to understand the reasons of these different outcomes while questioning the notion of « acceptability ».

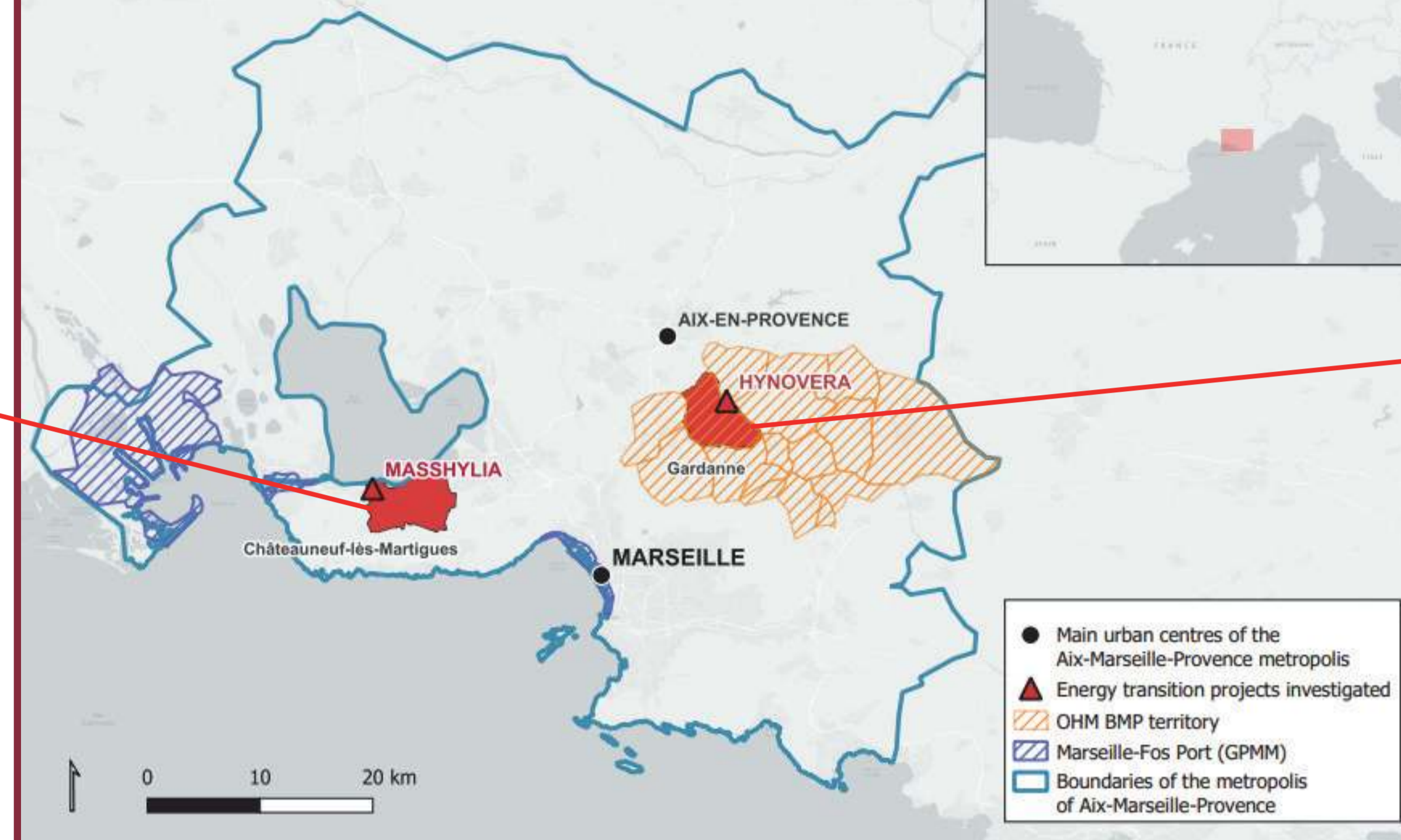
### THE MASSHYLIA PROJECT

Masshyla deals with the transformation of the La Mède TotalEnergy refinery.

LES INSTALLATIONS EXISTANTES DE LA BIORAFFINERIE DE LA MÈDE



### Location of the Masshyla and Hynovera projects within the Aix-Marseille-Provence Metropolis



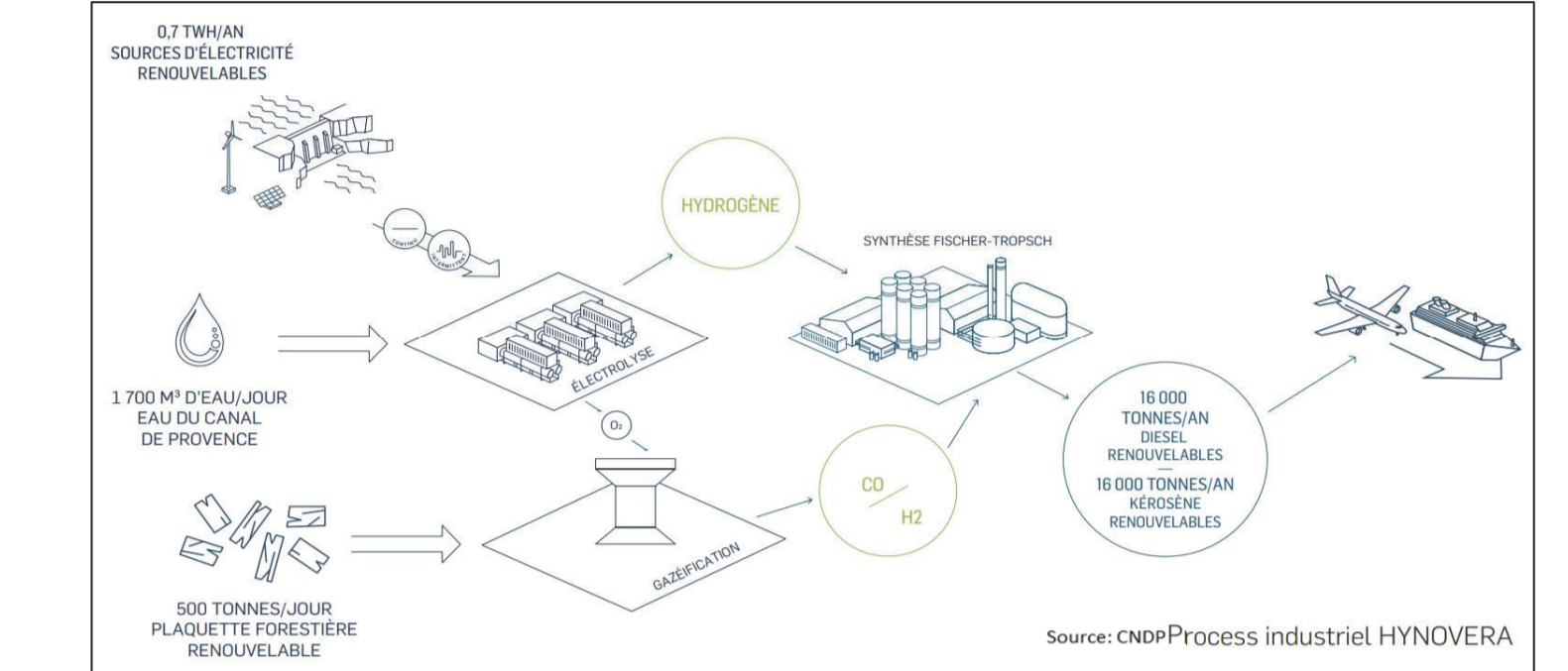
Landscape and location of the XX<sup>e</sup> century but technologies of the XXI<sup>e</sup> century

### METHODS AND MATERIAL

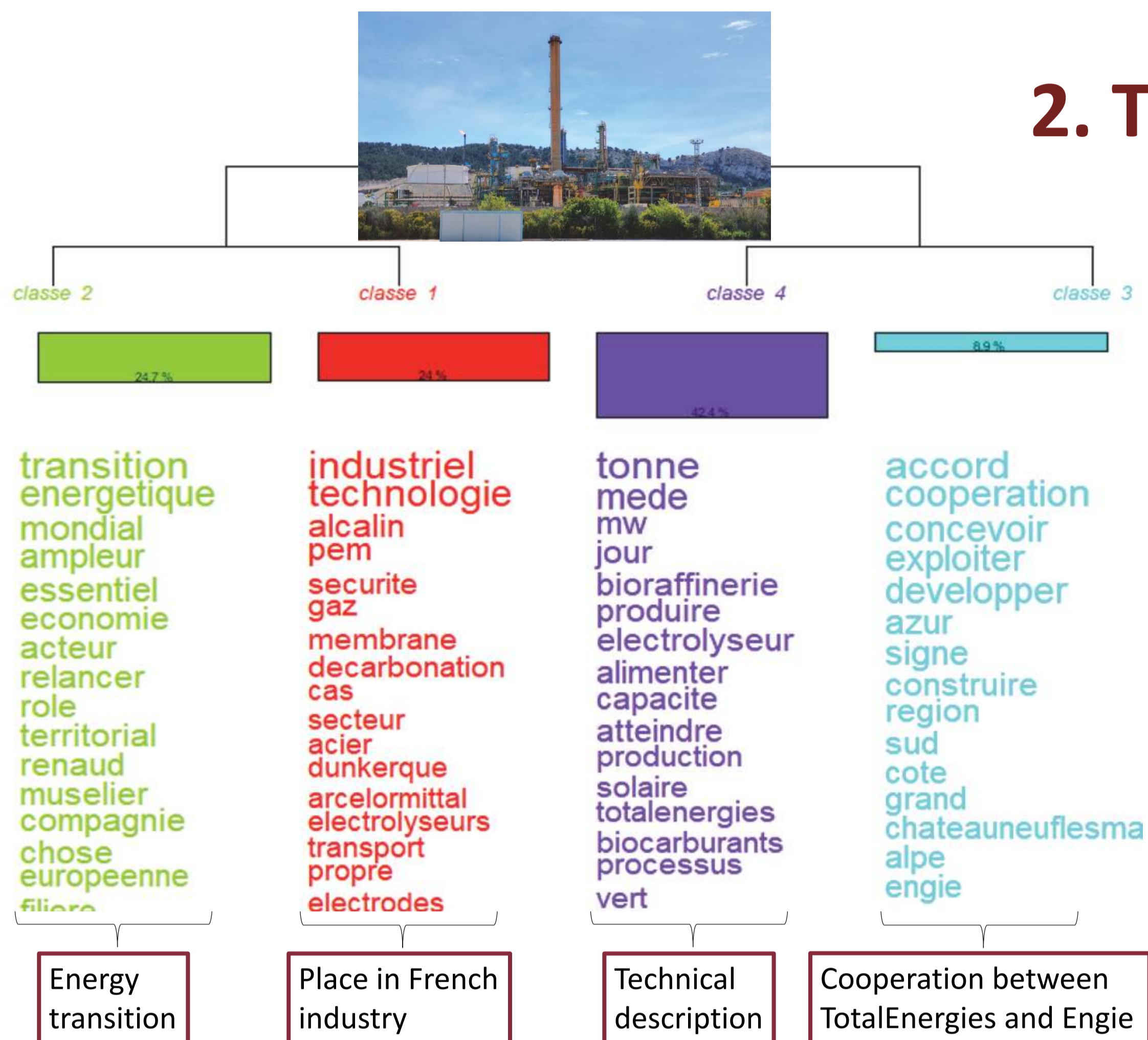
- Semi-structured interviews with various stakeholders
- Press analysis with IRaMuTeQ, a lexicometry software
- Public concertations' verbatim
- Documentation from the public concertation's websites
- Articles from the local newspapers
- Socio-demographic data from INSEE

### THE HYNOVERA PROJECT

Hynovera is part of the Provence Thermal Power Plant site's conversion following the coal unit's shutdown in 2021.

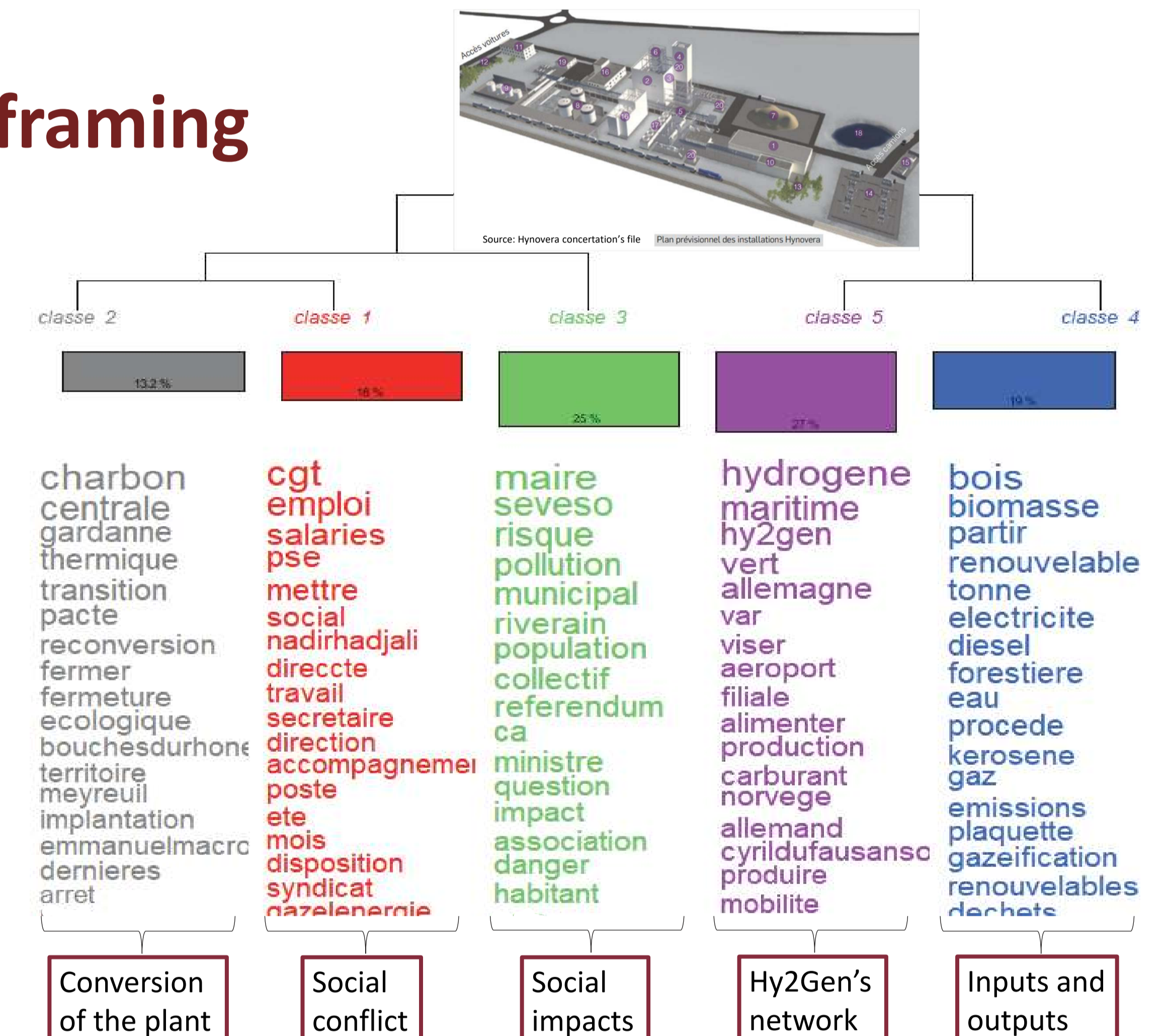


## 2. Two different media framing



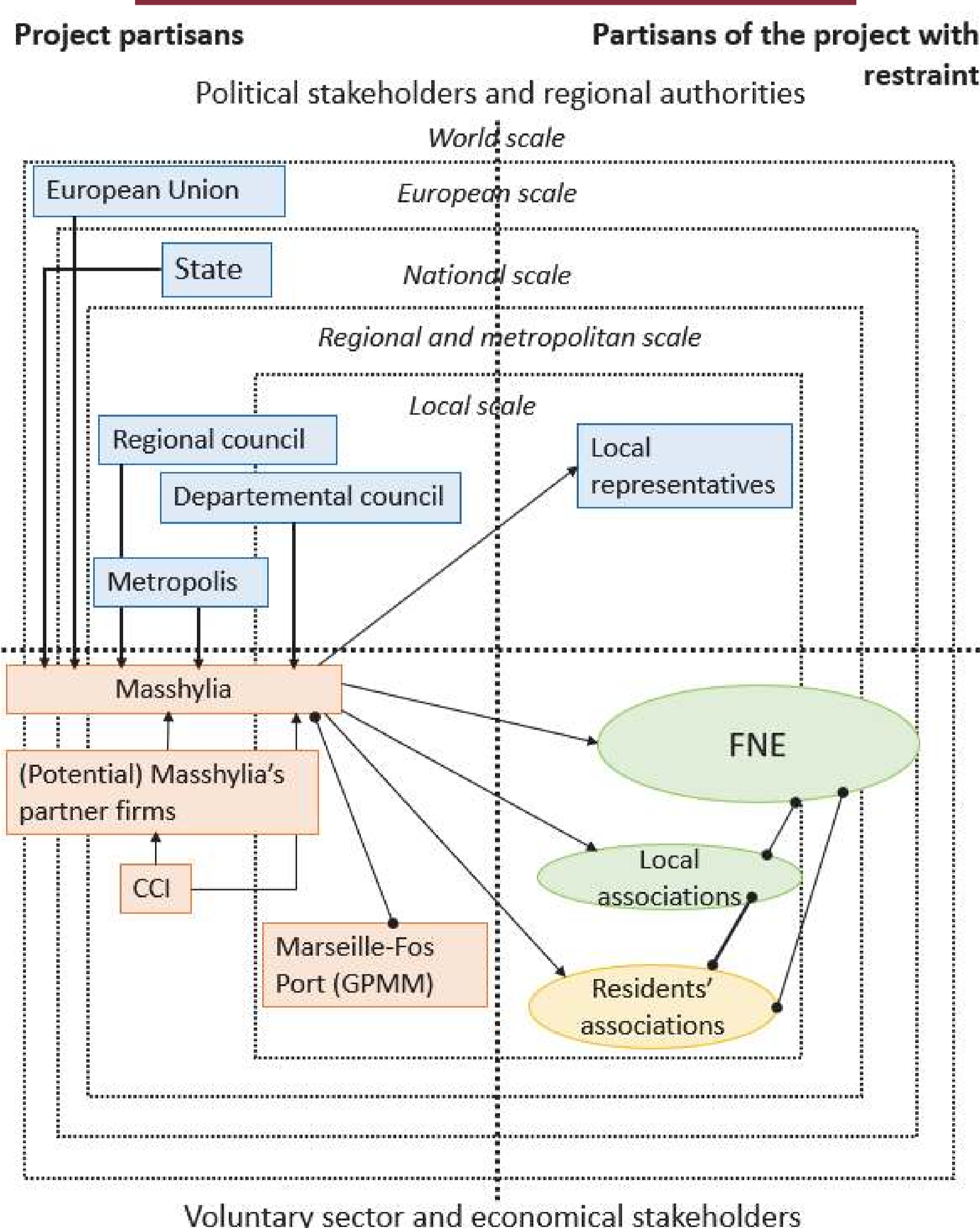
Masshyla (52 articles): a focus on economical and technical features in an institutional frame

Hynovera (94 articles): a focus on the project's social and environmental impacts and on social tensions caused by the coal unit shutdown

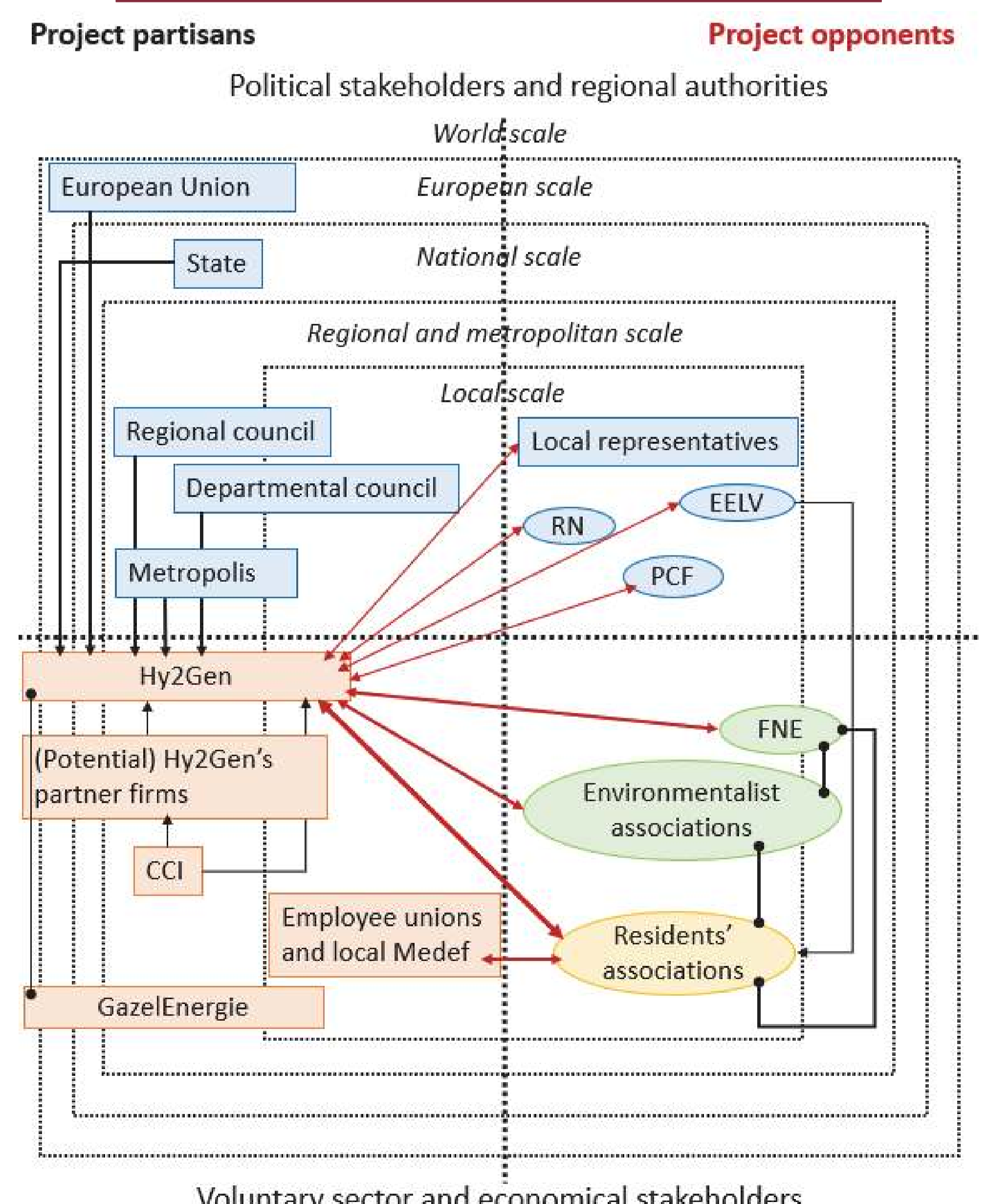


## 3. Stakeholders diagram of the two projects

### MASSHYLIA IN LA MÈDE : CONSENSUAL



### HYNOVERA IN GARDANNE : CONTENTIOUS



### Explicative factors of acceptance vs rejection

- Relationship to industrial employment
- More or less nuisances
- Population's feeling of safety
- Territorial integration of the project

Acceptability conditions are specific to each territory, it is necessary to study them in a scientific way rather than essentialize them.