

MISTRAL

Multi-sectoral approaches to Innovative Skills Training for Renewable energy & social acceptance



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie actions grant agreement MISTRAL No 813837

ESR13 Community Investment – a Segmentation Approach

Candidate Information

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| Position: | Marie Marie Skłodowska-Curie Researcher, Early Stage (MISTRAL, ESR13) |
| Hosting Institution | University of St. Gallen |
| School/Department: | Institute for Economy and the Environment (IWÖ-HSG) |
| Closing Date: | 26/02/19 |
| Salary: | From €3870 a month (subject to taxation and country specific adjustment) |

JOB PURPOSE:

As an Early Stage Researcher (ESR), to be an active member of a research project team assisting in the delivery of research and training activities of the MISTRAL Network, working on the specific topic of 'Social acceptance, path dependency and the low carbon transition' and required to work towards the expected results of this project (see Additional information below).

The Early Stage Researcher will undertake research in the framework of the EU Horizon 2020 project "MISTRAL: Multi-sectoral approaches to Innovative Skills Training for Renewable energy & social acceptance". The Early Stage Researcher will be funded for 36 months through the prestigious Marie Skłodowska-Curie Actions (MSCA) Innovative Training Network (ITN) programme; an initiative by the European Commission to train creative, entrepreneurial, innovative researchers, who are able to face current and future societal challenges, and will convert knowledge and ideas into products and services for the economic and social benefit of Europe.

MISTRAL is an interdisciplinary network which will work to understand the complex challenges in improving social acceptance of renewable energy infrastructure investment, and provide innovative solutions to overcome barriers to the transition to a low carbon economy in Europe.

MAJOR DUTIES:

1. Carry out the research and training activities specified by a personal career development plan (PCDP).
2. Conduct research in interdisciplinary aspects of the social acceptance of renewable energy, as set out in the additional information below.
3. Undertake mandatory training programs and secondments as required at the facilities of other consortium members (see <http://www.qub.ac.uk/sites/MISTRAL/>).
4. Actively participate in training activities and submit reports in fulfilment of the project requirements.
5. Participate in outreach and dissemination activities promoting the MISTRAL project and the Marie Skłodowska-Curie Actions (MSCA) programme including the use of social media, video-diaries, newsletters, etc.
6. Prepare regular progress reports on the performed research and training activities and present the research outcomes at meetings, project workshops, and to external audiences to disseminate and publish research findings.
7. Work closely with academic and industrial collaborators and facilitate knowledge transfer between the MISTRAL consortium.
8. Carry out undergraduate supervision/demonstrating/teaching assistance under supervisor direction and according to university regulations.
9. Study and follow the relevant literature including academic papers, journals and textbooks to keep abreast with the state-of-the-art in the project topical area.
10. Record, analyse and write up results of research work and contribute to the production of research reports and publications.
11. Carry out routine administrative duties as requested, e.g. arranging research programme group meetings, contribute to research programme website, contributing to organisation of MISTRAL project training workshops and events.



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Planning and Organising:

1. Contribute to the drafting of the PCDP and provide regular updates of this plan.
2. Manage own time and meet agreed deadlines.
3. Plan own day-to-day activity within the framework of the agreed research and training programme.
4. Contribute to the planning of research and training activities, reports and publications.
5. Actively contribute to organisation of outreach events such as MISTRAL workshops.

Resource Management Responsibilities:

1. Ensure research resources are used in an effective and efficient manner.
2. Provide guidance as required to support staff and any students involved with research and training.

Internal and External Relationships:

1. Liaise with research colleagues and support staff on routine matters.
2. Make internal and external contacts to develop knowledge and understanding and form relationships for future collaboration.
3. Attend and contribute to relevant meetings and training events.
4. As an MSCA ITN Ambassador contribute to the project outreach programmes by establishing links with local community groups, industries etc.

ESSENTIAL CRITERIA:

1. A Master's degree from a recognised university in a subject related to energy and social sciences that meets the admission requirements of the University of St. Gallen (see [this link](#) and [this link](#)).
2. Relevant experience of qualitative and quantitative research techniques.
3. Fluent in English and German.
4. Sufficient breadth or depth of specialist knowledge in available techniques for investigation of social acceptance of renewable energy in an inter-disciplinary context.
5. Willingness to contribute to the School and project outreach activities.
6. Strong analytical and problem solving skills.
7. Ability to logically conceptualise and summarise the research findings.
8. Ability to work proactively and independently.
9. Ability to participate in knowledge transfer and demonstration.
10. Excellent verbal and writing communication skills.
11. Ability to interact with colleagues and staff.
12. Ability to communicate complex information clearly.
13. Ability to organise resources, manage time and meet deadlines.
14. Be willing and able to perform secondments or participate in training programs at the facilities of other European consortium members (see <http://www.qub.ac.uk/sites/MISTRAL/>).
15. Be in the first 4 years (full-time equivalent) of their research careers and not yet have been awarded a doctorate. This 4 year period is measured from the date of obtaining the degree which would formally entitle to embark on a doctorate.
16. Must not have resided or carried out their main activity in Switzerland for more than 12 months in the 3 years immediately prior to their selection for this post.
17. Be eligible and qualified for enrolment in the PhD programme at St. Gallen.

DESIRABLE CRITERIA:

1. Specialisation in renewable energy management, -marketing, -finance, -policy or related field.
2. Prior work experience outside of academia.

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3. Prior experience with EU projects.
4. Ability to communicate in French and Swiss German.
5. Internships or work experience in an academic/commercial research environment relevant to consumer research.
6. Practical experience of applying specialist skills and techniques required for the project.
7. Willingness to occasionally work outside core hours when required for data collection etc.

ADDITIONAL INFORMATION:

MISTRAL (*Multi-sectoral approaches to Innovative Skills Training for Renewable energy & social acceptance*) is a four year project funded by the European Commission as a Marie Skłodowska-Curie Action (MSCA) Innovative Training Network (ITN).

The MISTRAL Network is made up of 7 beneficiaries from the UK, Ireland, Germany, Portugal, Denmark and Switzerland. 15 Early stage researchers will be employed to conduct research on various aspects of social acceptance of wind energy. MISTRAL will also draw on the knowledge and resources of 15 academic and non-academic partners across Europe. These partners will host ESRs for secondments, provide training, and promote and support the work of MISTRAL. Further information about the project can be found online at <http://www.qub.ac.uk/sites/MISTRAL/>.

ESR13 Project Title: Community investment – a segmentation approach

This project will belong to the work stream of Work Package 5; Market dimensions to social acceptance

Objectives: Research on social acceptance often yields results about attitudes and preferences of *average* respondents. However, not all stakeholders of a project are equally salient to its success or failure. This research project will borrow from research in marketing to explore the value of a segmentation approach for analysing and ultimately managing social acceptance. In particular, it will distinguish between stakeholders strongly in favour, somewhat in favour, rather against and strongly against a given project. The aim is to predict changes in the attitudes of these groups as a project nears implementation, and apply target group-specific communication strategies.

Expected Results: Literature review on segmentation approaches in consumer and voter behaviour; Representative survey in 2-3 of the participating countries; Segmentation analysis; Development of target group-specific communication strategies; Validation of strategies with practitioners

Planned secondment(s): The candidate will be expected to take advantage of two 3-month secondment opportunities during their research, with details to be agreed between the successful candidate, supervisors and project partners.

PhD Supervisor: Prof. Rolf Wüstenhagen (St. Gallen). **Co-Advisor:** Prof. Patrick Devine-Wright (Exeter)