

Why was a planned crematory in Hoogezand, The Netherlands, not build?

AND COULD THE IMPLEMENTATION OF A SOCIAL IMPACT
ASSESSMENT HAVE LED TO A DIFFERENT OUTCOME?

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1 ABSTRACT

This thesis is based on a case-study done in Hoogezand, The Netherlands. It discusses why a planned crematory was not build, and whether or not the implementation of an Social Impact Assessment or could have led to a different outcome.

The research was mainly done by reviewing literature and interviews with representatives of the three main parties in this case. True these interviews a good understanding of the different opinions and views were gained. Examples of some results are the reasons for the people to oppose and reasons for the undertakers company to choose this location.

This thesis concludes with giving recommendations how the public could have been informed differently. The people just did not want the crematory to be build, and the use of certain techniques could have saved valuable time and money from all three parties.

2 INTRODUCTION

2.1 MOTIVE

Protests, letters, official legal objections. The residents of “The Dreven” did almost everything in their power to stop a crematory from being build. And with success. Therefore a perfect example of resistance by residents blocking a project. This thesis tries to get a complete overview of the situation, what and why went “wrong” and whether or not the implementation of a Social Impact Assessment (SIA) could have led to a different outcome.

Since spatial interventions almost always have impacts, it is important for governmental planners and commercial builders to think about the consequences of their actions. Especially when it comes to death-related plans, emotions can get the upper-hand, as has happened in this specific case. To mitigate risks, to gain information and insight, and to treat communities with respect, it is wise to conduct an Social Impact Assessment or use a technique like Free Prior and Informed Consent (FPIC). SIA and FPIC are more thoroughly explained in the theoretical framework.

I hope to get a better understanding of these techniques and how I can apply these in my futures spatial (planning) career.

2.2 PROBLEM

The people living in “the Dreven”, a neighborhood in Hoogezand, The Netherlands, did not approve of the plan by Monuta, to build a crematory in “the Dreven Woods”. The Council of the Municipality of Hoogezand-Sappemeer eventually listened to the people, and officially blocked the plan. The goal of this research is to find out why this planned crematory in Hoogezand was not build. Was it mainly because the people did not approve, because it was not legal to build in the Dreven Woods, a combination of - these reasons, or was it something else? This was researched according to these main and sub-questions:

2.2.1 Main question

Why was a planned crematory in Hoogezand, the Netherlands, not build and could the implementation of an Social Impact Assessment have led to a different outcome?

2.2.2 Sub-questions

- Why were the people of the Dreven against the crematory in the Dreven Woods?
- How and when were the people of the Dreven informed about the crematory?
- Why the Council of Hoogezand did not grant the building permit for the crematory?
- Is there a plan B, e.g. another location?

2.3 STRUCTURE

This thesis will start with an introduction on the location, the plan and the company Monuta. This for the reader to get a better understanding of the situation. After all this is explained, the used methods of research are stated. The ethical issues can also be found here.

This is followed by the theoretical framework, where used definitions and theories are explained. A linkage between the theories and this research is also made, and a conceptual model is presented.

After all the theory, the results from the research are presented in the same order as the sub-questions. A time-frame of the process can also be found in this chapter.

After answering the sub-questions, the main question is answered in the conclusion. In this chapter the use of a technique like SIA or FPIC is also discussed, and recommendations are made.

The final part of this thesis consists of the bibliography and the appendix. Used literature, additional statistics and interview guides can be found here.

3 HOOGEZAND

3.1 THE MUNICIPALITY OF HOOGEZAND-SAPPEMEER

The municipality of Hoogezand-Sappemeer lies in the province of Groningen and consist of two former separate municipalities; Hoogezand and Sappemeer. Hoogezand-Sappemeer neighbors the municipalities of Groningen, Slochteren, Haren, Veendam and Menterwolde. In 1949, after several attempts, the two municipalities became one, and is still one of the biggest municipalities in the province. The two separate towns experienced growth, mainly because of the flourishing industry, and had intertwined.

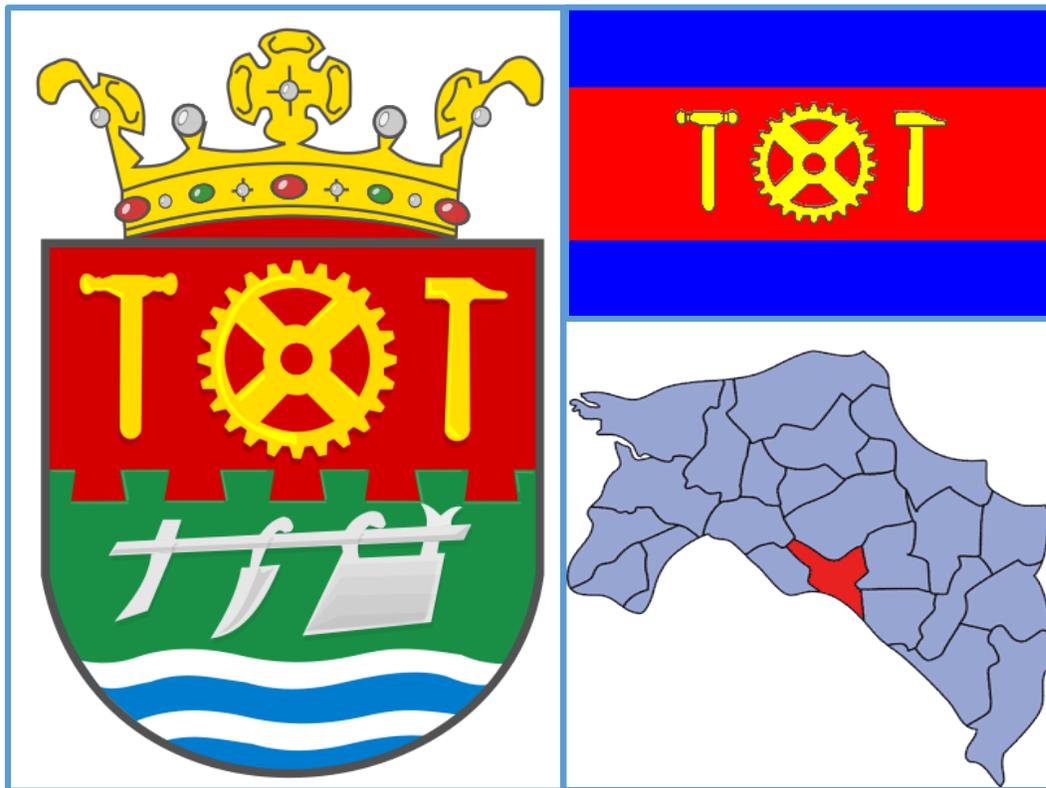


Figure 1; Left: Coat of arms of Hoogezand-Sappemeer, from www.hoogezand-sappemeer.nl, Right upper corner: Flag of Hoogezand-Sappemeer, Right lower corner; Municipalities in the province of Groningen, with Hoogezand-Sappemeer shown in red, both from www.vlaggen.nl

Hoogezand and Sappemeer had a special ribbon-like shape. The houses used to be built mainly along the old Winschoterdiep, a canal used for transporting peat. After the old Winschoterdiep was filled up, and the new Winschoterdiep was constructed outside the urban area, Hoogezand and Sappemeer spreaded out. This mainly to the South, through the building of new neighborhoods like the Dreven.

3.1.1 The Dreven

The Dreven is a neighborhood in the Municipality of Hoogezand-Sappemeer, and is part of the town Hoogezand. It is a relative new neighborhood, the houses were built in the '90s (ca. 90%) and '00 (ca. 10%, see figure 5). Most of the houses are (semi-)detached and the neighborhood has a park-like feel. It is one of the more high-end neighborhoods in Hoogezand. This is one of the reasons why the Dreven Woods, the small forest on the edge of Hoogezand and adjacent to the Dreven is so important to the residents.

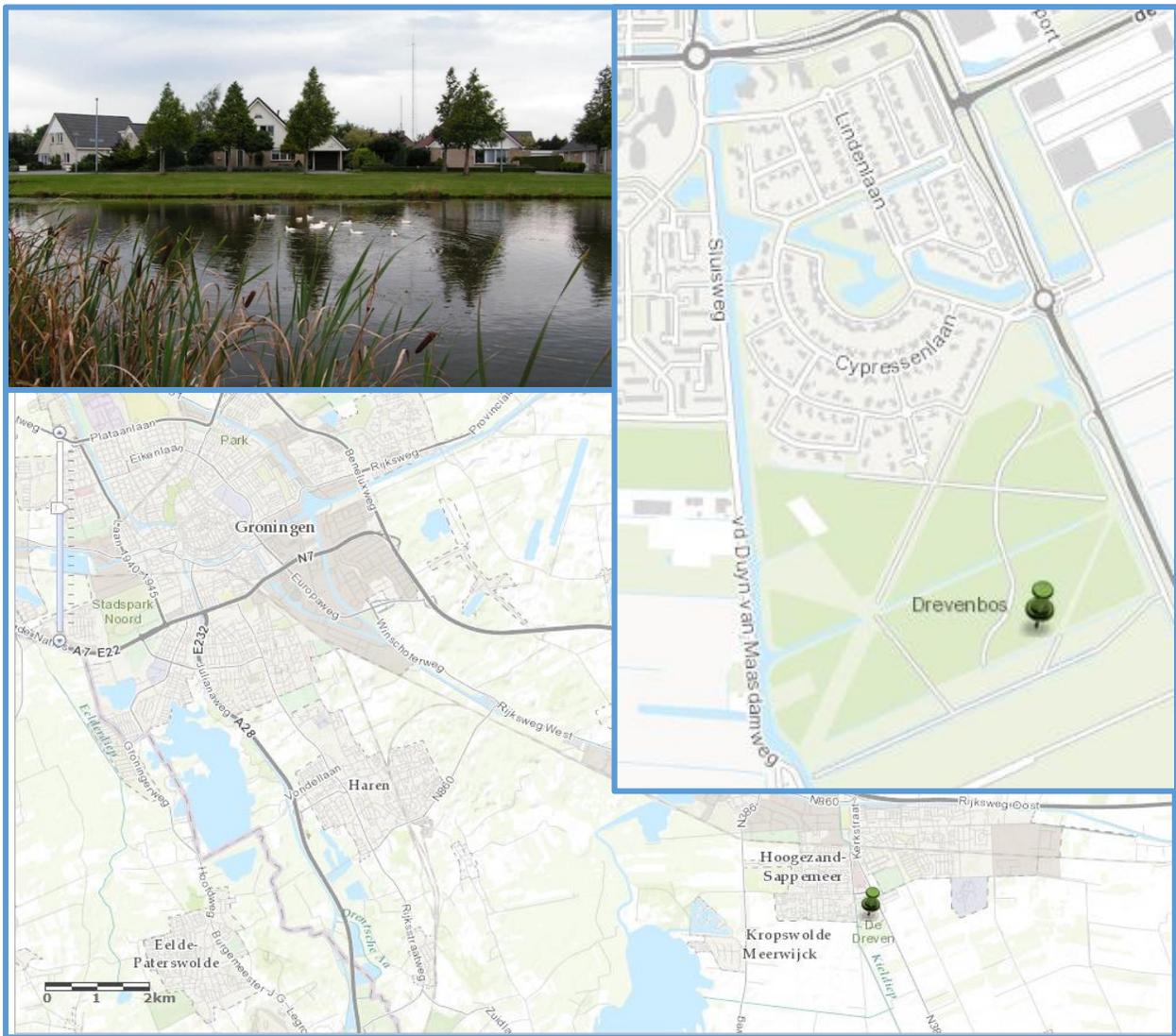
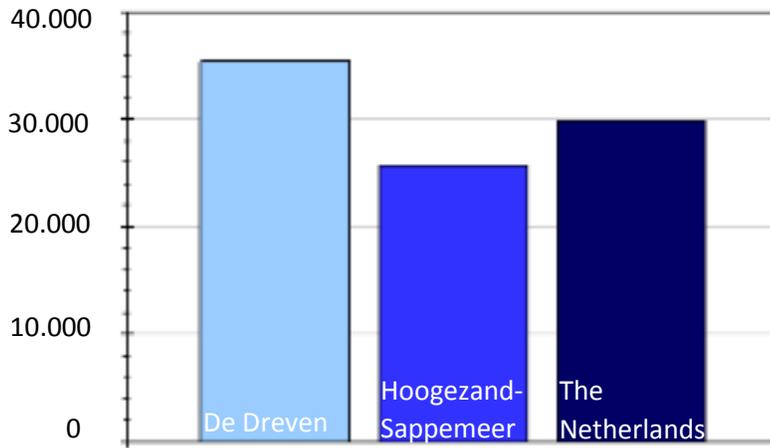


Figure 2; Map of the location, picture from www.drevenbos.nl, map from arcgis.com

Average income in 2010 (euro)



Welfare-benefit (bijstandsuitkering)

Region	Per 1000 households
The Netherlands	47
Hoogezand-Sappemeer	77
De Dreven	5

Figure 3 and 4; Average income in 2010 (euro) and number of households receiving a welfare-benefit, both , from www.cbsSinuwbuurt.nl

The Dreven is a relatively high-end neighborhood. As shown in figure 3, the average income in the Dreven is higher than the regional and national average. Another indicator is the number of welfare-benefits received by households. This is shown in figure 4. As can be seen, in the Dreven this number is much lower than in the rest of The Netherlands. Especially compared with the average in Hoogezand-Sappemeer, which is exceptionally high.

Figure 5 represents housing and vehicles in the Dreven. It shows that the average worth of houses in the Dreven is higher than the national, and much higher than the regional average. Another indicator for the wealth of the neighborhood is the number of cars per household, which is almost 1.5 times higher than in the rest of The Netherlands.

	Housing			Vehicles	
	Houses	Average worth	By year of finalisation		Cars per household
			from 2000	till 2000	
Region	Number	1 000 euro	%	%	
The Netherlands	7246480	232	12	87	1.0
Hoogezand-Sappemeer	15585	155	14	86	1.0
The Dreven	305	267	10	90	1.4

Figure 5; housing and vehicles, from statline.cbs.nl

Population

	Total	By age					By marital status			
		0-15	15-25	25-45	45-65	65+	Single	Married	Divorced	Widowed
Region	Number	%	%	%	%	%	%	%	%	%
The Netherlands	16730350	17	12	26	28	16	47	41	7	5
Hoogezand-Sappemeer	34780	17	11	25	29	19	44	42	8	6
The Dreven	755	11	13	8	48	20	29	61	4	6

Figure 6; Population statistics, from kerncijfers wijken/buurtten CBS. Shown in red below national/regional average and green above national/regional average.

As shown in figure 6, there are relatively not a lot of people between the ages of 0-15 and 25-45, in contrast to the elderly and middle-aged people, they are highly represented in the Dreven. There are few divorcees and singles, what indicates an older, well-off population. These and more statistics about the Dreven can be found in the appendix.

4 MONUTA

4.1 THE COMPANY AND THE PROJECT



Figure 7; Sketch of the planned crematory, from www.drevenbos.nl

Monuta is an undertakers company where customers can insure and arrange their (loved one's) funeral. The company was founded in 1923 in Apeldoorn, and today their headquarters can still be found here. The company has funeral centers and crematories all over The Netherlands, and is especially big in the middle and northern provinces. Now, their customers from Hoogezand-Sappemeer can go to their funeral center in Sappemeer, but the closest crematories are in the townships Groningen and Winschoten. Monuta owns several crematories, in other crematories Monuta is a participant/shareholder. In 2008 Monuta decided to build a crematory in Hoogezand, of which a sketch is shown above in Figure 7.

4.2 THE LOCATION

There were multiple reasons for Monuta to choose Hoogezand-Sappemeer as the location for their next crematory. The list below is from the interview with Mr. Jaap Blaak, manager at Monuta:

- There are 70 crematories in the Netherlands, research has shown that there is room for 15/20 more.
- Monuta has a big market share in Hoogezand-Sappemeer and the surrounding area.
- Hoogezand-Sappemeer is centrally located in Groningen
- Estimated is that Hoogezand-Sappemeer will experience growth over the next decennia.

During the same interview Mr. Blaak says about The Dreven: *“We didn’t have a lot of different options, like some people think. We had a meeting with the municipality and they handed us this location. When we viewed the location it was “love at first site”. It was perfect for us. On the edge of Hoogezand-Sappemeer, close to other towns like Veendam. And of course, it is a beautiful environment”*

He also stated that Monuta did not know how sensitive this location would be. They were informed that the part of the forest they wanted to build in, was meant for production or at least as a “commercial forest”. The other part of the forest, closer to the houses was meant for recreation. According to Mr. Blaak, Monuta never wanted to “invade”.

5 METHODOLOGY

This thesis is based on a case study of a specific project in Hoogezand, the Netherlands. The information used during the research is based upon scientific literature, websites, newspaper articles and three interviews. The people of the Dreven are represented by a resident's committee, and they designed a specific part of their website for this project. This was very helpful to gain a good overview of the process and its timeframe.

The three interviews were done with:

- A representative from Monuta,
- The head of the "Ruimtelijke Ontwikkeling" (Spatial Planning) department & a legal advisor from the Municipality of Hoogezand-Sappemeer.¹
- And a member of the resident's committee.

This way, a good overview of all the different opinions, and an inside view on the decision making process was gained. The interviews were conducted in Dutch, but the interview guides are in English. The citations used in the thesis are in English as well.

5.1.1 Ethics

The fact that I, as the researcher, live in Hoogezand is an advantage as well as a disadvantage. As a resident, I of course have a good understanding of the community. But it also could have been a problem, especially during interviews, because the interviewee could see me more as an (fellow) inhabitant of Hoogezand instead of an student from the University. This may have resulted in the fact that someone was not willing, or scared to give me a lot of inside information or his/her personal opinion. This last objection came up during the research proposal, but did not seem to be a problem during the interviews. Of course, one can never be fully sure about this.

¹ Because of different actors within the municipality, confusion could arise. When not otherwise stated, where ever "the municipality" is mentioned the Spatial Planning department is intended.

6 THEORETICAL FRAMEWORK

The first object of this thesis is to find out what the peoples (first) reactions to the plan were. How/when/if they were (properly) informed and whether or not an SIA was done. The later turned out not be the case, so this thesis states how this could have helped to get a social license to operate. Below, there are definitions mentioned, which were used during this research.

6.1 DEFINITIONS

A lot of the relevant theories and concepts are stated below. The conceptual framework for understanding social impact of Slootweg et al. (2001) and Vanclay (2002) was used in the article by Langbroek & Vanclay (2012), and was also used during this research. This research is relevant because it will show the importance of social acceptance/a social license to operate for a project, and how techniques like an SIA or FPIC can be used in a project.

6.1.1 Social Impact Assessment

An international and universal definition was stated by Frank Vanclay (2003): "Social Impact Assessment includes the processes of analysing, monitoring and managing the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects) and any social change processes invoked by those interventions. Its primary purpose is to bring about a more sustainable and equitable biophysical and human environment."

Sairinen (2004) gives a definition on SIA in a more urban setting: "a systematic effort to identify and analyse social impacts of a proposed project or plan on the individual, on social groups within a community, or on an entire community in advance of the decision-making process. Social impacts of urban plans refer to various factors such as quality of housing, local services and living environment, gentrification or segregation, conditions of transportation etc."

6.1.2 Sense of place

There are a lot of definitions for "Sense of place", all with differences and similarities. Jennifer Cross (2001, page 1) wrote an essay about this problem and says:

"The truth is we probably have no single "sense of place;" instead, we bring to the places we live a whole set of cultural preconceptions that shape the way we respond to the place, and in some measure reshape the place to fit those preconceptions.... This lack of a common definition or understanding of sense of place, results both from the fact that it has become a buzzword used to suit various purposes, and from the interdisciplinary nature of the concept."

Another problem in defining "Sense of place", is that this concept is sometimes called differently, like place attachment, topophilia, insidedness, and community sentiment (after Low, 1992 page 1-12). It will be argued later on, that the residents of the Dreven feel a great attachment to their living area, leading to the emotional and fierce opposition.

6.1.3 The NIMBY-effect

NIMBY stands for “Not In My Back Yard”, and is a concept that indicates that people do not object to a plan itself, but don’t want the plan to take place in their living area.

Decision making in environmental intervention and management usually displeases someone. Public administration entities and private organizations must pinpoint and manage certain environmental and social services that though deemed necessary and essential, often carry a negative image that creates social rejection. This is the definition of the NIMBY-effect by Pol et al. (2006)

Like with the concept of ‘sense of place’ there is criticism about the term NIMBY. Hunter & Leyden (1995, page 602) say that:

“The problem with the use of NIMBY is that rarely is it defined the same way by different researchers. In fact, it is sometime used as a catchall term to label the opposition – or worse, to imply that citizens have illegitimate or irrational selfish (or narrow) reasons for opposing facilities”

Others, like Hubbard (2006), argue that many sociological/geographical concepts are similarly ‘fuzzy’. Burningham et al. (2006, page 4) say that: *“In popular usage NIMBYs are usually selfish and parochial individuals who place the protection of their individual interests above the common good. There have been some recent moves, however, to recast the term in a more positive light”*

6.1.4 FPIC

FPIC is a legal concept in the context of the United Nations Declaration on the Rights of Indigenous Peoples, but it is also a philosophy that can, and is being increasingly applied to all communities (Vanclay and Esteves, 2011 and Esteves et al. 2012). Vanclay and Esteves (2011, page 6–7) explain FPIC:

*“In both the formal and more general utilization of FPIC, each word contributes meaning to the concept. **Free**, meaning that there must be no coercion, intimidation or manipulation by companies or governments, and that should a community say ‘no’ there must be no retaliation. **Prior**, meaning that consent should be sought and received before any activity on community land is commenced and that sufficient time is provided for adequate consideration by any affected communities. **Informed**, meaning that there is full disclosure by project developers of their plans in the language acceptable to the affected communities, and that each community has enough information to have a reasonable understanding of what those plans will likely mean for them, including of the social impacts they will experience. **Consent**, meaning that communities have a real choice, that they can say yes if there is a good flow of benefits and development opportunities to them, or they can say no if they are not satisfied with the deal, and that there is a workable mechanism for determining whether there is widespread consent in the community as a whole and not just a small elite group within the community.”*

Even though FPIC initially mainly concerned indigenous peoples, Hanna and Vanclay (2013, page 10) argue:

“In order to achieve a legitimate social licence to operate and to refrain from violating human rights, companies need to respect FPIC, arguably with non-Indigenous as well as Indigenous communities. The right to self-determination is conceived as being applicable to all peoples (United Nations 1945), thus respecting FPIC in relation to all local communities would be complying with international human rights standards.”

Langbroek and Vanclay (2012, page 12) also recommended the use of FPIC in a case study in Urk, the Netherlands. Taken all this into account, FPIC could have been implemented in this case as well, even though the community in this case is not indigenous.

6.1.5 Social license

Gunningham et al. see 'social licence' as that corporations are constrained to meet the expectations of society and to avoid activities that societies (or influential elements within them) deem unacceptable. Also, in some instances, the conditions demanded by 'social licensors' may be tougher than those imposed by regulation, resulting in 'beyond compliance' corporate environmental measures even in circumstances where these are unlikely to be profitable.

Hanna and Vanclay (2013, page 9) argue that *"Companies that apply FPIC are likely to benefit from an improved social licence to operate and are likely to have a better public image than those who do not recognize the right to FPIC.* This links social license and FPIC together, as FPIC can be used to gain a social license to operate.

6.2 CONCEPTUAL MODEL

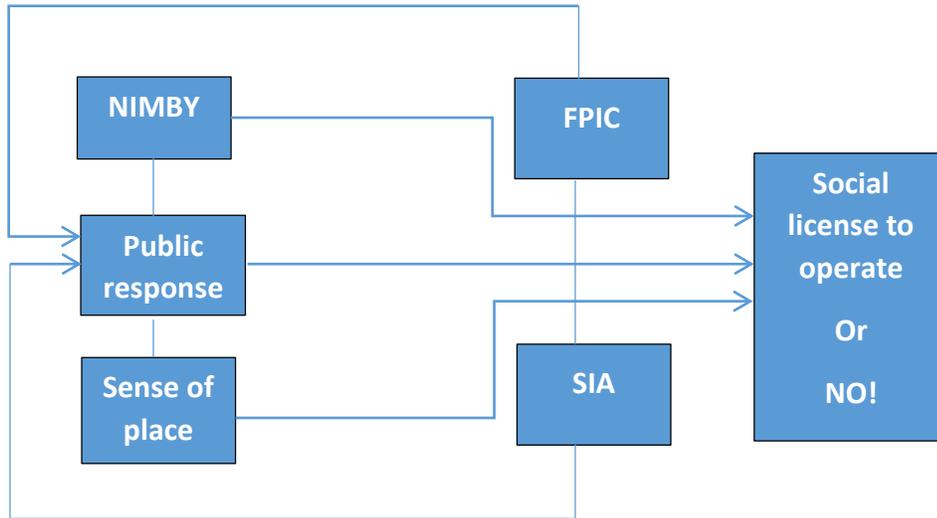


Figure 8; Conceptual Model

This model shows the five definitions discussed above. The three most left boxes show concepts/feelings people can experience. The boxes in the middle, SIA & FPIC, show methods to get information about and how to handle/influence these feelings. The box most to the right shows possible outcomes. Social license to operate is probably the concept that is the most important, because it is critical for completion of a project. For example, this project did not go through, because it did not get the peoples approval and therefore not a social license (to operate).

7 RESULTS

7.1.1 Opposition

The residents of the Dreven had many reasons to oppose to the plan of Monuta. The residents reacted with a lot of emotions to the plans, because they felt they were surprised by the advanced state of the plans. They had different reasons to oppose, some were more emotional and others were practical.

7.1.2 Introduction of the plan to the residents

The reason why a lot of residents felt surprised, was that they had to find out via a local newspaper that there was an information evening organized by Monuta and the municipality. During this information evening, the already developed plans were presented. If the people had been informed earlier, this first anger, caused by the sudden announcement, would have been less. This can be directly linked to the principles of SIA and FPIC, which advocate participation by residents in an early state.

Monuta did send an invitation letter to the residents, but because the envelope only had their logo on it, a lot of people threw it away thinking it was another advertisement letter from Monuta. A spokesperson from the Residents Committee said in our interview: "We, like so many others, already threw the letter away. When we read the local newspaper, we got the letter out of the trash. I think it's a good thing that the (weekly) newspaper came out before the information meeting, because otherwise a lot of people wouldn't have known about it".

The information evening on 14th April 2011 was the first moment of contact between Monuta and the residents. Monuta thinks that they followed the right steps, first discuss with the municipality, and involve the neighborhood once the plans are concrete. What they did not expect, and had never experienced before, was this kind of fierce resistance by the neighborhood. Mr. Blaak says: *"We had never experienced this before. Of course, there are always people who have questions, but usually we are very capable to answer these and take away concerns. But not in this case. Everything is possible, if an open discussion is possible. But unfortunately, in this case, the residents were not willing to listen and just did not want a crematory in "their" forest"*. One could argue that the NIMBY-effect was applicable here, since the residents did not oppose to a crematory in Hoogezand, they just did not want it close to their living environment.

What the representative of the Residents Committee said, when asked about his first reactions to the plan: *"I thought it was ridiculous. There is not a lot of forest directly adjacent to Hoogezand-Sappemeer, and then to destroy such a big part of this forest...It is only twenty years old, and just starting to mature. It is a big part of our living environment. It was used to sell the houses here, as a neighborhood with its own forest. A lot of people came to live here, because of the forest"*.

Here it is clear that the interviewee feels connected to the place where he lives, one could say he feels a big place attachment to this neighborhood. He also stated that a lot of people living in the Dreven, have been living there for quite some years. Especially for those who build their house there, or have been living in the neighborhood since the first beginning, a similar sense of place can be expected. This could explain the emotional reactions.

Later on he says: *“And another problem was that the impact on the forest was downplayed. A big part of the forest would have been unusable for us, because of all the cars and the mourning people, and we use it so much.”* The residents did not feel that their objections were taken seriously, what could indicate to dysfunctional communications.

These citations can be seen as examples of the different reasons and opinions for the residents to oppose. On the content as well as on the way they were informed. The reasons to oppose can be roughly classified into three categories; environmental, practical and health related. A list with the main reasons is stated below:

- The Residents were told that the forest was a permanent part of the neighborhood.
- The forest was created with 75% subsidies by the National Government.
- The Dreven Woods has a big recreational value to walk, but also for (mountain)bike and equestrian routes.
- The Dreven Woods has evolved in an, for Hoogezand-Sappemeer, unique piece of nature with birds, plants and other wild life.
- The Dreven Woods will lose 35% to the crematory, because people will avoid parts of the forest out of pietism.
- There are a lot of alternative locations, which were not chosen because they were not of good “quality”. The Residents Committee thinks an attractive location could be created, instead of using a big part of the forest. For instance by planting trees.
- The crematory would result in more traffic on two already (to) busy roads in and around Hoogezand-Sappemeer.
- The houses will lose part of their value, and will become even harder to sell. Not everyone wants to live close to a crematory
- The committee is concerned with health issues and the possibility of ashes blown into the neighbourhood.

7.2 MUNICIPALITY

Below a time frame of the decision making process of the Council of Hoogezand-Sappemeer can be found. The Council is the highest ranking administration in a Dutch municipality and the Council members have the final say over a project. The Council of Hoogezand-Sappemeer was very impressed with the opposition, and saw that the project did not have a social license to operate. They finally decided to go along with the people, and to not grant a building permit to Monuta.

7.2.1 Time frame

September 2008	Monuta is interested in Hoogezand-Sappemeer. The departments of Spatial Planning and Economics discuss different locations with Monuta, the Dreven is the only/best one
18th December 2009	Monuta does a first request with the Board of Mayor and Alderman of Hoogezand-Sappemeer
March 2010	The Board is positive, but with some reserves. Research is required and the Council has to agree as well.
14th April 2011	Monuta and the municipality host an information evening for residents and other interested parties, like the Council Members.
22nd April 2011	The residents send a letter of objection to the Board of Mayor and Alderman.
29th April 2011	The residents give a petition with 380 autographs against the project to the Alderman concerned.
13th July 2011	Residents meet with the Alderman for a discussion. The Alderman informs the residents that Monuta also wants to meet with them.
20th July 2011	Residents reject Monuta's invitation, because in their opinion Monuta is not willing to consider a different location.
02nd August 2011	Monuta officially applies for an alteration of the Zoning-plan.
31st October 2011	Meeting of the Council of Hoogezand-Sappemeer, where all the different opinions are discussed. The Residents attend this meeting in big numbers with t-shirts and protest signs.
21st November 2011	The Council decides not to cooperate with Monuta's plans.
10th January 2012	Monuta officially objects against the decision by The Council.
12th March 2012	Hearing Council of Objection. Attended by so many people/residents that the hearing has to be shown on screens in the local Cultural Centre, adjacent to Town Hall.
26th March 2012	Council of Objection decides that the objection by Monuta is well-founded on the grounds that the decision by the Council of Hoogezand-Sappemeer is not motivated enough.
21st Mei 2012	Meeting of the Council of Hoogezand-Sappemeer, where the decision by the Council of Objection is discussed. There are two options, stay with the decision not to cooperate and add a more thorough motivation or do cooperate. The Council of Hoogezand-Sappemeer stays with its decision. The Dreven is no longer an option for Monuta. The Council advises the Board of Mayor and Alderman to seek a different locations and to involve the Council in this process.

7.3 WHAT'S NEXT?

7.3.1 What's next

Momentarily Monuta is looking for a different location to build their crematory in Hoogezand-Sappemeer. At the moment, Monuta is exploring the option of "Rengers Park". This is a combined project by the Municipalities of Groningen, Hoogezand-Sappemeer and Slochteren. It is a completely different location than the Dreven, since it is an Industrial Park. In an interview with L. van Kelckhoven (2013), a local news reporter, Mr. Blaak from Monuta says: *"This location is not final. If we decide to build our crematory on the Rengers Park, we will do some magic and make it a beautiful place"*.

This is similar to what he states in the interview I had with him for this research. He said about these plans: *"The plans are in an infant stage. We contacted the neighborhood in an early state, before there were any concrete plans. We actually took some of the residents to our Crematory in Drachten (Friesland), so that they could really see what to expect and we tried to answer their questions. We want to do everything in our power (to take away their concerns)"*. This implies that Monuta has learned from the way they involved the residents in the plan/decision-making process.

8 CONCLUSION

As it turned out during the interview, the residents just didn't want a crematory in the forest. And probably nothing could have made them change their mind. Even though the outcome would not have changed, the approach to the residents could have definitely done better.

Momentarily the municipality and Monuta do not use an SIA or similar technique to gain a good understanding of the social consequences of, and feelings towards a project. Of course the municipality does research, but focusses more on the environmental aspects. Both parties feel like they followed the right steps and did not do anything wrong, and indicate that they have learned from this unique case.

If an SIA would have been done, the feelings of the people towards the project would have been known earlier. They would not have felt so surprised, and communication would have started out on a different foot. This would have saved time and money from all involved parties. Not only for the three parties mentioned but also for public resources, because the process was long and legal actions were taken.

Another advantage of doing an SIA or other social assessment is that a better understanding of a community is gained. In this case, this would probably have helped Monuta and the municipality with making a prior estimate of the resistance. Since the people living in the Dreven have a higher income, they are likely to be higher educated. This indicates to a good understanding of (legal) rights, and ways to officially object to a plan. What adds up to this is that the people in the Dreven are likely to have an extensive (professional) network. This could have helped with the legal or financial aspects of the opposition. Because of all this, it is to be expected that opposition in neighborhoods like the Dreven would be harsher and better organized than in young or low-income ones.

Besides an SIA, the technique or better the philosophy of Free Prior and Informed Consent could have been well used in this project. Hanna and Vanclay (2013, page 10) say that *"Organizations (corporate and government) should not try to coerce communities into accepting a project. SIA and HRIA can be useful tools for ensuring that human rights are being respected in a company's projects and operations, if performed at an early stage and in a participatory manner. Companies that adopt the FPIC philosophy and fully implement it in practice, in addition to respecting the right of communities to participate in decisions that affect their lives, will probably benefit from reduced conflict, reduced likelihood of reputational damage, as well reduced risks and costs."*

This is fully applicable in this case, and sums up what is argued before. According to Hanna and Vanclay (2013 page 10), applying FPIC is not infeasible even though it can be difficult. As long it is applied "with good faith and qualified professionals, any company that chooses to adhere to FPIC, or is forced by legislation, should be able to implement it".

To sum up, even though this case would probably have the same outcome, it is recommended that the municipality and Monuta start implementing SIA and FPIC in future projects. Not only will it save time and money, it will have many other beneficial effects and contribute to a more sustainable and human environment (Vanclay 2003)

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10 APPENDIX

10.1 STATISTICS

This data was retrieved from the Dutch Bureau for Statistics (CBS) and all data is for 2012

Population

		By age					By marital status			
		0-15	15-25	25-45	45-65	65+	Single	Married	Divorced	Widowed
Region	Number	%	%	%	%	%	%	%	%	%
The Netherlands	16730350	17	12	26	28	16	47	41	7	5
Hoogezand-Sappemeer	34780	17	11	25	29	19	44	42	8	6
The Dreven	755	11	13	8	48	20	29	61	4	6

Population

	Density	Households				
		Total	One-person	Without children	With children	Average
Region	Per km2	Number	%	%	%	Number/household
The Netherlands	496	7512825	37	29	34	2.2
Hoogezand-Sappemeer	521	15565	34	32	34	2.2
The Dreven	1466	305	14	48	38	2.5

Immigrants

	Western	Non-western	Surinam
	%	%	%
The Netherlands	9	12	2
Hoogezand-Sappemeer	7	11	4
The Dreven	6	3	3

	Housing			Vehicles	
	Houses	Average worth	By year of finalisation		Cars
			from 2000	till 2000	
Region	Number	1 000 euro	%	%	
The Netherlands	7246480	232	12	87	1.0
Hoogezand-Sappemeer	15585	155	14	86	1.0
The Dreven	305	267	10	90	1.4

**Welfare-benefit
(bijstandsuitkering)**

Region	
The Netherlands	47
Hoogezand-Sappemeer	77
The Dreven	5
	Per 1000 households

10.2 INTERVIEW GUIDE MONUTA

Introduction

- Who am I
- Objective of research
- What happens to collected data
- Confidentiality /anonymity
- Consent for participation
- Consent for recorder

Opening questions

- Age, education/job, role in project

Key questions

- Why did Monuta want to build a crematory in Hoogezand?
- Why did Monuta choose this location?
- When did Monuta start planning this project?
- How and when did Monuta inform the residents?
- How did you respond to the opposition of the people?
- Did you take actions to prevent this opposition?
- When did Monuta apply for a building permit?

Closing questions

- Are there any other plans to build a crematory, maybe in a different location?
- What would Monuta do differently?
- Is there anything else you would like to tell me?

Thank you!

10.3 INTERVIEW GUIDE MUNICIPALITY OF HOOGEZAND-SAPPEMEER

Introduction

- Who am I
- Objective of research
- What happens to collected data
- Confidentiality /anonymity
- Consent for participation
- Consent for recorder

Opening questions

- Age, education/job, role in project

Key questions

- When did the municipality here about the plan?
- When did Monuta apply for a building permit? 1 aug
- How/when were the people informed?
- Did the municipality perform an Social Impact Assesment, or something similar.
- What was the decision making process for the permit?
- What was the main reason not to grand the permit?
- Were there other reasons not to grand the permit?

Closing questions

- Do you think a building permit would have been granted if the plan was adjusted? What if the people would not oppose?
- Is there anything else you would like to tell me?

Thank you!

10.4 INTERVIEW GUIDE RESIDENTS COMMITTEE “HET DREVENBOS”

Introduction

- Who am I
- Objective of research
- What happens to collected data
- Confidentiality / anonymity
- Consent for participation
- Consent for recorder

Opening questions

- Age, education/job, role in project

Key questions

- When and how were you first informed about the project
- What were your first feelings about the project?
- How were you informed later?
- Did you feel like the other parties listen to your objections?
- What were your reasons to be against the project?
- Were there people who did not oppose?
- What type of actions did you take against the plan?

Closing questions

- What would you have done differently if you worked for Monuta/the municipality?
- How should the plan have been adjusted, for you to not be against the project?
- What else would you like to tell me?

Thank you!