

# **SOCIALLY ACCEPTABLE HIGH VOLTAGE TRANSMISSION LINES**



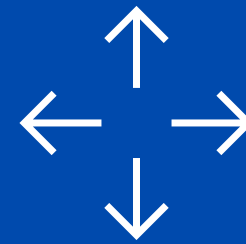
By

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Nicolas Befort, Sébastien Poirier, Sima Sajjadi and Stéphanie Gauthier

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**Our  
Challenge**

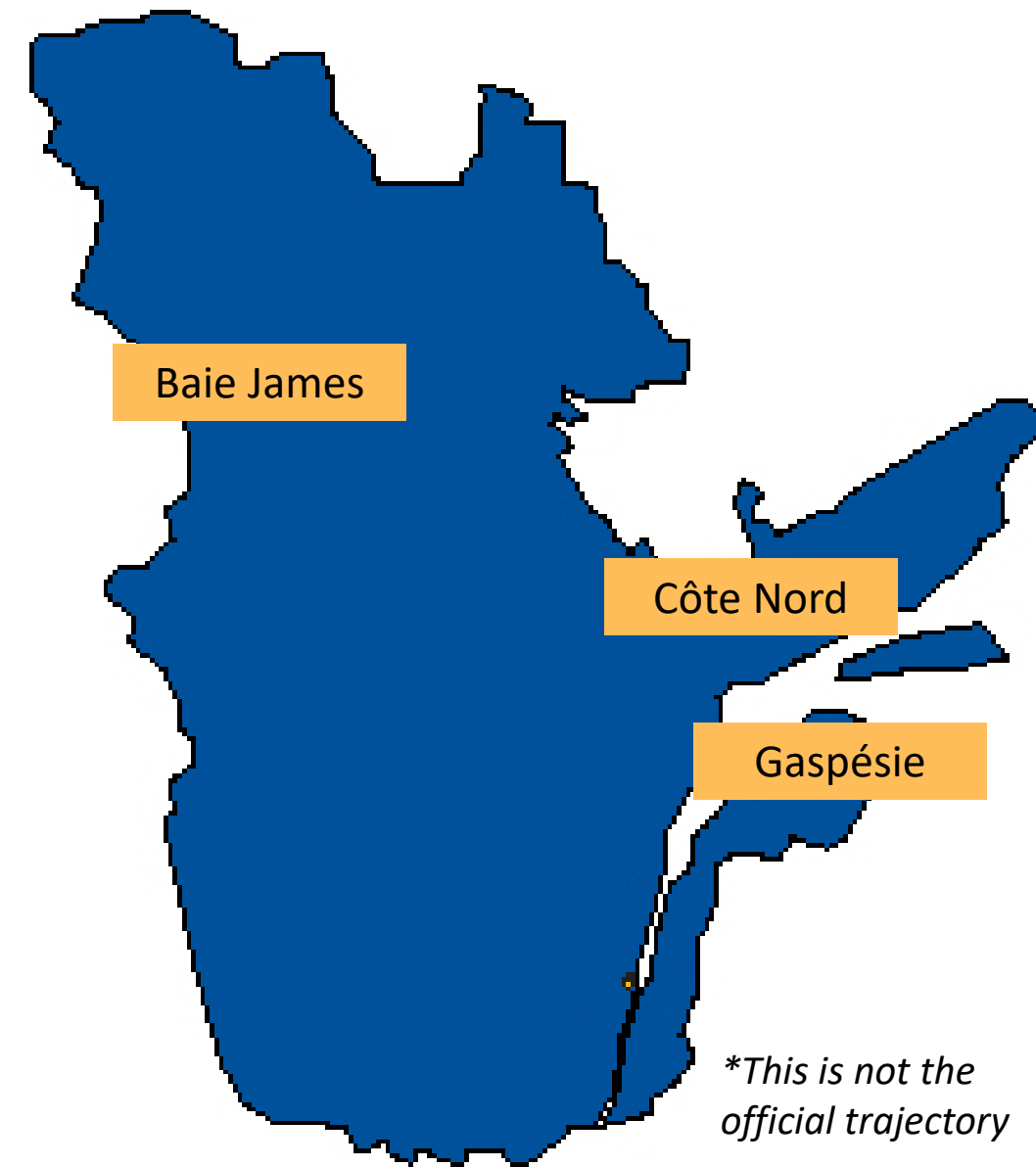
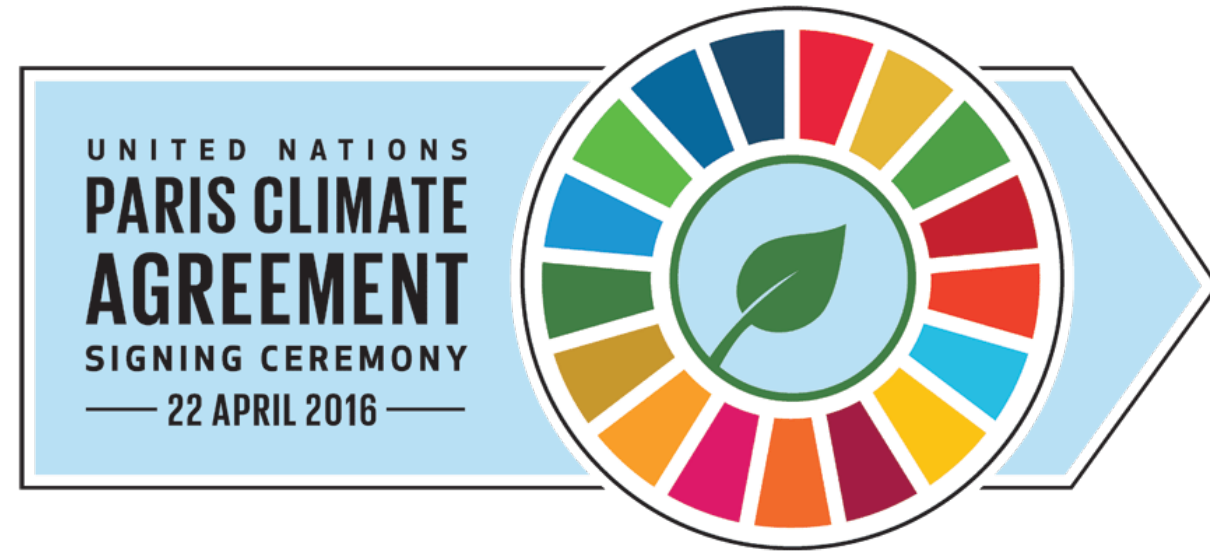


**Reframing the  
Challenge**



**Our  
Propositions**

# CONTEXT



# HYDRO QUÉBEC'S CHALLENGE



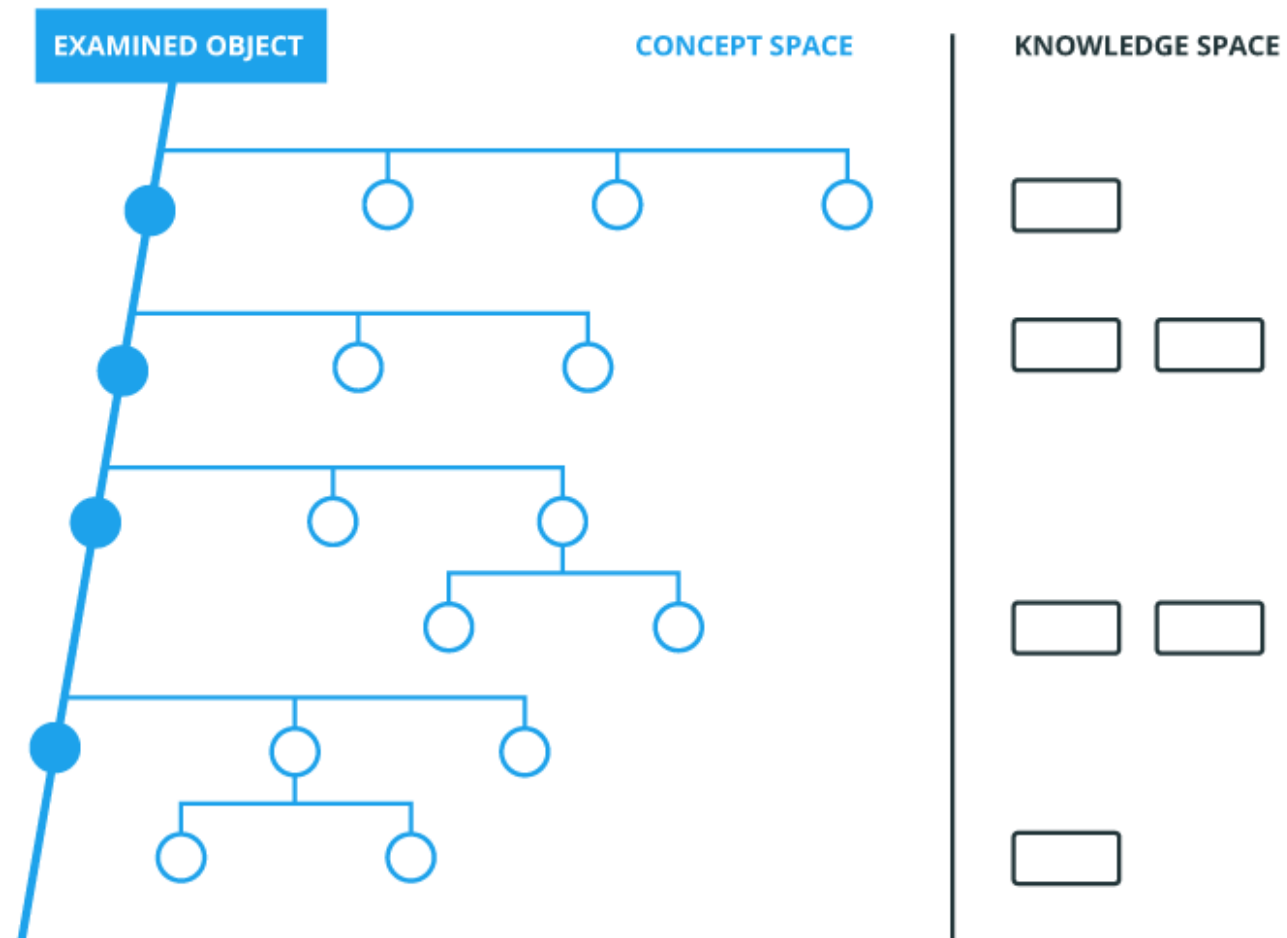
# WHAT RESEARCH TELLS US

## Main Irritators

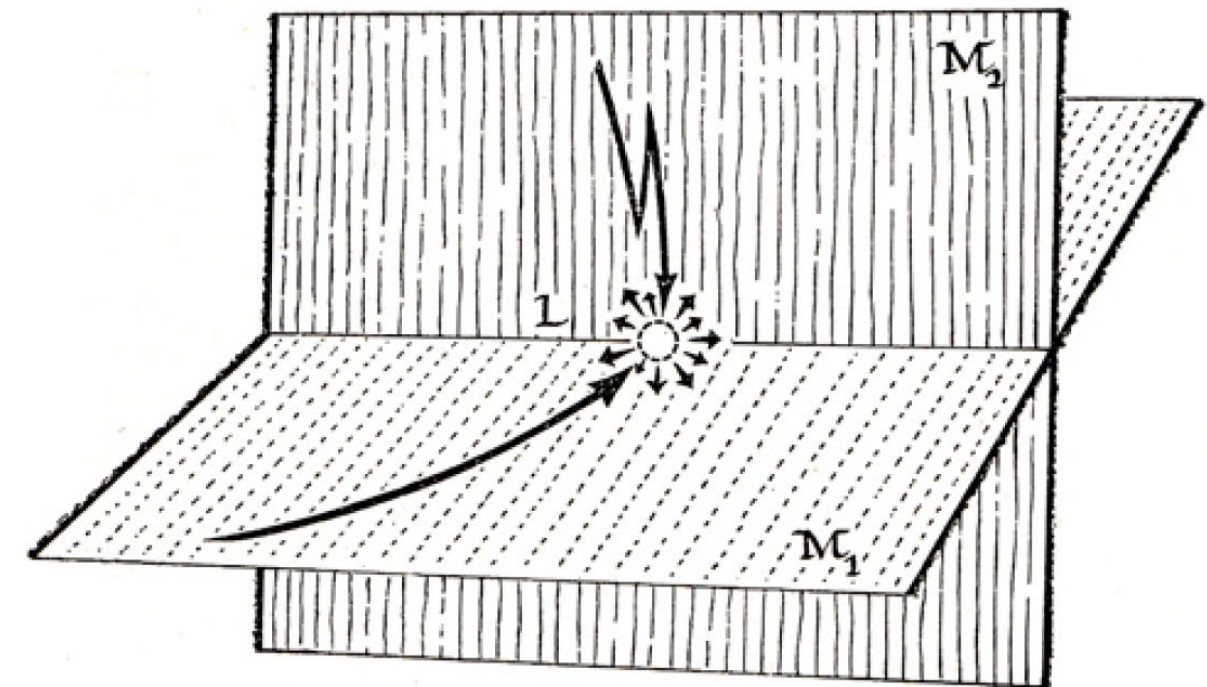
- Perception that they aren't safe for human health
- Visual and auditory unpleasantness
- Disturbance of the environment
- Devaluation of properties close to the power lines

# REFRAMING THE CHALLENGE

## 1 CK Theory and Technique



## 2 Bisociation



# REFRAMING THE CHALLENGE

High voltage power lines are socially acceptable because... ?

Because we are forced

1

Because we don't notice them

2

Because they are likable

3

Because they bring added value

4

Because the project belongs to us

5

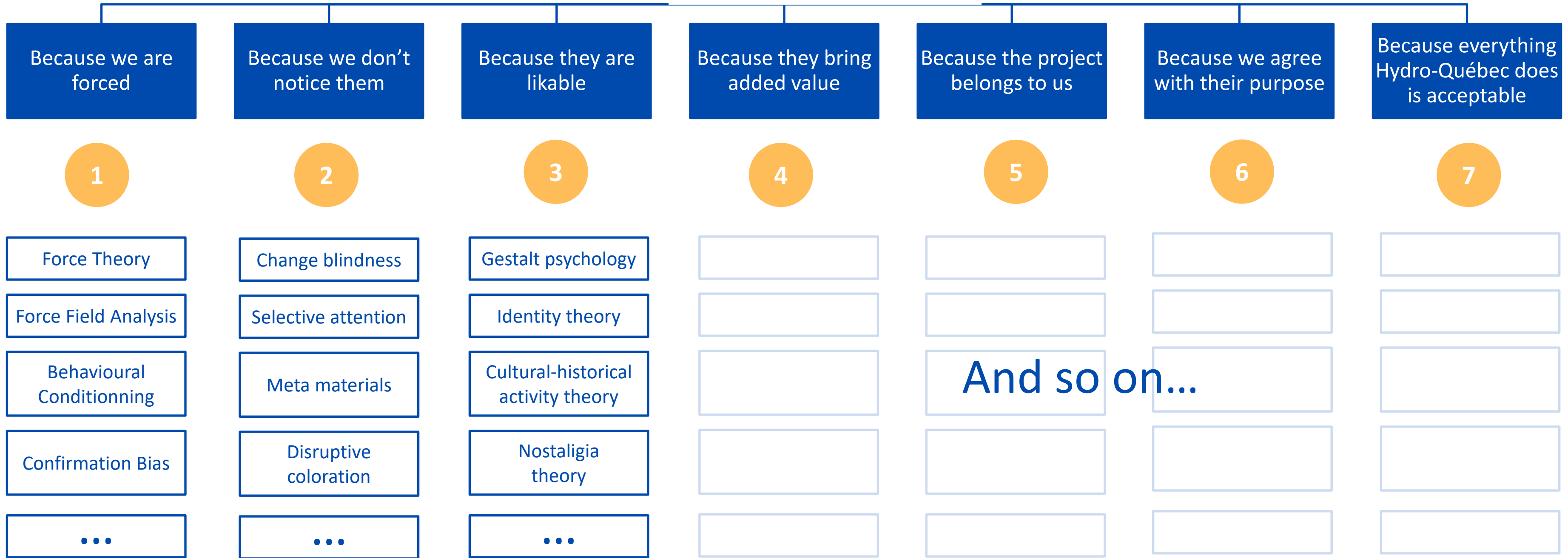
Because we agree with its purpose

6

Because everything Hydro-Québec does is acceptable

7

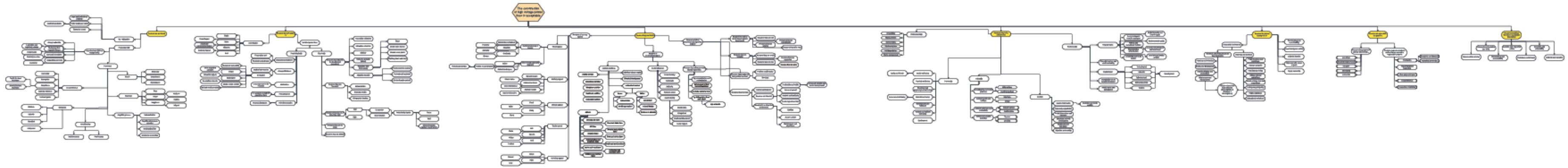
# REFRAMING THE CHALLENGE



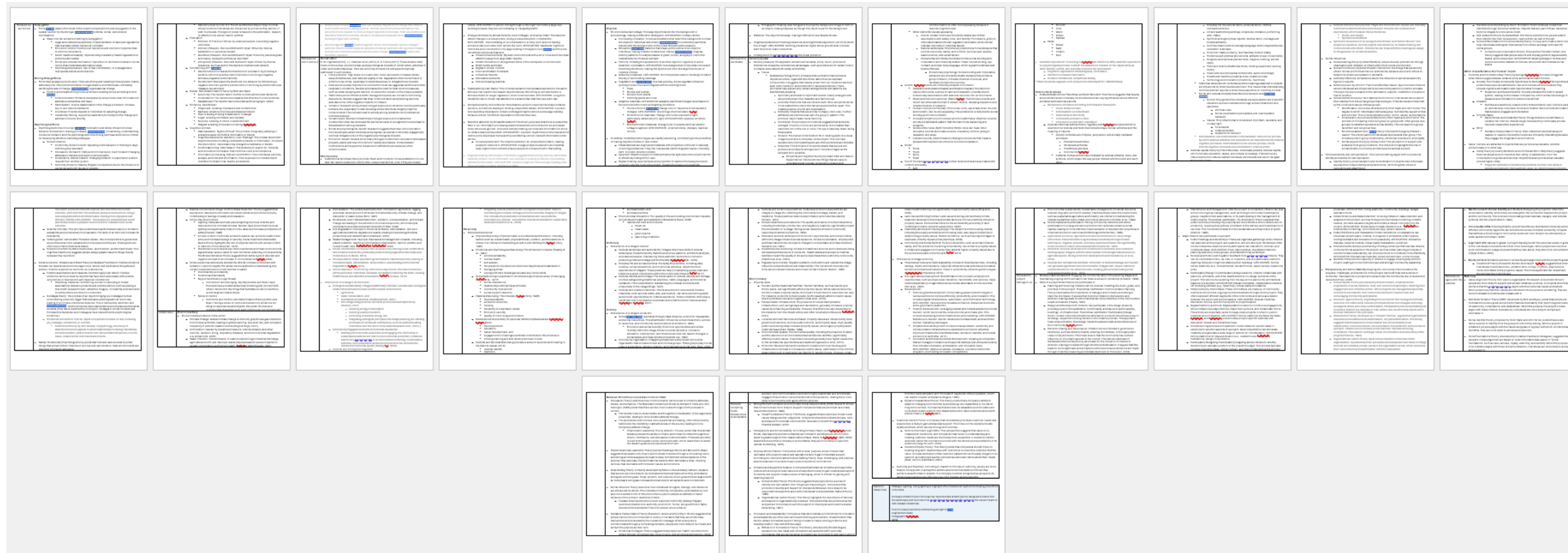


# GLOBAL RESULTS

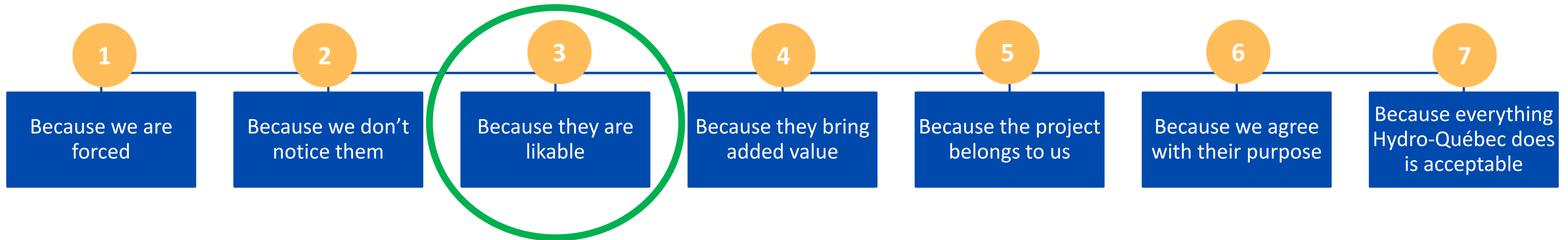
Concept Space : 650 concepts



Knowledge Space : 25 pages



# VOTED CONCEPTS

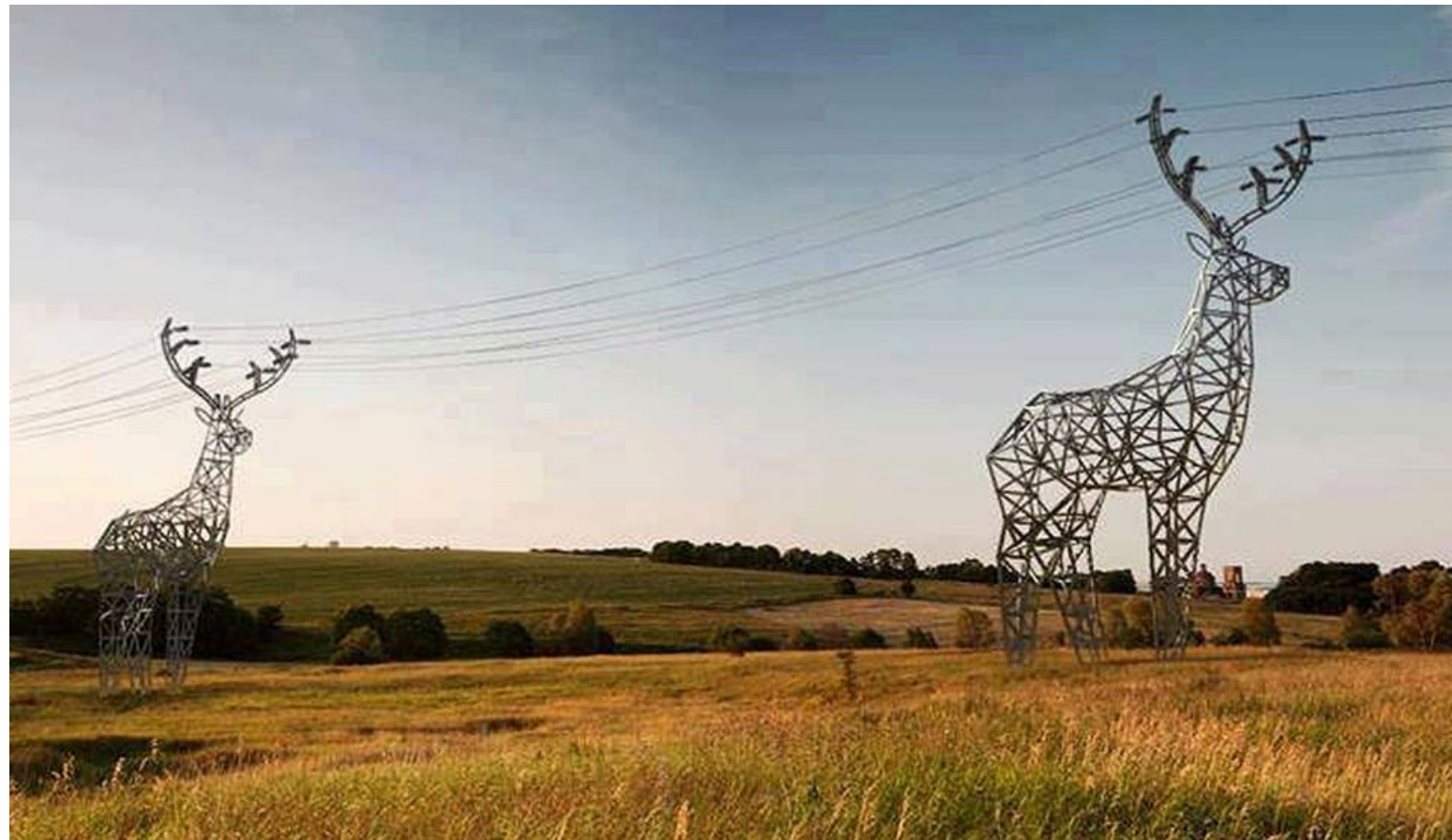


- “because the high voltage power lines are socioculturally appealing” (group 3)
- “because we are curious about the high voltage power lines” (group 3)
- “because the high voltage power lines are valuable” (group 3)
- “because the high voltage power lines make me feel positive emotions” (group 3)



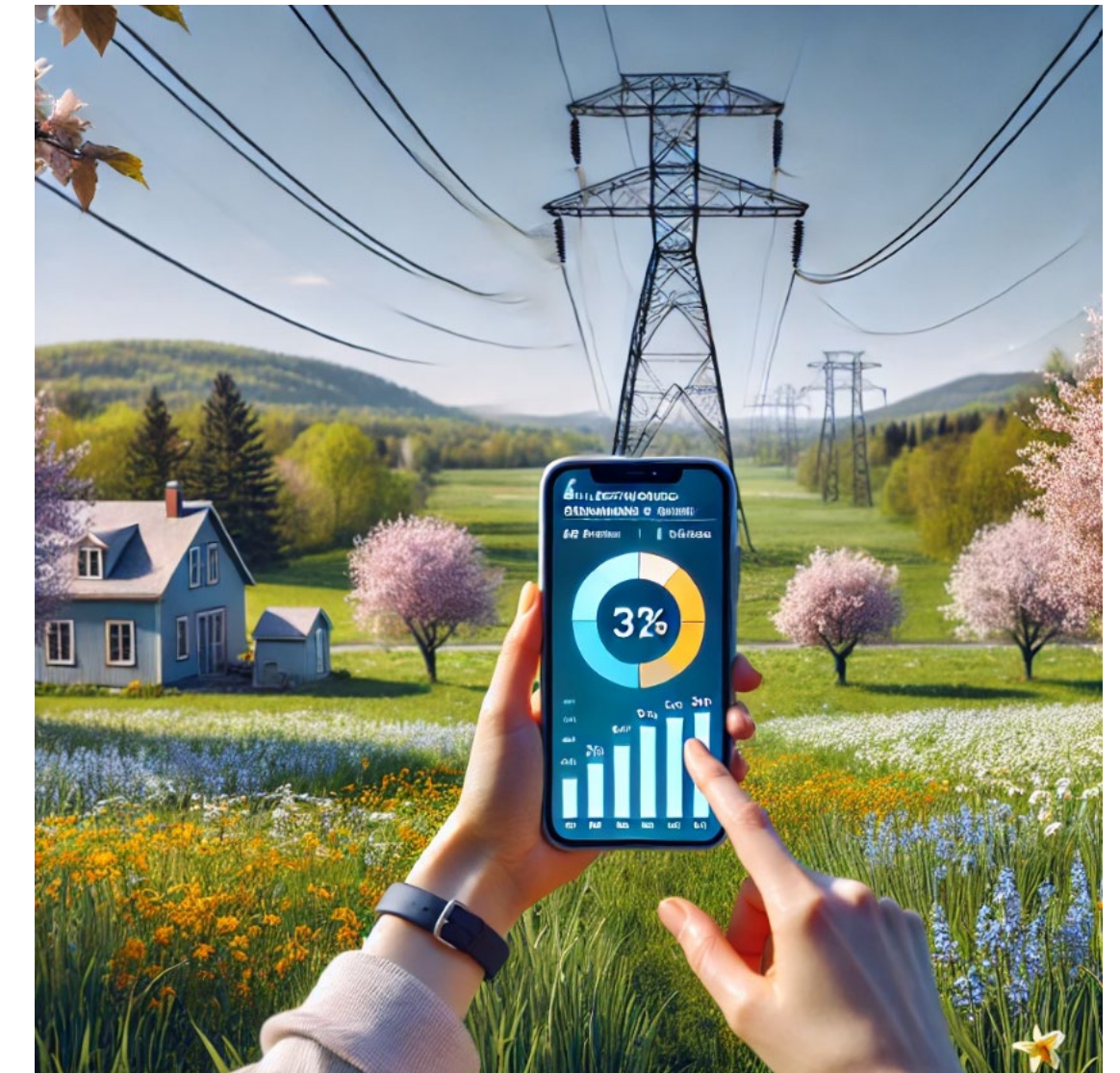
# FINAL PROPOSITIONS

# Art on the Line – Pylons of Pride



- ✓ “because of sensory appeal” (group 3)
- ✓ “because we are curious about the high voltage power lines” (group 3)
- ✓ “because the high voltage power lines are socioculturally appealing” (group 3)
- ✓ “because the community is involved in the project” (group 5)

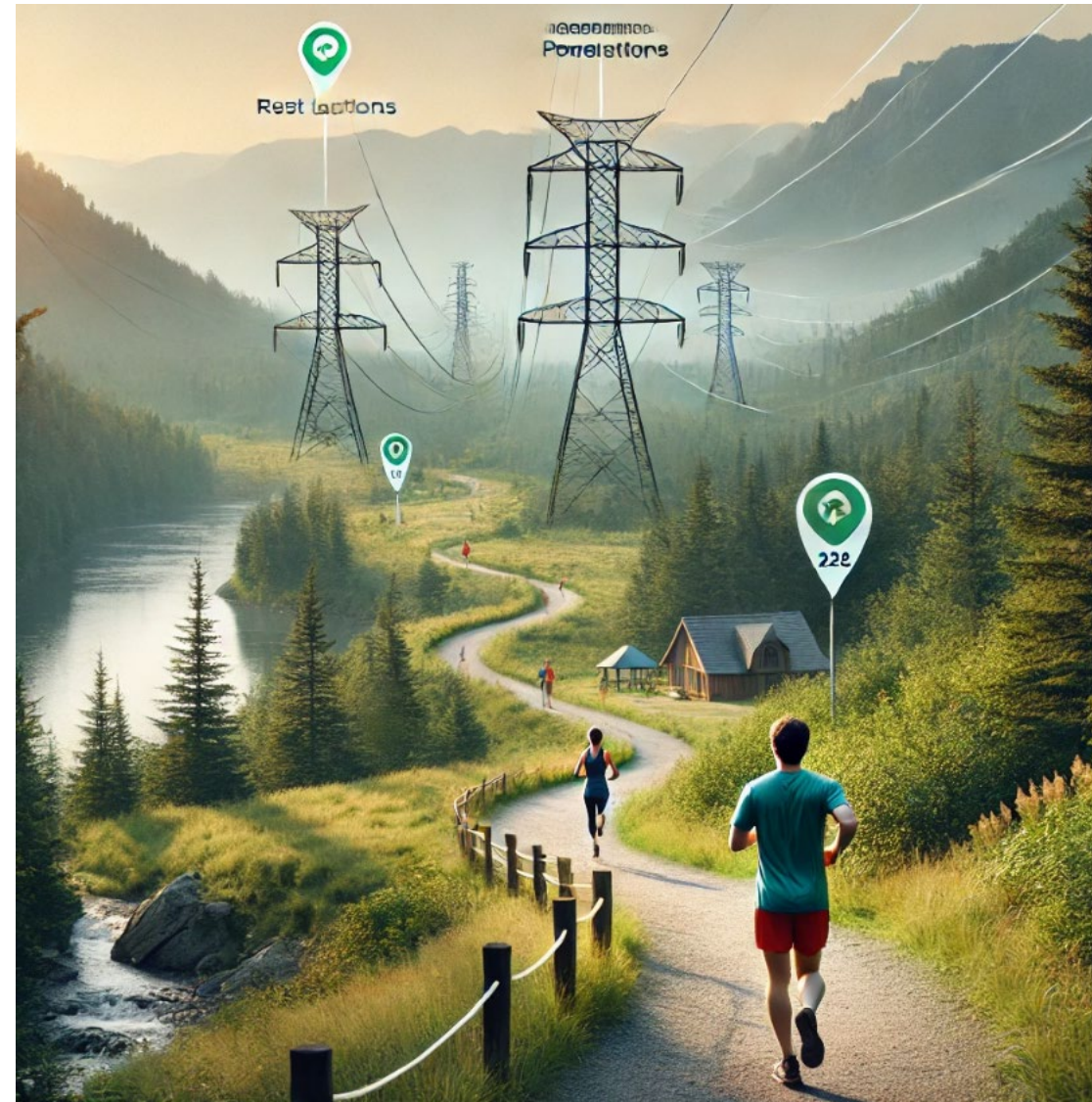
# A Green Future in your Hands



- ✓ “because influential people accept it” (group 1)
- ✓ “because this project meets my psychological needs” (group 1)
- ✓ “because acceptance reduces my cognitive dissonance” (group 1)
- ✓ “because the installed power lines are invisible” (group 2)

- ✓ “because of environmental added value” (concept group 4)
- ✓ “because the project uses compelling storytelling” (group 6)
- ✓ “because Hydro-Québec has a purpose-driven mission” (group 7)

# The Power line Trail - Guiding Your Québec Adventure



3

✓ “because they feel safe” (group 3)

✓ “because the high voltage power lines are valuable” (group 3)

✓ “because of economic added value” (concept group 4)

✓ “because the installed power lines are blended in the background” (group 2)

✓ “because the high voltage power lines make me feel positive emotions” (group 3)

✓ “because the high voltage power lines bring personal added value” (group 4)

# CONCLUSION AND KEY TAKEAWAYS

- What « isn't possible » is still pertinent
- Different perspectives are essential
- A certain dose of structure is helpful in a creative process



THANK YOU!

