

## **Transfert Environnement et Société concludes a global strategic partnership with Voconiq for the deployment of social perception analysis tools**

Montreal, March 4<sup>th</sup>, 2024 - Transfer Environment and Society, a Quebec leader in public participation and social acceptability, proudly announces the development of a strategic partnership with the Australian firm Voconiq for the development and deployment of new digital tools for measuring social acceptability. "This agreement marks a significant advancement for Transfer with the integration of innovative digital solutions developed by Voconiq, complementing our existing offer," explains Dominic Vézina, Director, Projects and Strategic Development.

### **A strategic addition to our toolkit**

This partnership brings new tools, strengthening our ability to better respond to the unique needs of our clients and communities. "These tools are specific opportunities that we can offer to our clients and to communities in a timely manner," says Cédric Bourgeois, Co-founder and Associate. "As we often say, hope is not a strategy, diligent evaluation and measurement of performance matters", he continues.

Specifically, among the digital tools developed by Voconiq, LOCAL VOICES allows for continuous measurement of the degree of acceptance and the level of community trust towards public or private proponents or initiative bearers.

### **A tailored approach**

At Transfer, our commitment remains to offer customized solutions, tailored to the unique needs of each project and community. The integration of Voconiq tools into our approach enriches our ability to offer an even wider range of options, ensuring the best possible match between projects and community expectations.

### **Exclusivity and vision**

This partnership grants Transfer exclusivity in the use and development of Voconiq's community perception tools in Canada and the global Francophone world. It is an important step towards expanding our impact in the field of social acceptability outside Quebec.

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### **About Transfert Environnement et Société :**

An impact firm specializing in social acceptability and public participation, Transfert Environnement et Société's (TES) mission is to build bridges between project developers and their host communities. With its talented team, TES works with companies in the mining, industrial, land development, transportation and renewable energy sectors. TES unique expertise aims to reconcile the business objectives of companies with the socio-economic, community

and environmental needs and expectations of local communities. Transfert Environnement et Société advocates a win-win approach for organizations, civil society, citizens and the environment.

**About Voconiq:**

Founded in 2019 by a team of dedicated social scientists from Australia's national science agency, CSIRO, and led by CEO Dr Kieren Moffat, Voconiq draws on more than 15 years of research, industry practice and commercialization to deliver innovative solutions to improve the social performance of companies, industries and institutions, globally. Spanning various sectors, including mining, renewable energy, agriculture, local and state governments, and collaboration with First Nations Peoples, the Voconiq team has redefined the meaning of the term social license to operate, helping its customers to use data science to better reflect the relational mechanisms that underpin it. The tools developed by Voconiq reflect the dynamic nature of community-company relationships and reinforce trust with the communities where its solutions are deployed.