POPM
PUBLIC OUTRAGE PREDICTIVE MODELLING

YOLANDAVOS
PERCEPTION STRATEGIST

BASIC BASSESSMENT DASHBOARD

OVERALL PROJECT RISK SCORES

TOTAL SCORE (out of 100)	80.0

The Total Risk Score is your project's predicted risk level for triggering public outrage, based on the information provided through the assessment process.

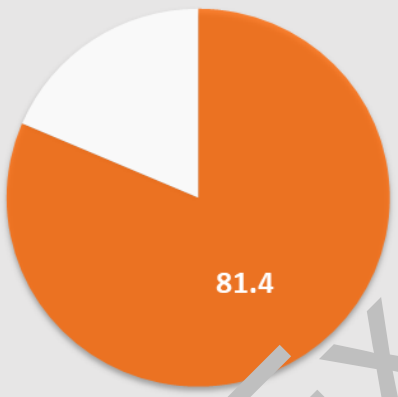
The score is calculated by combining factor ratings specific to your project with methodology (*weightings*) based on analysis of infrastructure projects derailed or reshaped by community opposition.

This information assists project teams to undertake early interventions to effectively reduce the risk of outrage.

POPM assessments are recommended throughout the project lifecycle to monitor risk levels, ensuring the trajectory remains within acceptable parameters and providing an early warning system so evasive actions can be taken promptly when/if needed.

Likelihood score	81.4	Consequence score	78.6

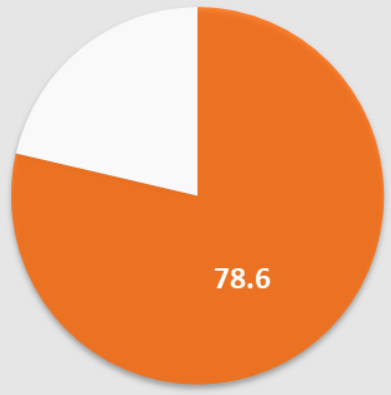
Likelihood risk score



Likelihood relates to the prevalence of risk factors on projects that experienced outrage and consequence refers to the severity of that outrage.

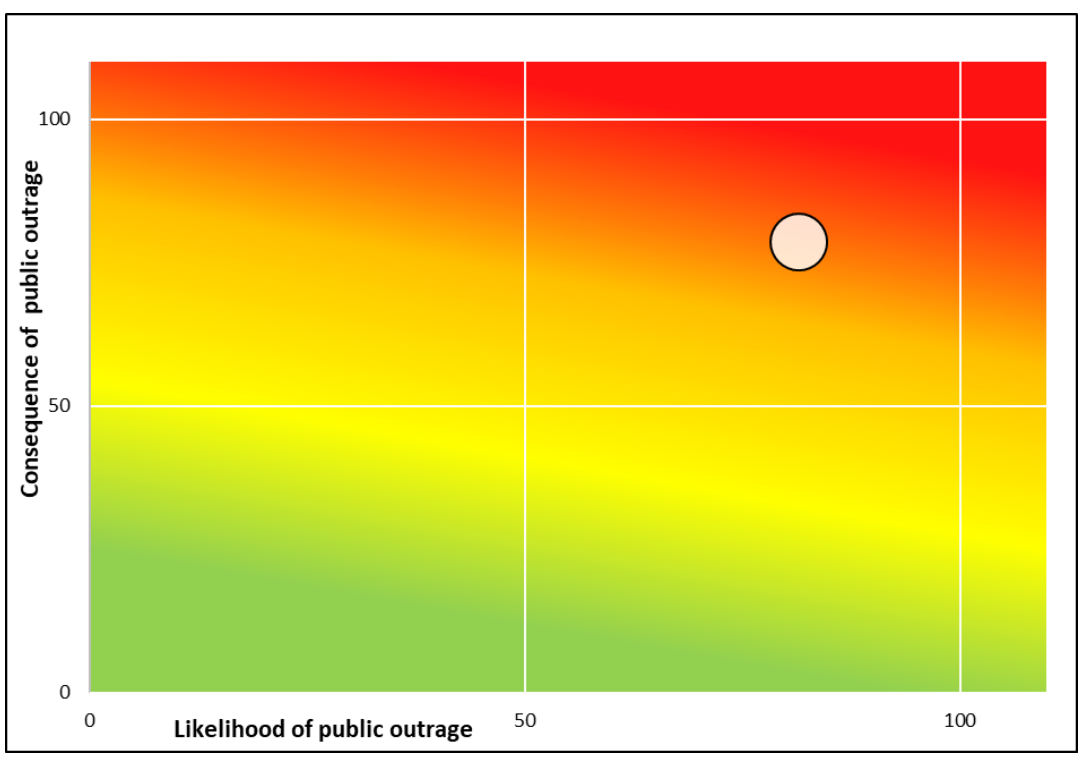
Combined with the assessment factor ratings, these scores predict the likelihood and consequence that may be expected for your project.

Consequence risk score



Overall risk score heatmap

The below heatmap shows the Total Risk Score for your project, displayed with a traditional risk management colour scheme to visually highlight the severity of likelihood and consequence.



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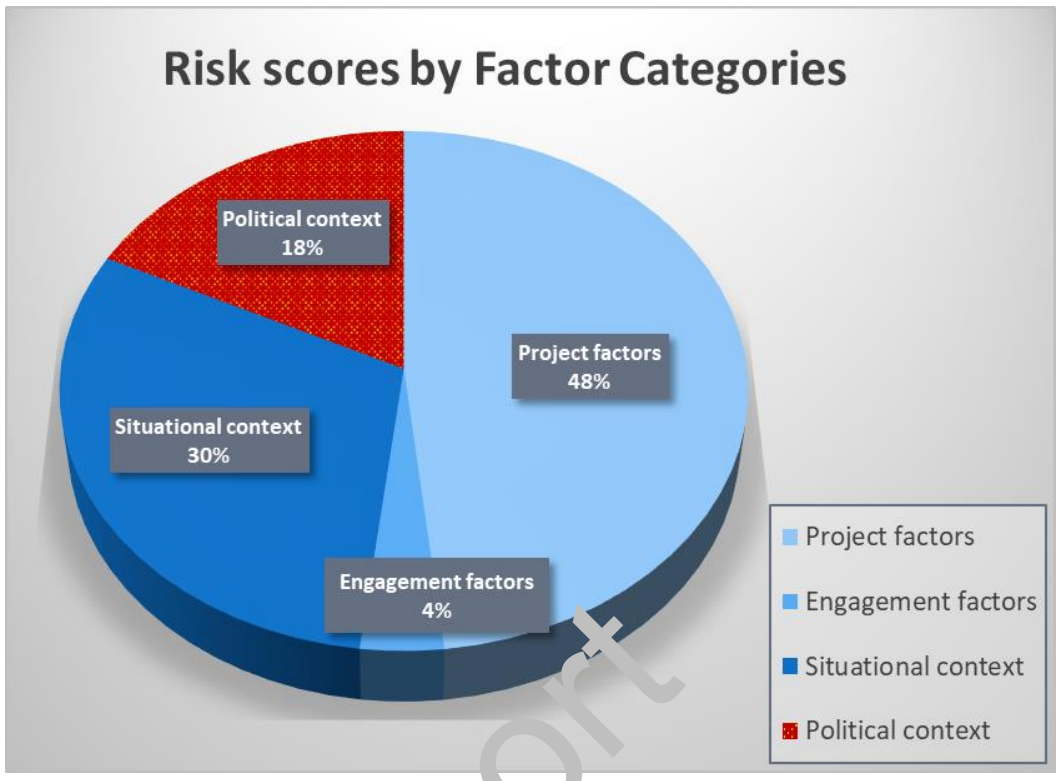
RISK FACTOR CATEGORIES

Contributing risk factors are segmented into four Factor Categories, as follows:

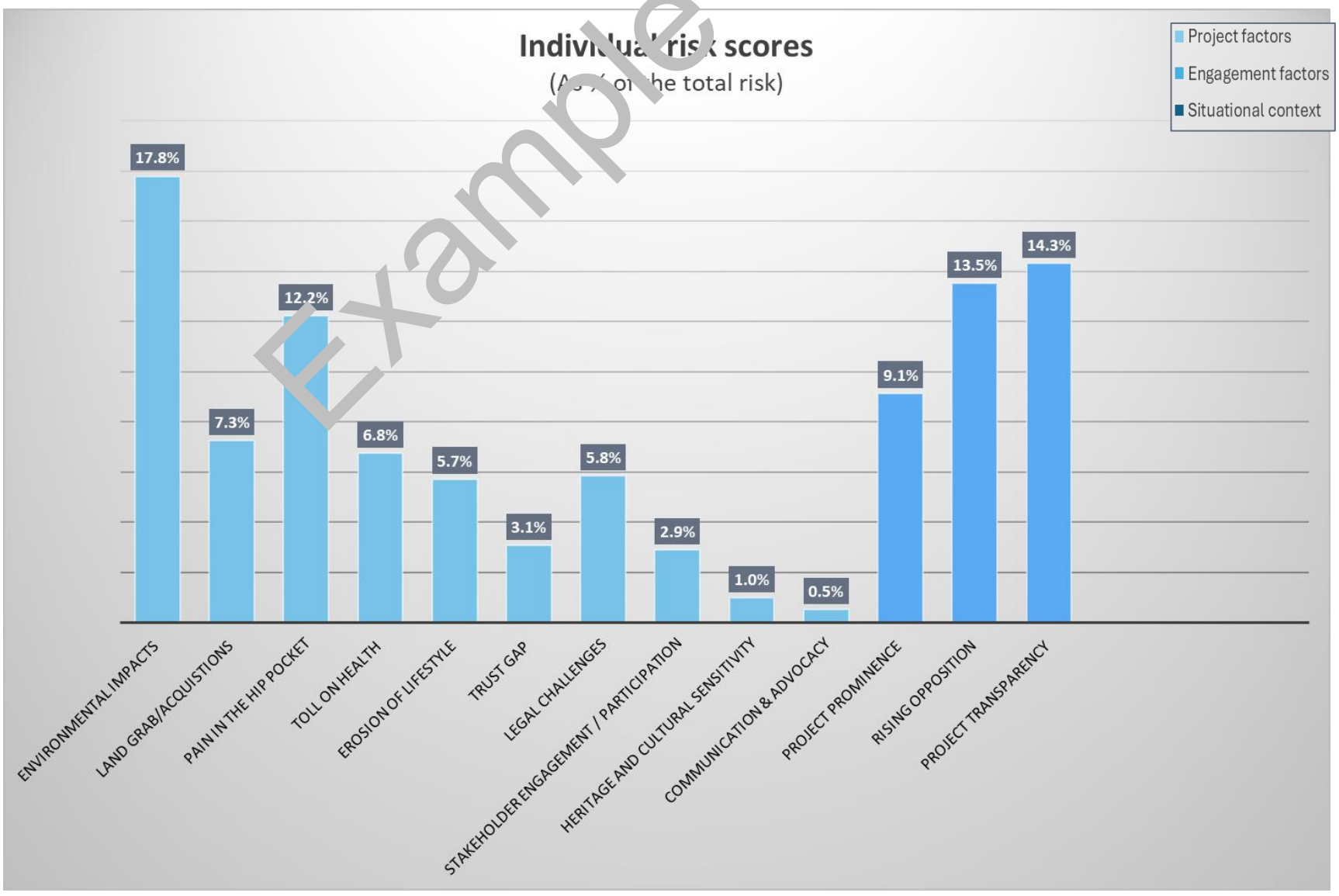
1. Project Factors relate to decisions primarily controlled by the Project Team
2. Engagement Factors are primarily managed by the Stakeholder Engagement Team
3. Situational Factors are inherited or experienced by the project and generally require an integrated approach by the Project and Stakeholder Engagement teams
4. Political Context *are external factors impacting public opinion (and therefore contributing to the risk scores) but are outside the project's control, such as the political environment, election cycle, etc.*

The level of risk associated with each category has been measured, to better understand the project levers most effective in reducing these risks, as detailed in the pie chart on the right.



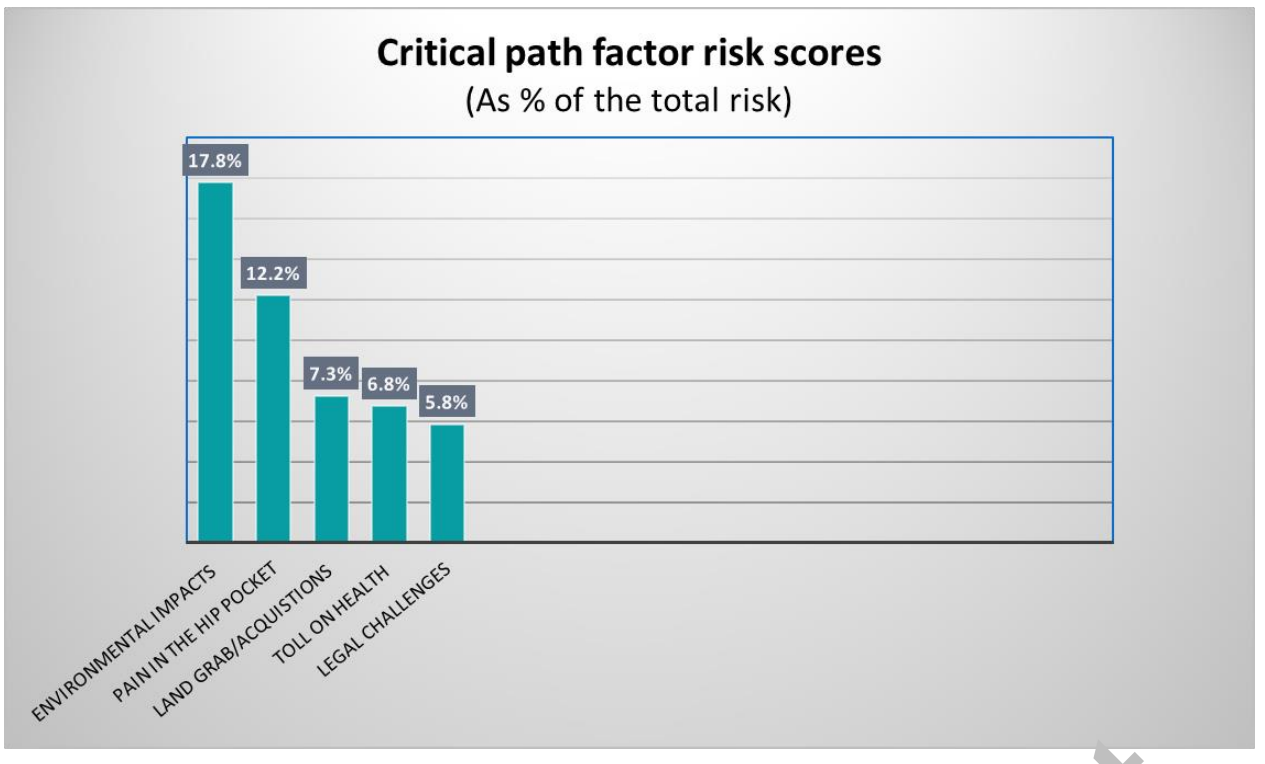
INDIVIDUAL RISK FACTOR ANALYSIS

The contributing risk factors present on your project were identified and scored individually. POPM weightings were then applied to calculate the percentage of risk presented by each factor individually. The results are provided in the bar chart below, which has been colour coded to the relevant Factor Category, noting that Political Context factors have not been included, as these cannot be influenced by project decisions and mitigations.

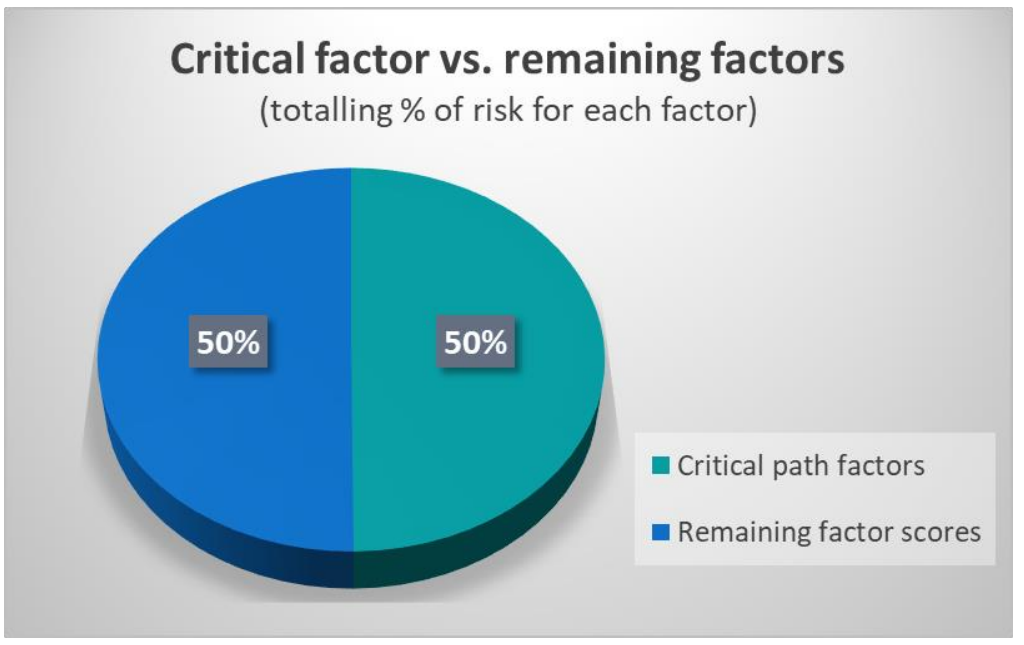


OPTIONAL EXTRAS ASSESSMENT DASHBOARD

Risk factors on the project's critical path were identified during the assessment process and mapped in a separate bar chart to ensure these are captured for mitigation and management. Critical path factors must be resolved to ensure project success, regardless of their score, so even those with a lower risk level must be addressed. The below graph shows the critical risk factors on your project, ranked by their level of risk.



For completeness, all contributing risk factors have been ranked by level of individual risk (percentage of total risk each represents) and colour coded to indicate which are on the critical path and which are not.



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FINANCIAL IMPACT ASSESSMENT

OVERALL PROJECT RISK SCORE

TOTAL SCORE (out of 100)	80.0

Potential cost implications of outrage

Important information:

Likelihood in this assessment is determined by prevalence of factors historically leading to public outrage on projects, whereas consequence is reflective of the financial impacts. These can include legal challenges, environmental adjustments, increased engagement efforts, compensation and design revisions.

After analysing financial impacts of outrage on 12 major infrastructure projects, we have calculated an indicative cost estimate for your project by multiplying likelihood and consequence scores then applying a percentage range derived from the case studies.

As with all predictive modelling, findings are based on a preponderance of evidence that suggests likely costs, rather than definitive expenditure, to deliver generalised assumptions that may not cover all nuances of a specific project.

Decisions made using POPM should allow for evolving circumstances and emerging information that may affect project outcomes. Therefore, the accuracy of predictions cannot be guaranteed, nor do we accept liability for actions taken based on these findings.

Project budget	**$**	**50,000,000**
Project contingency		**10%**
Contingency amount	**$**	**5,000,000**

An estimate has been calculated of the potential costs that may be expected with the project's current level of public outrage risk. The below represents a range, from the minimum likely cost to a maximum, based on the experiences of other projects combined with the specifics of your project.

Minimum additional cost estimate for outrage	**$**
Maximum additional cost estimate for outrage	**$**

Based on the analysis undertaken *(and detailed below)* , the estimated costs of outrage on your project, for both minimum and maximum estimates, exceed your contingency budget; consider additional mitigations.

Outrage risk vs. Contingency

Green *indicates contingency exceeds risk estimate,* ***red*** *indicates risk estimate exceeds contingency*

Based on **minimum cost** estimate
-$

Based on **maximum cost** estimate
-$

This POPM assessment has found the current outrage risk on your project would benefit greatly from additional mitigations.
To contain outrage costs within the contingency budget, your risk reduction targets are:

22% for minimum cost estimate
55% for maximum cost estimate