

Predict **social risk** before it escalates to outrage.

Public Outrage Predictive Modelling (POPM) helps you understand what's driving social risk on your project before it solidifies into community opposition.

Social risk is often measured through what people are already saying and doing.

POPM starts earlier — with the project decisions capable of creating that reaction.

How does it do that? By asking three critical questions:

- 1 What social risk are today's project decisions capable of creating?
- 2 How will real-world conditions change that risk?
- 3 What can we change now to prevent or reduce risk — and what could it cost if we don't?

How POPM works

IN THE PROJECT

PROJECT DECISIONS & CHARACTERISTICS
What could create social risk?

12 PROJECT FACTORS
Assess the risk created by the project.

INHERENT SOCIAL RISK — ISR
How much social risk is built into the project?

AROUND THE PROJECT

14 ASR DETERMINANTS
What is happening around the project?

ADJUSTED SOCIAL RISK — ASR
What happens to that risk in the real world?

INDICATIVE FINANCIAL EXPOSURE
What could that risk mean financially?

MITIGATION
What could we change to reduce it?

THE IDEA TO REMEMBER

Project decisions **create** the risk.
Real-world conditions **shape** how it plays out.

12 PROJECT FACTORS

Where is the risk coming from?

12 Project Factors look at the project decisions and characteristics capable of creating social risk. Each starts with a simple question.

01 Resource Competition

Are we taking resources needed by the local community?

05 Environmental Impact

Is this project environmentally responsible?

09 Indigenous Rights & Interests

Will this project affect Indigenous/Tribal rights, interests, Country, culture and heritage?

02 Benefit Imbalance

Are we giving enough benefits back to those who are being impacted?

06 Economic Implications

Will this project leave stakeholders financially worse off?

10 Heritage & Cultural Significance

Will this project affect places of heritage or cultural significance?

03 Community Character & Way of Life

Can this project coexist with the community's character and way of life?

07 Health & Wellbeing

Could this project harm people's health or wellbeing?

11 Opportunity to Influence

Can the community genuinely shape the outcome, or has this already been decided?

04 Project Justification

Should we be doing this project at all?

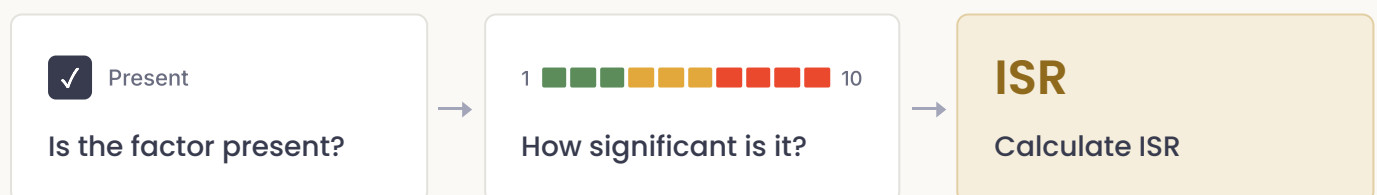
08 Project Transparency

Are we being open and honest about what this project will do and need?

12 Site Selection & Development Concentration

Does our choice of site avoid or compound cumulative development, disruption and community burden?

How do these Project Factors become an ISR?



Each present factor is assessed from 1–10 against its approved Master Framework. Together, those assessments determine the project's Inherent Social Risk (ISR).

Assessment Confidence: Strong · Moderate · Limited

Shows confidence in the AI-generated assessment based on the available evidence. It doesn't change the score, but shows where more evidence or verification may be helpful.

THE IDEA TO REMEMBER

ISR tells you how much social risk is built into the project as currently proposed.

14 ASR DETERMINANTS

What happens to that risk in the real world?

The same project can generate very different social risk depending on the circumstances it faces. POPM looks at 14 ASR Determinants — the real-world conditions that can increase or reduce the risk as it plays out.

Amplifiers

What could increase the intensity or escalation of existing risk?

Visibility & Prominence
Project Confirmation
Escalating Opposition
Disruption Fatigue

Modifiers

What existing conditions could strengthen or weaken how that risk is expressed and experienced?

Social Licence
Public Opinion
Stakeholder Sentiment
Political Backing

Political Context

What political conditions could influence the risk?

Electoral Sensitivity
Election Proximity
Geopolitical Climate

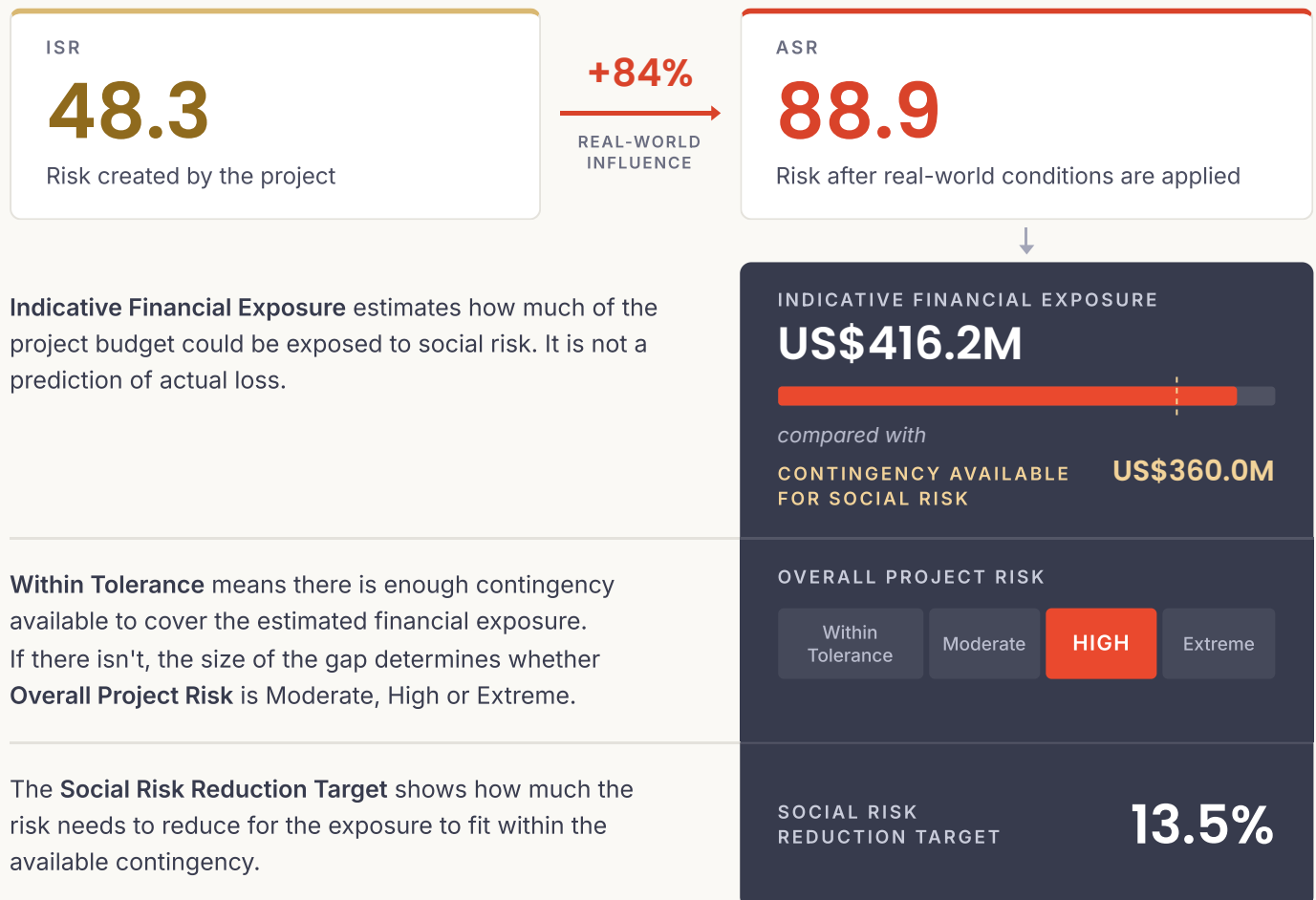
Social Resilience Context

How much existing pressure can local systems absorb?

Resource & Infrastructure Pressure
Environmental Stress
Community Vulnerability & Capacity Pressure

Reading your POPM result

EXAMPLE



Indicative Financial Exposure estimates how much of the project budget could be exposed to social risk. It is not a prediction of actual loss.

Within Tolerance means there is enough contingency available to cover the estimated financial exposure. If there isn't, the size of the gap determines whether **Overall Project Risk** is Moderate, High or Extreme.

The **Social Risk Reduction Target** shows how much the risk needs to reduce for the exposure to fit within the available contingency.

THE IDEA TO REMEMBER

ISR tells you the risk in the project.

ASR tells you what happens when that project meets the real world.

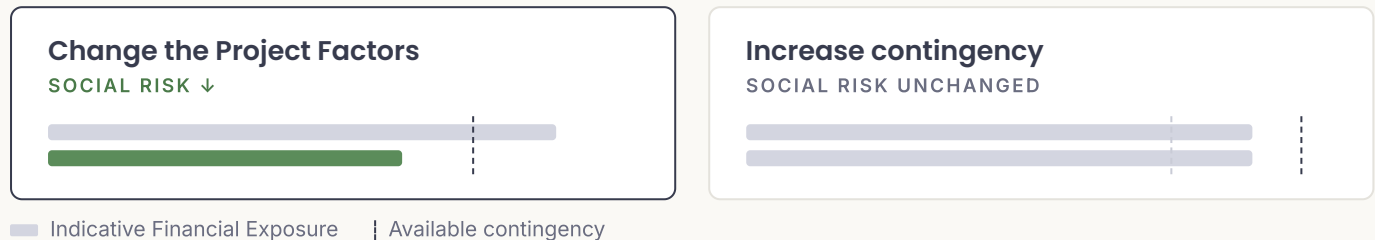
Financial exposure tells you whether you can afford to cover that risk or should consider options to reduce the risk.

MITIGATION

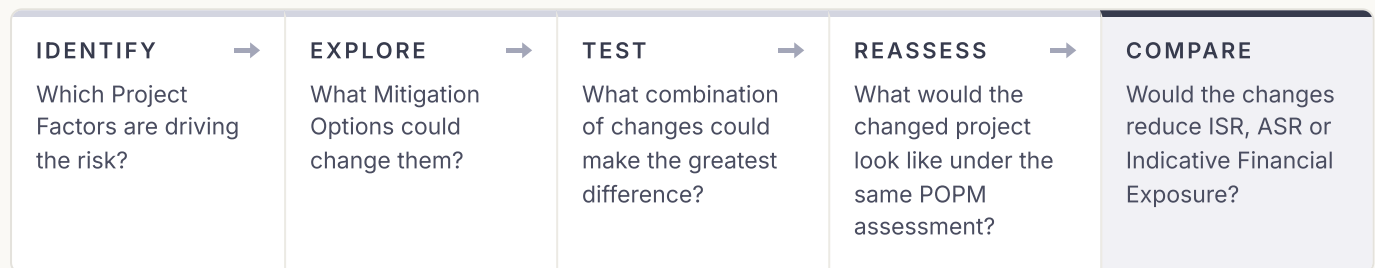
What can we change?

You can't control every condition around a project. But you may be able to change the project decisions and characteristics that are generating social risk.

That makes the Project Factors the main levers you can use to reduce social risk, while increasing the contingency available can help cover the potential financial exposure if you don't.



From risk to action



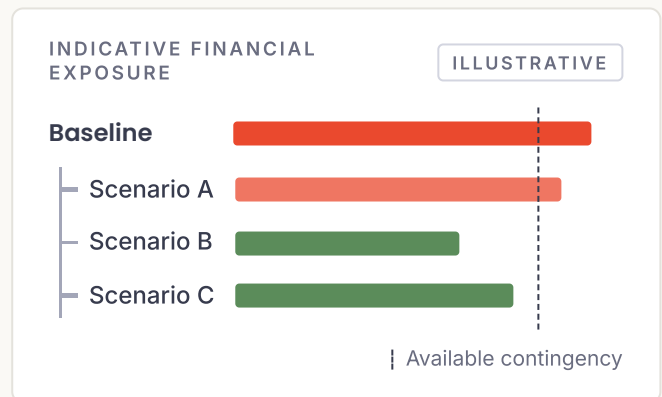
Testing change before making it

A **Mitigation Scenario** lets you combine proposed project changes to test how much of a difference they could make.

POPM reassesses the changed project using the same methodology as the original assessment.

A mitigation doesn't get credit simply because it sounds like a good idea. It has to change the project enough to change the assessment.

POPM also checks all 12 Project Factors to make sure solving one problem doesn't create another elsewhere.



Then you decide

Compare alternative scenarios and decide which changes — if any — make sense for the project. Once changes are made, POPM can be re-baselined to reflect the project as it now stands.

THE IDEA TO LEAVE WITH

It's easier to **prevent** social risk through the project decisions you can change than to manage opposition once it has taken hold.