



Task 28 within IEA RD&D Wind:

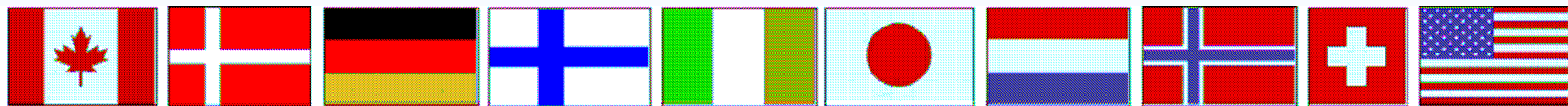
Social Acceptance of Wind Energy Projects

„Winning Hearts and Minds “

Expert Exchange Day

Galway Bay Hotel, Galway, Wednesday, 29th September 2010

***Operating Agent: Robert Horbaty
ENCO Energie-Consulting AG***





Introduction: Social Acceptance

- **High general support, but (local) resistance to projects**
 - Local resistance, vivid debates, media-effective actions
 - Organised opponents, websites, fundamentalists
- **Social acceptance: powerful barrier for policy goals**
 - Wind energy has different impacts e.g. on landscape than other technologies, e.g.
 - Due to small scale projects many siting decisions necessary
 - Moving elements in landscape
 - Social acceptance long time experiences in energy sector (Hydro, Nuclear, Transmission lines, Wind farms)
→ **Best practices already exists!**

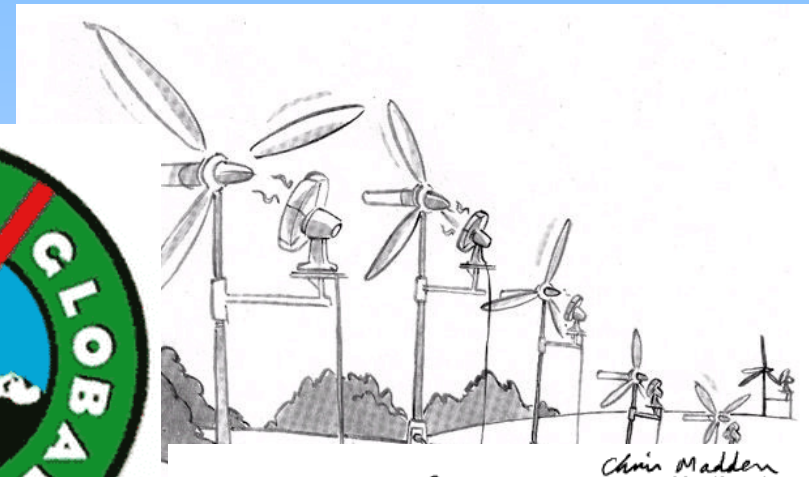




Opponents: "Efficacy and Economy"



'The wind turbine provides all the power for the CCTV camera'



©ROGER WWW.KARIKATUR-CAR!



"As a commitment to the environment it comes with its own wind turbine."





Opponents: “Crowded landscapes”





Wind turbines near dwellings





Health and annoyance





Birds & bats





The opposition





Wind energy!



iea wind



IEA Wind Task 28

- **International working group**
 - Exchange, collection of knowledge, discussion, dissemination ⇒ accelerate exploitation of full wind energy potential
 - Embedded into IEA Implementing Agreement for Co-operation in R&D of Wind Energy systems
 - Participating countries from Europe (7), North America (2) & Asia (Japan)
 - Experts from various disciplines (planners, engineers, sociologist, psychologists, environmental scientists...)
⇒ **cross-country & interdisciplinary approach**





IEA Wind Task 28

- **Participating countries**



Working group members

- Lene Nielsen (DK)
- Gundula Hübner (DE)
- Jan Zöllner (DE)
- Martin McCarthy (IE)
- Yasushi Maruyama (JP)
- Jøran Solli (NO)
- Michiel Dorresteijn (NL)
- Markus Geissmann (CH)
- Larry Flowers (US)
- Eric Lantz (US)

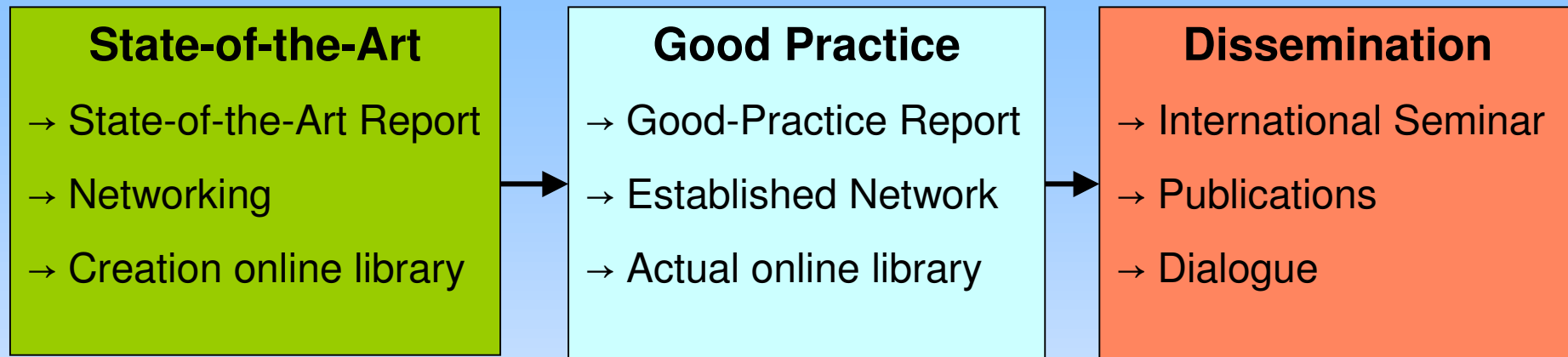
Excuses

- Maya Jegen (CA)
- Andrea Meyer, Petra Schweizer-Ries (DE)
- Albert Jansen (NL)
- Olli Laitinen (FI)
- Robert Horbaty + Stefanie Huber (OA)





Background and goals



- **Outcomes**

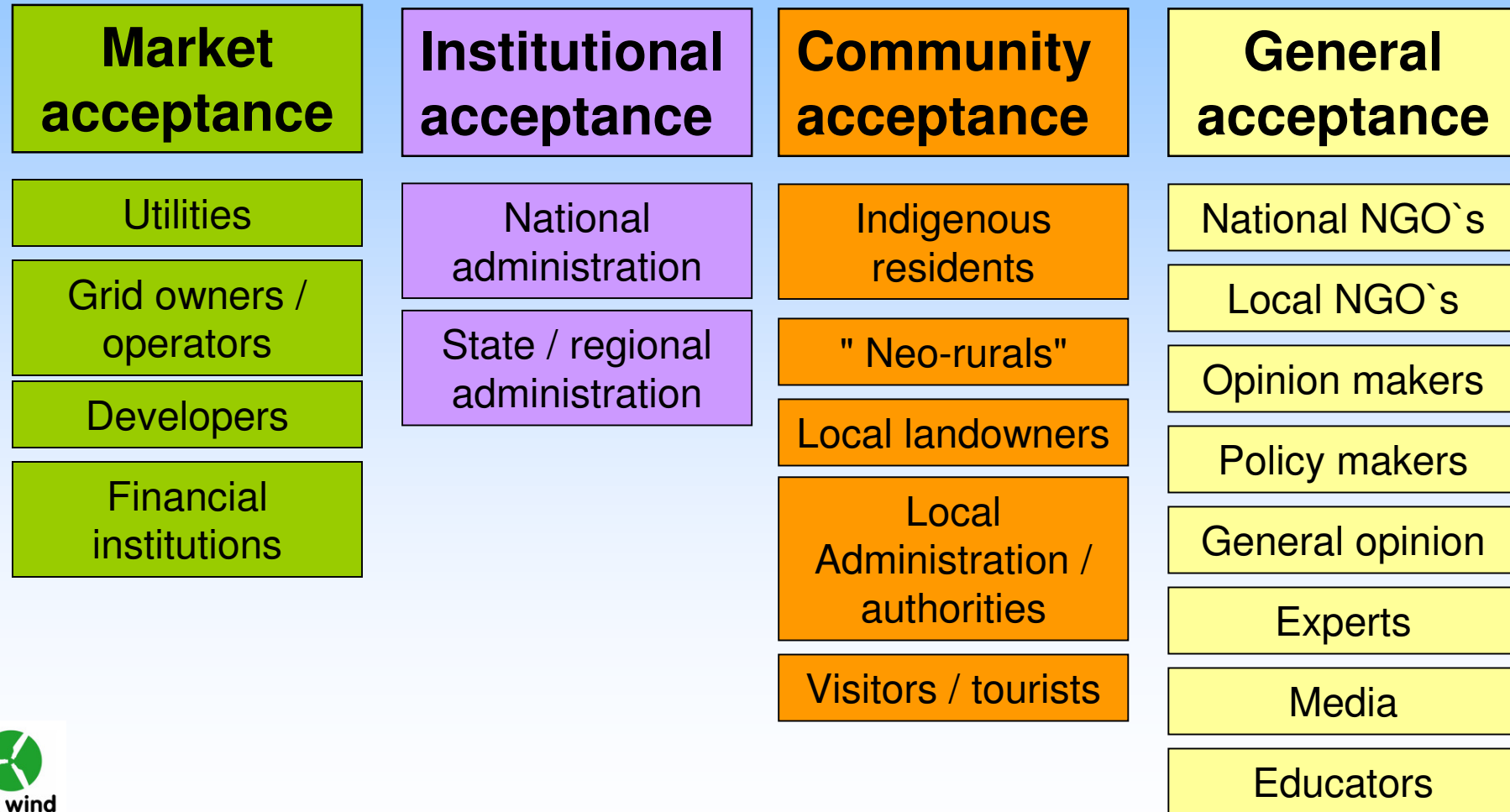
- Establishment of international forum
- Translation of research results of social scientists in language of planners and engineers
- Reports (State-of-the-Art, Good Practice)
- Tools, Guidelines, Seminars, Publications...





Stakeholders

- **Complex framework**





The issues of Social Acceptance

Well-being

- Standard of living
- Quality of Live
- Health, lights, noise & shadow flicker
- Valuation of ecosystems

Policy & strategies

- Incentive programs
- Spatial planning
- Siting Policy → local acceptance

Procedural justice

- Procedural design
- Communication strategies, public consultation
- Cultural relationships / local context

Distributional justice

- Ownership models
- Regional welfare
- Creation of win-win-situations

Implementation strategies

- Visualisation
- Social marketing
- Checklists / guidelines
- Practical application of scientific results
- Dynamic of regional identity





2. Progress toward goals

Task 28, Social Acceptance of Wind Energy Projects

Search

1 Definition of Social Acceptance
 2 National Wind Energy Concepts
 3 Stakeholders / target group
 4 Distributional Justice
 5 Procedural Design
 6 Well-being
 7 Implementation strategies

List of projects/publications

Project/Publication	1	2	3	4	5	6	7	Institution	Author(s)	Year	Country	Language	Last Edit	Att.
<input checked="" type="checkbox"/> The Attitude towards On-land and Off-shore Power Generation – A Danish Perspective	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The Royal Veterinary and Agricultural University	Jacob Ladenburg	2006	Denmark	English	12.10.2009	0
<input checked="" type="checkbox"/> Best Practices Guidelines in Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Australien Wind Energy Association	Auswind	2006	Australia	english	08.10.2009	0
<input checked="" type="checkbox"/> Social Acceptance of Wind Energy Projects	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	EPFL-CdM-CSI	Mary Jean Bürer / Christopher Tucci,	2008	Switzerland	english	08.10.2009	0
<input checked="" type="checkbox"/> Code of Conduct für Windkraftprojekte	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Pierre Strub, freischaffender Berater	Pierre Strub / Christine Ziegler	2008	Switzerland	german	08.10.2009	0
<input checked="" type="checkbox"/> Position on Setbacks for Large-Scale Wind Turbines in Rural Areas in Ontario	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Canadian Wind Energy Association	Canadian Wind Energy Association	2007	Canada	english	07.10.2009	0
<input checked="" type="checkbox"/> Public Perceptions of Wind Power Generation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Japan Society of Energy and Resources	Naoto Tagashira / Yasuko Senda	2009	Japan	Japanese	30.09.2009	0
<input checked="" type="checkbox"/> Diffusion Model of Renewable Energies Considering the Learning Effect and Environmental Value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Journal of Japan Society of Energy and Resources	Susumu Uchida / Yoshiro Higano	2008	Japan	Japanese	30.09.2009	0

www.socialacceptance.ch

Projectist

Trust and community: Exploring the meanings, contexts and dynamics of community renewable energy

1 Definition of Social Acceptance
 2 National Wind Energy Concepts
 3 Stakeholders / target group
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Institution: Energy Policy
Author(s): Gordon Walker / Patrick Devine-Wright / Sue Hunter
Year: in press
Country: UK
Language: English
Additional Info:
Uploaded by: Eric Lantz
Project is public:

Abstract

Community renewable energy projects have recently been promoted and supported in the UK by government policy. A community approach, it is argued in the rhetoric of both government and grassroots activists will change the experience and outcomes of the energy sustainable technology implementation. In this paper, we consider how interpersonal and social trust is implicated in the different meanings given to community in RE programmes and projects, and in the qualities and outcomes that are implied or assumed by taking a community approach. We examine how these meanings play out in examples of projects on the ground, focusing on two contrasting cases in which the relationships between those involved locally have exhibited different patterns of cohesiveness and fracture. We argue that trust does have a necessary part to play in the contingencies and dynamics of community RE projects and in the outcomes they can achieve. Trust between local people and groups that take projects forward is part of the package of conditions which can help projects work. Whilst trust may therefore be functional for the development of community RE and potentially can be enhanced by the adoption of a community approach, this cannot be either assured or assumed under the wide diversity of contexts, conditions and arrangements under which community RE is being pursued and practiced.

Documents	Filesize	Uploaddate
Walker_ Devine-Wright 2009.pdf	226 KB	23.10.2009

Web database:

- about 160 entries (around 80 of them available to public) from over 16 countries





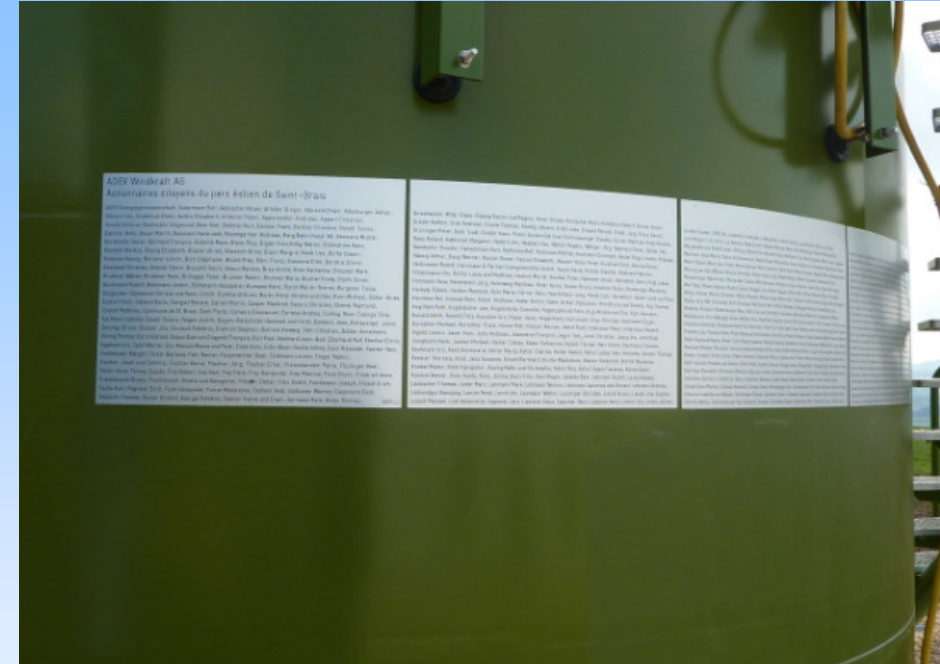
2. Progress toward goals

- **State-of-the-Art Report:**
 - The State-of-the-Art Report collects today's knowledge on Social Acceptance of wind energy and is the basis for further work on Good Practice and Dissemination.
- **Based on good practices we make recommendations**
 - Structure for each Issue:
 - Description of issue
 - Recommendation
 - Justification
 - Examples
 - Website
- **Disseminations**
 - Country specific expert meetings
 - Side events at conferences
 - Publications





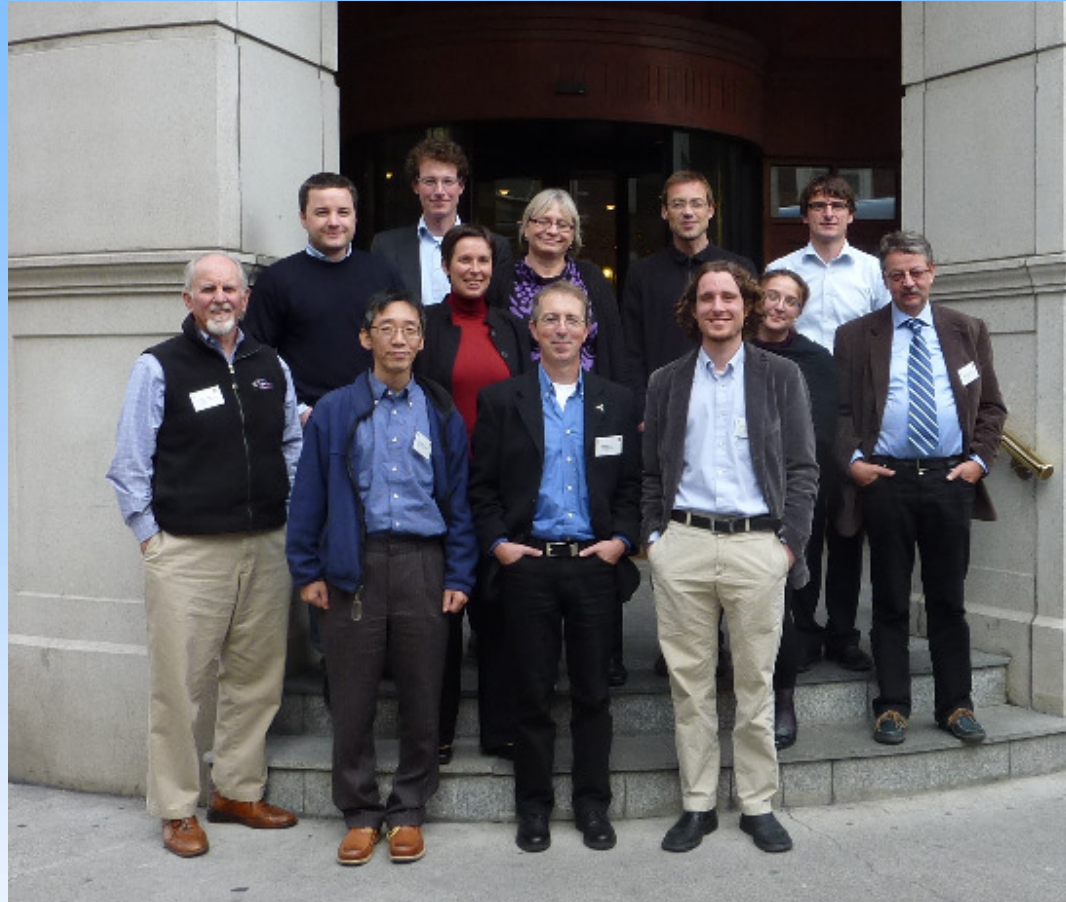
Goal: Exchange of experiences



Yashushi Maruyama:

- “We have doubled the value of knowledge by sharing”





Thank you for your attention!

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