Local acceptance for wind energy through co-creation

Ruth Schmitt Ursula Dubois



## WIND ENERGY PROJECTS **FACE STRONG RESISTANCE** IN SWITZERLAND

#### Ein rauer Wind bläst

Stromversorgung Der geplante Windpark auf dem Grenchenberg ist zwar ökologisch, verändert das Gesicht der Jurakette aber nachhaltig. Kritiker der Anlage wollen diese darum verhindern.



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#### Le parc éolien fait beaucoup de vent à Essertines

La séance publique d'information des cinq communes concernées par le projet «Tous-Vents» a attiré quelque 400 personnes et a donné lieu à un débat où la brise des opposants a soufflé avec force dans la grande salle.



accourue à Essertines-sur-Yverdon pour

Décidément, les éoliennes ont pas mal de plomb dans leurs ailes entre le Jura et le canton de Vaud. La séance publique d'information sur le projet de parc «Tous Vents» en a une nouvelle fois été la preuve, mardi soir à Essertines-sur-Yverdon.

manifester leurs craintes, leurs interrogations et leur désapprobation durant le débat qui a suivi la présentation des diverses composantes, et qui était conduit par François Egger, journaliste à la RTS.

#### Sept éoliennes

Le projet «Tous-Vents», porté par les sociétés Alpiq EcoPower Suisse SA et Romande Energie Renouvelable SA, prévoit l'implantation de sept éoliennes de 186 mètres de haut et d'une puissance unitaire de trois megawatts, en partenariat avec les Communes d'Essertines-sur-Yverdon, d'Orzens, de Pailly, d'Ursins et de Vuarrens (2555 habitants au total).

Ce projet prend place autour du Grand Bois d'Essertines, dans une région agricole dévolue principalement aux grandes cultures. Il est localisé sur une des principales collines de la région du Gros-de-Vaud, culminant à environ 700 m d'altitude. Les sept éoliennes projetées se situent le long de la ligne de crête, partant de Vuarrens au Sud,

#### Da waren es nur noch drei: Drei Windenergie-Standorte sind gestrichen

von Aline Wüst - az Aargauer Zeitung . Zuletzt aktualisiert am 4.3.2013 um 13:59 Uhr



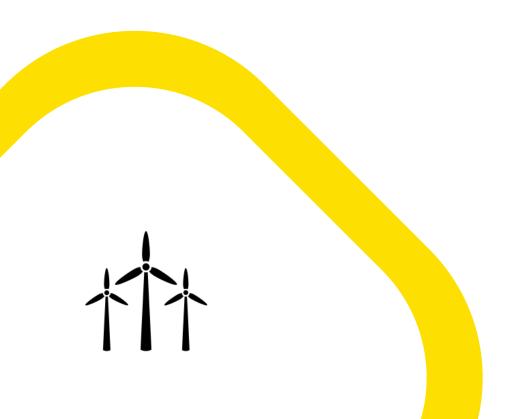


Windräder in Norddeutschland. Die Kommission des Grossen Rat hat die Anzahl möglicher Standorte im Aargau um die Hälfte reduziert.

Der Aargau sucht Standorte für Windkraftanlagen. Der Regierungsrat schlug sechs Hügelzüge vor. Die zuständige Kommission im Grossen Rat reduzierte nun um die Hälfte. Streichen will sie Laubberg, Wessenberg und Heitersberg.

Wind zu Strom machen, das will auch der Aargau. Der Regierungsrat schlug Windkraftanlagen mit einer Höhe von mehr als dreissig Metern an sechs Orten vor. Die Kommission für Umwelt, Bau, Verkehr, Energie und Raumordnung (UVB) hat die Anzahl Standorte nun um die Hälfte reduziert.

# GOAL OF THE PRESENTATION



Key practitioner learnings of creating and maintaining co-creative multi-stakeholder processes.



# PROJECT DEVELOPERS ARE CHALLENGED

- The number of stakeholders grows.
- Communication and exchange with stakeholders is increasingly complex, controversial and difficult.
- Technical planning goes along with a number of administrative processes with which political and societal dynamics interfere.
- The local community decides via referendum.
- A complex project is hard to explain in times of fake news.

**Sociolution:** Schweizer Netzwerk für Sozial- und Politikmanagement Environment **Swiss** confederation development **Politics** Parliament Comunal Energy Spatial-planning Environment Authorities **Municipalities** Canton Forest Cantonal-Politics Executive Marketing Board Finance Projektträge Project affected communities Nature Landscape conservation con NGOs Local Monument Enviroment Community preservation Civil society Political Residents Regional Property & Regional/ Civil society Stakeholders of a wind energy project

## **Sociolution:** Schweizer Netzwerk für Sozial- und Politikmanagement

# WHAT WE KNOW FROM ACCEPTANCE STUDIES

#### CONTEXT

Local specificities

**Inverse NIMBY** 

Progress of the project

#### **PROJECT**

Developer

Process of planning

Cost / benefits

#### **PEOPLE**

Pro

Con

Undecided



Eidgenössisches Departement für Umwelt, Verkehr, Energie und Kommunikation UVEK Bundesamt für Energie BFE

Schlussbericht: 30. November 2012

## Sozialpsychologische Akzeptanz von Windkraftprojekten an potentiellen Standorten

Eine quasiexperimentelle Untersuchung



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Original research article

Determining the local acceptance of wind energy projects in Switzerland: The importance of general attitudes and project characteristics

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#### ABSTRACT

This article explores the relationship between general attitudes toward wind energy, local acceptance of specific wind projects and respective intentions to act on those attitudes in Switzerland. Its primary instrument of data collection was a survey experiment with 919 citizens in five Swiss rural municipalities with potential wind sites. The survey presented descriptions of several potential wind projects. Participants rated their acceptance and intention to act for each wind project, as well as their general attitude toward wind energy. Results showed that general attitude is a strong predictor of local acceptance but is rated significantly higher than local acceptance. When matched with the effects of three procedural and distributive justice measures on local acceptance, the results of the study seem to support the concept of "Qualified Support": local acceptance by participants with an ederate or positive general attitudes dependent on the associated local benefits, while local acceptance by participants with an engative attitude is not. Interestingly, the study also finds that general attitude and local acceptance by articipants with an elegative attitude effects on respective intentions to act. Thus, researchers should be aware of cognitive and behavioral aspects of local acceptance where the better distinguish between these two dimensions.

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#### 1 Introductio

Research on local acceptance of wind energy has matured in recent years. While we still cannot fully explain the 'gap' between high levels of public support and frequent local opposition, our

protected values [11], moral mandates [12] and, perhaps most important, distributive and procedural justice theory.

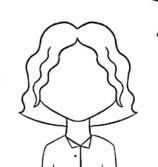
Distributive justice theories explain when outcome distributions of specific resources are perceived to be fair and when they our are not. Fairness is assessed by comparing the outcome distribu-

# ONE GENERAL CONTROVERSY WITH DIFFERENT LOCAL SOLUTIONS

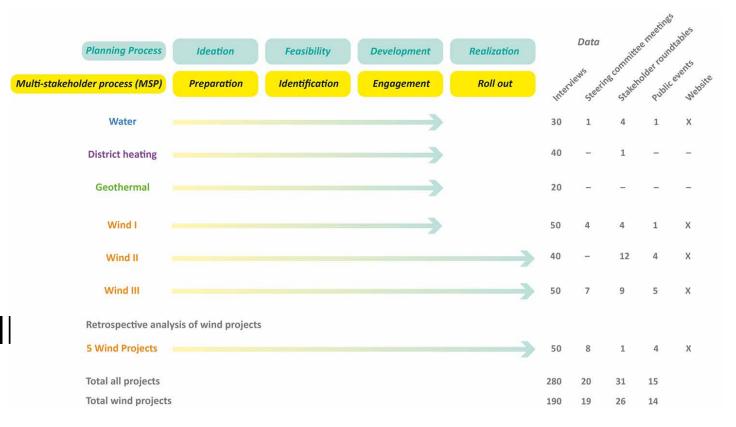
The project is sustainable and provides opportunities for regional development.

I am not against renewables, but build the in areas with more wind, with less sensitive nature and scenery!





# DEVELOPING A PRACTITIONER'S GUIDE FOR COCREATIVE PLANNING OF ENERGY II





#### THEORETICAL BACKGROUND

Cross-sectoral collaboration

Stakeholder engagement

Practical guidelines and initiatives

Regulations



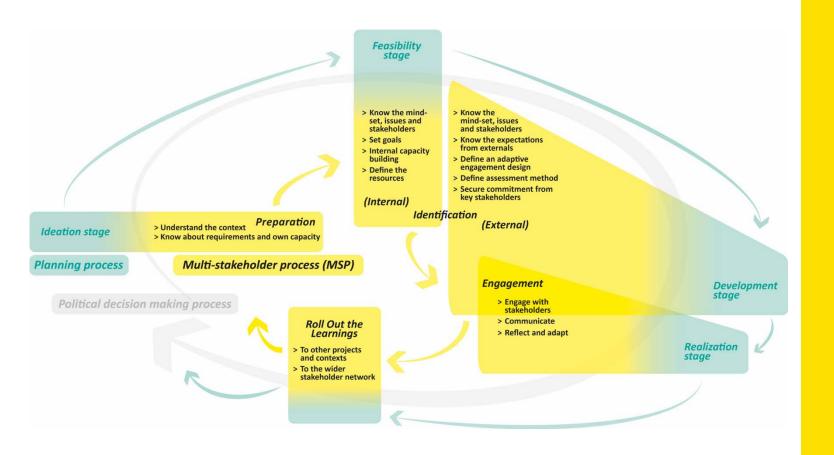
#### **METHODOLOGY**

Retrospective analysis of wind projects

Qualitative case study

Design and facilitation of a multi-stakeholder process (MSP) for all case studies

## THE PROCESS OF CO-CREATIVE PLANNING



## AND THE PRINCIPLES

Be open to stakeholder needs.

Be prepared to be transparent in all aspects so that stakeholders can grasp both pros and cons of a project.

Allow for stakeholders to contribute to a project with their own solutions.

Be ready to learn from stakeholders and work with them on eye-to-eye level rather than trying to convince them of a project.

Create an adaptive governance structure and framework that allows for effective participation and thus also be ready to slow down the planning process in case stakeholders need it.

# INTERNAL ANALYSIS — WHAT DEVELOPERS SAY

... we won't share business secrets. Profits are confidential.

...our projects are too complicated for the public to understand.

... we want to communicate with the public.

... NGOs will be against our project, no matter what we do.

... should we really disclose all fact from our environmental assessments?

... we don't want to be involved in lengthy discussions. We need to meet our deadlines. ... we want to establish good relationships with our stakeholders.

... we will only involve stakeholders once we have the technical facts ready.

... our project is in competition with others from our company. Should we invest in wind projects Switzerland?

... Wir wollen nicht ins Leere planen. Wir müssen verstehen, was draussen läuft.

# EXTERNAL ANALYSIS — WHAT STAKEHOLDERS SAY

... want to be taken seriously and respected.

... are preoccupied with other issues that might have an indirect impact on a project.

... want their questions about a given project to be answered.

... often have a low understanding of what the Swiss energy strategy implies and how single projects contribute to ist implementation. Why should they thus accept a given project.

...want to give Input into which have the potential to improve projects.

... either don't receive enough information about both a project and the planning process, or information is too technical or too late.

... want to understand the technology and all its impacts.

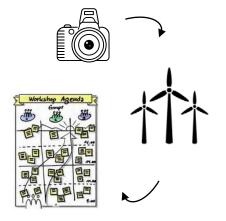
...are afraid a project might create conflict in a local community.

... have concrete fears which might be invalidated with information.

# A STORY OF CO-CREATION — WHOSE VISUALIZATIONS ARE CORRECT?

"The project is sustainable and offers a chance for the regional development!" "The project destroys our beautiful scenery. We don't want it."

"But wait, how can we make realistic visualizations?"



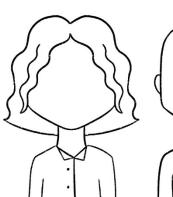
"The visualizations are state of the art. But you need to co-visualize other windparks. And you need animated visualizations."

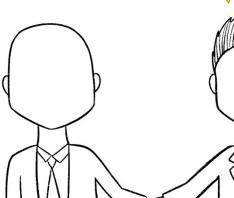
"Fine, we will consider this in further planning."

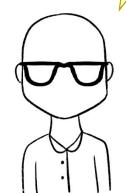












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# A STORY OF CO-CREATION





PROTOKOLLE AUS DER BEGLEITGRUPPE

> NEWSLETTER HIER ABONNIEREN

#### PROJEKTÜBERBLICK

Windenergie Chroobach

Windmessungen

Projektplan

Organisation

AKTUELLES

UMWELTAUSWIRKUNGEN

BEGLEITPROZESS

VISUALISIERUNGEN

MEDIEN & NEWSLETTER

HÄUFIGE FRAGEN

BRINGEN SIE SICH EIN

KONTAKT

#### PROJEKTÜBERBLICK

#### Windenergie in der Region für die Region Schaffhausen

Die Herausforderung und Chancen der Energiewende beschäftigen die Elektrizitätswerke des Kantons Schaffhausen (EKS AG) und die SH POWER. Beide verfolgen die Absicht, regional verfügbare, erneuerbare Energien zu nutzen, um die Abhängigkeit von importierter Energie aus dem Ausland zu vermindern und einen Beitrag für den Klimaschutz zu leisten. Daher wurden 2012-2015 verschiedene «Energie-Leuchtturmprojekte» in der Region Schaffhausen geprüft. Insbesondere die Windenergie wurde vertiefter abgeklärt: Erste potenzielle Standorte für Windenergieanlagen wurden mittels Windmessungen evaluiert. Dabei hat sich gezeigt, dass der Standort Chroobach bei Hemishofen, Schaffhausen besonders gute Windverhältnisse aufweist. Da Windenergie einheimisch und erneuerbar ist und der Chroobach für die Gewinnung von Windenergie in Frage kommt, haben sich die EKS AG und SH POWER zur Projekgemeinschaft Chroobach Windenergie zusammengeschlossen. Das Windenergieprojekt befindet sich noch in der Planungsphase. Aktuell sind Arbeiten rund um die Umweltverträglichkeitsprüfung im Gang.

#### Einbezug der Bevölkerung

Den Projektträgern ist es ein Anliegen, möglichst frühzeitig auf Anliegen und Bedürfnisse der Bevölkerung, Behörden, Verbände und Fachorganisation einzugehen, weshalb anfangs 2016

# KEY PRACTITIONER LEARNINGS

See the nature of projects as political and societal rather than purely commercial or technical. For that purpose, attune the MSP to the political process and the technical project planning process so that stakeholders can effectively participate.

Set the stage for participation early in the project planning.

Start involving stakeholders in the feasibility and development stage so that they are provided with information on the project and that they know about their rights and possibilities to participate ahead of time.

Understand a project in its local context.

Stakeholders mention a broad set of issues, not only related to the wind energy project per se: Be open to hear those.

Create a learning environment.

Adopt a design approach to an MSP with the final, democratic referendum in mind.

## **POTENTIALS**

Co-creative planning with multistakeholder processes are not a warrant for success, but

- for an informed consent (developers AND stakeholders).
- to create a broader basis for a project and to anchor it locally.
- to increase the quality of a project.
- to increase credibility of planning and decisions.
- to create the basis for cooperative relations.
- to learn from each other.
- to prevent from stalemate situations and conflict.
- to regain sovereignity of information.
- to initiate a large system change.

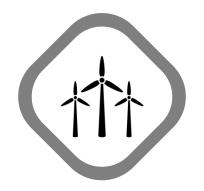
## **CHALLENGES**

Stereotyping and conflict.

Heterogeneity of stakeholders.

Issues of communication to make a complex project known to broad audience with different needs.

Projects can be instrumentalized.



## Thank you for your attention

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