



WENDY aims at unravelling the factors triggering social acceptance of wind farms through an in-depth analysis at three dimensions: social sciences and humanities, environmental sciences and technological engineering.

## General presentation

WENDY – Multicriteria analysis of the technical, environmental, and social factors triggering the PIMBY principle for Wind technologies	
<b>THE CONTEXT</b>	Renewable energy technologies will be present in the lives of European citizens; thus, co-existence is essential. Wind turbines are susceptible to the NIMBY effect (Not In My Backyard), and hence facing opposition despite being a high-potential clean energy source. Dedicated actions to ensure that large turbines retain a low environmental impact and gain more popular support are necessary to achieve European climate goals.
<b>WENDY METHODOLOGY</b>	<p>WENDY promotes citizens' involvement and participation in the process of establishing wind farms. To successfully validate the feasibility of the concept and to enable an up-scaling and deployment of the models and methodologies, a research methodology in 5 phases has been defined:</p> <ol style="list-style-type: none"> <li>1) <b>Best case identification</b>, mapping regulations and identification of stakeholders' perceptions.</li> <li>2) <b>Creation of validated models</b> considering environmental and techno-economic aspects.</li> <li>3) <b>Holistic analysis</b> of the impact that wind farms have on communities.</li> <li>4) <b>Assessing the efficacy</b> of WENDY approach in the use cases</li> <li>5) <b>Results gathering</b>. Creation of guidelines and knowledge transfer to boost further replicability.</li> </ol>
	New knowledge and exploitation of WENDY models and schemes will promote social awareness. By implementing models, analysis, guidelines, and recommendations WENDY aims to retain environmental impact and facilitate co-existence between wind energy and society.



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**THE WENDY  
CONTRIBUTION**

The multicriteria analysis for the environmentally friendly deployment of wind energy projects will facilitate the decision making during the planning and permitting phase and maximise efficiency during the operation phase. Additionally, the incorporation of community actions will help boost the local share of economic and social benefits. WENDY will be providing easy-to-use tools and social participatory processes and guidelines to reduce wind project risks during their first stages. Stakeholder involvement at all levels of action will help develop dedicated instruments and activities for business development and market uptake.



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