



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.

Written identity

One sentence

Shaping wind energy attitudes, inspiring a shift from 'Not in My Backyard' to 'Please, In My Back Yard'.

Bullet points

The WENDY project aims to:

- Map factors triggering social acceptance for wind energy.
- Promote public participation and involvement in wind energy projects.
- Engage and involve local stakeholders and promote citizen's ownership models for wind farms.
- Identify the optimal turbines' siting with the minimum environmental impact.
- Encourage a behavioural change from NIMBY (Not in My Backyard) to a PIMBY. (Please, In My Back Yard) regarding wind energy.
- Advice on how to achieve higher acceptance for wind energy projects.

One paragraph

To effectively drive a societal perception-change towards onshore and offshore wind energy projects, WENDY will develop and validate a multi-spatial planning and impact assessment tool. This will contribute to reach societal consensus among spatially explicit landscape values, considering a cumulative assessment of social, environmental and technoeconomic factors. The project will implement a series of local actions promoting the wider adoption of the project solutions. This includes guidelines, reports and handbooks which will be created to boost the understanding of wind farms' decision-making processes and enhance energy stewardship.



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One page

Wind is an important sustainable energy source to help meet EUs clean energy targets.

Despite its huge potential, wind energy is one of the most controversial renewable energy sources in terms of public acceptance. In the past, it has often been hampered by silo-thinking, and proponents regard social and environmental impacts as external issues although facing opposition from civil society and environmental NGOs. To achieve harmonious co-existence, it is necessary to overcome the siloes and promote transformative governance of wind energy.

The WENDY project embodies a vision of sustainable energy stewardship, harmonising three vital pillars: social acceptance (energy citizenship), natural impact (energy landscapes), and technological design (environmental engineering). To achieve this holistic approach, WENDY addresses social opposition, and environmental impacts associated with wind energy development in diverse geographic and contractual contexts, known as 'use cases.' These use cases span different geographies (Italy, Spain, Norway, and Greece), project maturity levels, wind energy types, and co-existence scenarios. They serve as crucial testing grounds for the project's guidelines, models, tools, and assumptions.

Multidisciplinary focus to capture the whole picture.

The project partners will carry out a complete and in-depth analysis of the impacts of wind energy. WENDY focuses on three main areas: **social actions**: understanding how people, communities, and markets perceive and accept wind energy; **environmental mapping**: studying the impact of wind energy on local ecosystems and conducting assessments that consider the entire lifespan of wind farms; and **technical engineering**: options promoting environmental design.

Tools for success.

WENDY will create tools including a spatial multi-criteria WENDY toolbox for identifying ideal wind farm locations, a single multi-variable KPI to summarise overall impact, and a social intervention tool to enhance community engagement and energy citizenship.

Fostering acceptance and minimising environmental impact through energy stewardship.

WENDY aims to analyse wind energy's impacts to develop guidelines for reducing environmental effects and enhancing social acceptance of wind farms. To facilitate stakeholder interaction and knowledge sharing, a Knowledge Exchange Platform will be created as a forum for discussing wind energy innovations and public perceptions. WENDY



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strives for both social acceptance and minimal environmental impact through energy stewardship.



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