

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.

Communication and Dissemination Plan

Deliverable 7.1: Communication and Dissemination Plan
WP7, T7.1

Author: Norwegian Offshore Wind (NOWC)



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Executive summary

The Horizon Europe WENDY project is funded by the European Union research and innovation action programme under grant agreement number 101084137. The WENDY project will conduct multicriteria analysis of the technical, environmental, and social factors triggering the *Please In My Back Yard* (PIMBY) principle for wind technologies.

The Communication and Dissemination Plan is serving as a guide to all partners for communication and dissemination activities. The WENDY project will benefit from a general effort, from all project partners, to increase the outreach of the project results. The plan is focusing on the main activities for communication and dissemination, including events and workshops, the WENDY Knowledge Hubs and Knowledge platform. Important channels for communication and dissemination are social media, newsletter, the WENDY website, press releases, and publications in journals.

The WENDY Communication and Dissemination Plan outlines the target audience and what type of activities and channels will be associated with the various target audience and stakeholder groups.

The plan also includes a list of target numbers for the various communication and dissemination activities and channels, which are key indicators for successful communication and dissemination of the project. All the partners are committed to maximise the potential impact of the WENDY communication and dissemination activities by actively disseminating to relevant stakeholders.



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1 Introduction

This document presents the Communication and Dissemination Plan for the WENDY EC-GA project contract no. 101084137. The deliverable D7.1, Communication and Dissemination Plan, is part of Work Package 7 and developed in the task T7.1. Through this plan, the framework that will guide the dissemination and communication of the project during the 36 months of the project will be created and consolidated.

The Communication and Dissemination Plan gives objectives and the expected impact for the communication and dissemination (C&D) activities. The plan will list all larger C&D activities, tools, and channels, and match them with target stakeholders and KPIs. This C&D Plan will be a reference framework for evaluating activities and will be updated and adjusted during the project lifetime. The more detailed C&D schedule will be available for the partners in the project repository and is meant for internal use and information. Conducted C&D activities will be included in D7.4 and D7.9.

The main objective of WENDY is to trigger a societal perception change towards onshore and offshore wind energy projects and to encourage a behavioural switch from a NIMBY (Not In My Backyard) to a PIMBY (Please, In My Back Yard) state.

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 citizenship. WENDY intends to reach a wide scope of audience through the communication and dissemination activities, where local stakeholders for the use cases are especially important to reach.

To achieve a wider adoption of the project solutions, the project partners will communicate the project results in a correct language and make it available and accessible for the appropriate target audience through the appropriate channels.

The Communication and Dissemination Plan outlines the current plan for communication and dissemination. The plan will be reviewed and updated by month 24 and month 36 to make sure the communication and dissemination is in line with the development of the project.

2 Communication and Dissemination Plan

2.1 Objectives of the communication and dissemination activities

To ensure increased knowledge and awareness on the triggers of social acceptance, and the uptake of WENDY results, C&D activities will be carried out throughout and after the project. The dissemination and communication activities will support all Work Packages (WP) ensuring maximum visibility, accessibility, and impact of project activities. The WP leaders will provide information and content to the Communication and Dissemination manager to ensure visibility of the work done in the WPs. C&D actions will be linked to the exploitation of the project's activities and results. Efficient publicity and wide exposure of the WENDY project and its achievements will increase knowledge and stakeholder engagement with the project, in addition to uptake of project results.

The WP7 leader, APPA Renovables (APPA), and Communication and Dissemination manager, Norwegian Offshore Wind (NOWC), will coordinate and manage WENDY C&D activities. The project partners will support C&D activities by communicating and disseminating WENDY information and results through the organisations respective communication channels and towards their existing communities and networks, in addition to providing relevant content for the appropriate WENDY channels. The project partners' C&D activities are important to reach the target audience, and all C&D activities will be monitored in a separate document. This way it is possible to evaluate the total impact of the project. Additionally, networking will be crucial to exploit synergies with projects, initiatives, professional associations, and NGOs.

The objectives for the dissemination and communication activities:

- Developing a Communication and Dissemination Plan identifying target audience, communication channels, timelines, and responsibilities.
- Familiarise stakeholders with the WENDY project and promote important project results.
- Raise awareness on what triggers social acceptance.
- Increase knowledge on how to engage local communities in wind energy projects.
- Maximise the impact of the research conducted in the project.
- Establish communication, collaboration, and exploitation on synergies with relevant projects and initiatives.
- Demonstrate impact of project results.
- Ensure uptake of results and allow other researchers to use it.
- Make scientific results a common good.



2.1.1 Expected impact

WENDY aims at contributing towards a step change in the way in which the current wind project development efforts translate and consider the needs of local communities. The communication and dissemination activities are meant to promote the exploitation of the project results, increase awareness and acceptance, and encourage stakeholders to better communicate with local communities. Several actions and tools will be used, e.g., social media posts, events, workshops, promotional materials, and publications.

WENDY will impact citizens, industry, legislators, and the European Union. The project is aiming for a participatory approach where stakeholders are engaged through webinars, workshops, and events. Eventually, this will empower stakeholder interaction and public participation in wind energy projects and contribute to increased social acceptance. Two-way, fact-based communication between developers and local stakeholders and collaborative planning are goals for the project.

Through the communication and dissemination activities, the WENDY partners will be promoting social ownership and other models that offers appropriate benefits for the community, which again will lead to local communities having more interest in direct participatory processes. Communicating good practice in wind farms mapped through the project is essential to increase the understanding and awareness related to benefits from citizen participation in project development and operation.

The knowledge exchange platform and WENDY hubs will empower local communities to participate in the development processes of local wind energy projects. WENDY will enable communities to build their capacity around core wind energy acceptance drivers (e.g. economic benefits, aesthetics, biodiversity impact) and empower them to participate more actively in the decision making processes. WENDY insights and results will indicate how capacity building actions (e.g. training days, information videos, field visits) can be deployed and increase the engagement of communities.

The project will promote tailored awareness raising and engagement that reasonably address community concerns. Wind project developers will have a much better knowledge on how to deploy tailored awareness raising and engagement campaigns that share the correct information with the right audiences based on an in-depth understanding of the factors (e.g. demographics, beliefs, values, desires, interpretations) that affect acceptance, of the target audience segments, their interest and awareness gaps that need to be covered.

Table 1 shows the target numbers for a set of important communication and dissemination activities stated in the EC Grant Agreement. The target numbers are key indicators for successful communication and dissemination of the project. These numbers will be monitored in a separate internal document for tracking and reporting purposes.

Table 1: Target numbers. Source: Grant Agreement number 101084137.

What	Numbers
Project visual identity	Common public image/branding visible in all communication to ensure visibility and recognition
Project website	10,000 unique visitors per year from 50 countries
Social media	5,000 posts and 15,000 members
E-newsletter	+150 subscribers
Scientific and technical publications	+8 papers and 70+ downloads of technical project publications
Press media	+25 general and specialised press releases (TV, newspapers, radio, websites etc.). 500+ mail-outs and downloaded newsletters per release.
On field site showcases	+7 showcases, with at least 1 per demo-site.
Knowledge Exchange Platform	5 engaged stakeholders and +400 users of the Knowledge Exchange Platform.
Knowledge hubs	2 Local champions' meetings per use case, 5+ Social innovation webinars, and 4+ training sessions per use case.
Cooperation with other projects	12+ collaborated EU related projects
Social and professional networking	6+ collaboration agreements with relevant networks
Brochure/leaflet	2500+ printed/downloaded brochure/leaflets
Video views	1500+ Video views
Conferences	8+ attended conferences
Workshops	2+ workshops organised



Final project conference	100+ participants at final WENDY conference
On field site showcases	7+ showcases (expecting at least 1 per demo site)

2.2 Tasks, deliverables, and milestones

Table 2 shows the tasks for Work Package 7 in the WENDY project, which partner is responsible, and when the task starts and ends. The Communication and Dissemination Plan is part of task T7.1.

Table 2: Tasks in WP7. Source: Grant Agreement number 101084137

Tasks	Lead partner	Start	End
T7.1 Communication and Dissemination Plan	NOWC	M1	M36
T7.2 IPR Management and Exploitation strategy	Q-PLAN	M6	M36
T7.3 Interaction and exploitation of synergies with other related projects and initiatives	APPA	M1	M36

Table 3 describes the deliverables related to WP 7 in the WENDY project, the partner responsible for the deliverable, what type of deliverable it is (e.g., report), if it is public or sensitive, and when it is due.

Table 3: Deliverables in WP7. Source: Grant Agreement number 101084137

Deliverables	Lead partner	Category	Due month
D7.1 – Communication and Dissemination Plan	NOWC	R	M12
D7.2 – IPR agreements and Exploitation and Sustainability Plan	Q-PLAN	R	M12
D7.3 – Exploitation of synergies with relevant projects	APPA	R	M24
D7.4 – Mid-term report on E&C&D activities	APPA	R	M24
D7.5 – Communication and Dissemination Plan (1st update)	NOWC	R	M24
D7.6 – Communication and Dissemination Plan (2nd update)	NOWC	R	M36

D7.7 – IPR agreements and Exploitation and Sustainability Plan	Q-PLAN	R	M36
D7.8 – Exploitation of synergies with relevant projects (Updated)	APPA	R	M36
D7.9 – Final report on E&C&D activities	APPA	R	M36

Table 4 shows the milestones in the WENDY project related to WP 7 and the communication and dissemination of the project, lead partner for the milestones and when it is to be achieved.

Table 4: Milestones related to WP7. Source: Grant Agreement number 101084137

Milestone	Means of verification	Lead partner	Due month
MS2 Project ready to start dissemination and DMP	Website and first visual materials available	APPA/ NOWC	M6
MS3 Activation of the WENDY communities and deployment of training program.	D7.1, D7.2		M12
MS5 Social acceptance interventions tool and sM-V.KPI finalised. RRI progress report, C&D plan update and progress on exploitation of synergies with other projects.	D7.1, D7.3	NOWC + APPA	M24
MS7 WENDY guidelines to enhance wind energy citizenship. Final workshop and end of project.	All deliverables issued and approved by GA	ALL	M36

2.3 Communication and dissemination strategy

This document is the plan for the C&D of the WENDY project, including main activities, tools, and channels. The plan sets a strategic framework for the C&D activities to engage stakeholders and maximising the impact of the project results. The Communication and Dissemination Plan is a public document, supplemented by internal documents with more specific details on each task.

The communication activities are foreseen to attract stakeholders' interest, increase awareness on the topic and on how public money are spent. It will also show the importance and success of European collaboration. Dissemination activities are expected to contribute to

the advancement of the research in this field and allow other researchers to build further on the outcomes from the WENDY project, in addition to making scientific results a common good. The C&D activities are anticipated to lead to changes in how legislators, government, politicians, and industry regard the importance of citizen involvement in wind energy projects to achieve social acceptance.

The dissemination and communication activities are coordinated by *Norwegian Offshore Wind* (NOWC) and *APPA Renovables* (APPA). However, all project partners will communicate and disseminate the WENDY results via their respective channels and networks, ensuring project activities are broadly visible and made public in Europe. The results from the WENDY project are aspiring to benefit society, help tackle the problem on NIMBY attitudes, and potentially lead to new legislation or recommendations.

2.4 Identity

2.4.1 Visual identity

For ease of identification, the project has adopted a logo and colour scheme. The logo includes the acronym of the project, and the preferred colours. The colours and the logo have been, and will be, used in all internal and external communication and dissemination of the project, including website, brochures, flyers, rollups, videos, presentation, and press material related to the project. The visual guidelines include colour scheme and logo variations for the WENDY project (Annex II).

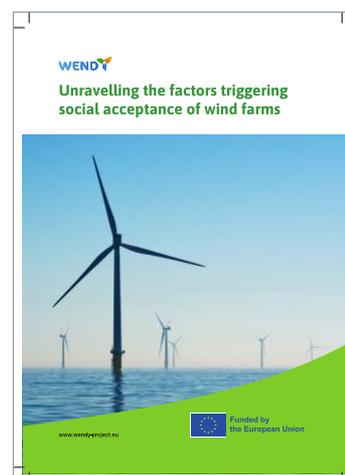


Figure 1: WENDY flyer.

Colours for visual identity:

- Green: **#8DC63F - #369445**
- Blue: **#2AA9E0 - #1C75BC**
- Orange: **#FBB040 - #DD702A**

2.4.2 Key messages

The partners will develop and provide key messages for the WENDY project to be communicated to the target audience. The key messages will explain the project, what the aim is, communicate important results, and explain why the project exists and how to benefit from the results. The key messages should also justify the EU contribution (funding) for the project. Key messages will be updated in separate document in project repository, together



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with the Communication and Dissemination Plan; and it will be updated in the Press Kit (Annex II). All project partners will ensure up-to-date key messages are available for communicating.

2.4.3 Images and photos

To ensure engaging content in the various project channels, good photos and images are important. Therefore, a folder with stock photos free to use will be made available in the project repository. Additionally, all project partners should, if they have the correct user rights, add own photos and images to the repository to ensure a varied and representative collection of images and photos free to use for all the partners (crediting the owner/provider). The project partners will provide photos from events and conferences they are participating at related to the project. Photos showing the presence of the project where possible is preferred. This is to be used for social media, news on the website, and in the newsletter.

2.5 Target audience

Wind energy projects impact an array of different people, from civil society and local communities to people employed within the wind energy sector. The goal is to understand what triggers social acceptance for wind energy – a complicated matter with many factors and stakeholders involved. Therefore, the target audience for the WENDY project includes a wide range of stakeholders such as researchers; civil society, energy communities and NGOs; industry and economic stakeholders; policy makers and public bodies; technical experts and scientific communities; and other initiatives and projects. Regulatory framework, public participation, stakeholder- and citizen involvement, and collaborative planning of wind farms are seen, by the WENDY partners, as key components for social acceptance of wind energy projects. Hence, all involved and affected parts are part of the WENDY target audience, as shown in Table 5. The table also describes the reason for including the stakeholder, what the project intends to communicate to the respective target audience, and through which channels.

Table 5: Target audience. Source: Grant Agreement number 101084137

WHO	WHY	WHAT	CHANNEL
Research: Researchers and academia (e.g., energy, environment, sustainability,	Benefiting from analysis of how the impact of different wind energy innovations and applications (onshore or offshore, etc.) is seen by the	Knowledge transfer towards common improvement of the project solutions.	Project website, social media,



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biodiversity, research, industrial RD SSH public and the local actors, etc.), allowing for new research findings and trends. conferences, workshops

<p>Civil society, energy communities, general public, NGOs: Inhabitants of the turbines' surrounding area, local businesses' representatives (incl. agricultural, fisheries and tourism), landowners, general public, environmental organisations, NGOs, anti-wind groups</p>	<p>Dissemination goals are very specific and critical to the project success and include: Establishment and maintenance of adequate communication channels with all types of pilot participants; promotion of awareness about project goals and activities among the pilot actors; and fostering active acceptance of the pilot activities and their impact; collecting necessary info; physical deployment of infrastructure for pilot activities and, pilot realization.</p>	<p>How participatory processes can help achieve higher social acceptability of wind energy projects. Co-benefits of socially inclusive, transparent, and green wind farm development.</p>	<p>Social media, Project website, press releases directed at general media, workshops, and events</p>
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<p>Industry & economic stakeholders: Renewable energy corporations, grid operators, turbine manufacturers, intermediary companies, technology solutions and service providers, financial institutions and individual investors.</p>	<p>The solutions developed by WENDY will establish a harmonious co-existence between the local population and the local value chain, as well as conclusions on the market analysis and roadmap of the developed solutions to show the potential market opportunities.</p>	<p>How to capitalise social innovation as a means for improved decision making in wind-farm-development Boost acceptance of turbines using the WENDY array of tools and interventions.</p>	<p>Project website, Social media, Newsletter, Direct email, workshops, and events</p>
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<p>Policy makers and public bodies: EC, EU Parliament, EU policy and decision makers, DG-ENER, City & regional authorities, national regulators & agencies, CEER, ACER, MEASNET, CENELEC, innovation and policy advisors.</p>	<p>Successful use cases and lessons learnt in WENDY project and means to standardise wind farms' consenting procedures, smoothing out turbulences over their development.</p>	<p>How to enhance energy citizenship of wind farms. Means to standardise wind farm consenting procedures, smoothing turbulences over their development.</p>	<p>Project website, Some, Newsletter, direct email, press release, workshops, events, and conferences</p>
<p>Technical experts & scientific community: EERA, EUREC, CIGRE, IRENA, ESMIG, APPLIA, NESSI, BDVA</p>	<p>Conferences proceedings, publications in scientific and technological specialized magazines and platforms and P2P communication. The main messages to deliver are the technical results, innovation, and progress beyond the state of the art on the proposed lines and future challenges emerged during the project execution.</p>	<p>New research findings and trends, along with their importance for the scientific community/industry.</p>	<p>Project website, conferences, workshops</p>
<p>Initiatives & projects: Community energy actors, RESCoops, relevant European and national programmes, European and international associations and initiatives</p>	<p>Cooperation and exploitation of synergies.</p>		<p>Workshops, conferences, joint events, newsletter, social media, direct email</p>

3 C&D incorporated in project activities

A pool of actions is foreseen to take place to increase the WENDY audience of engaged stakeholders. The communication activities, tools, and channels for the WENDY project are all selected to maximising awareness raising and engagement, and knowledge on how to increase public participation, citizen involvement, and social acceptance for wind energy. The communication activities are also aiming at overcoming and tackling misinformation by communicating facts and results from research. Building upon tailored (per pilot region) stakeholders' mobilisation strategies and through activities, a wide range of actors are intended to be engaged and approached. These activities include warm up events, capacity building sessions, social innovation webinars, and co-creation workshops.

3.1 Workshops and conferences

Workshops, events, and conferences will be essential to communication and dissemination of the WENDY project. This especially applies when engaging local stakeholders, but also for policymakers at national and EU level. WENDY will organise warm-up events and co-creation workshops to engage stakeholders at the use case level, as well as policy workshops at the EU level.

WENDY will be represented by all project partners at most relevant international and national forums, as well as in specific workshops organised on different locations across Europe, such as the events of WindEurope or EAWE. All project partners are encouraged to contribute to these targeted international events to integrate regional and national programmes and initiatives to allow other organisations, not directly participating in WENDY, to know about its objectives, evolution, and conclusions. Synergies with similar EU-funded projects will also be exploited to increase outreach of potential stakeholders, organise joint events, exchange knowledge, experience, and best practices, and to stimulate discussions among key players in the scientific and industrial community. Together with the sister projects, the WENDY project will organise joint events and workshops. Additionally, the WENDY partners will participate and present the WENDY project at sister project events without being co-organiser.

The WENDY project will organise a final event for the project with at least 100 participants.

3.2 Knowledge hubs

To communicate and disseminate all the developed models, methods, guidelines, and tools in the 10 wind projects spread across 4 countries, the WENDY Knowledge Hubs will be created. These hubs will incorporate citizens, local authorities, business owners, and value chain actors of wind energy. The WENDY Hubs will serve as a baseline for the WENDY Knowledge Exchange platform (KEP), a forum that will be developed to facilitate the exchange of knowledge between decision makers and key stakeholders withing wind farm planning processes.

The WENDY tool, to be developed throughout the project, will be tested, and disseminated through the knowledge hubs.

The WENDY partners will design tailored awareness-raising strategies per area and targeted group by organising warm-up activities in the pilot areas. This is to promote the project’s concept and identify potential local champions to serve as central points for community mobilisation.

The Hubs will attract stakeholders from the wide value chain of wind farm development. This is where the WENDY array of tools, lessons learnt and project-generated insights will be offered and promoted. Within the WENDY hubs, a series of outreach activities are foreseen. Deployment of capacity building sessions will be provided, including two local champions’ upskilling meetings per Hub and five social innovation webinars.

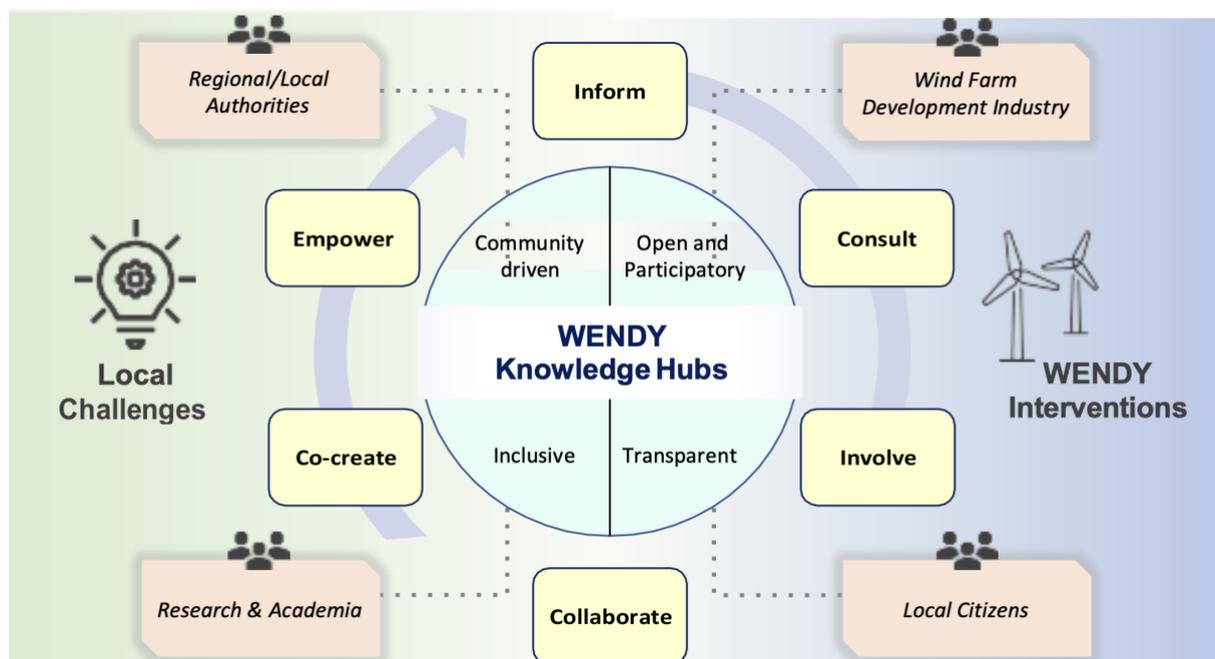


Figure 2: WENDY Knowledge Hubs. Source: Grant Agreement number 101084137.

3.3 Knowledge Exchange Platform

WENDY will develop a Knowledge Exchange Platform (KEP) that will function as a knowledge bank of resources around wind farm development as well as a liaison structure among citizens, local authorities, regulators and wind farm development actors at the pilot level and beyond. The KEP will first address the project's pilot regions before extending to an EU-level audience.

The WENDY KEP will bring together regulators, industry, and the local WENDY hubs to network and learn from each other to promote the exchange of knowledge between decision makers and key stakeholders. Leveraging local champions as a key messenger instead of the project developers, will enable the project to identify the best ways to resonate and engage with local communities, whereas the use of science communication techniques and the objective communication of both the positive and negative impacts will further enhance trust. WENDY insights and results will indicate how capacity building actions can be deployed and increase the engagement of communities.

Tackling misinformation: WENDY will put to the test communication techniques and social innovations that will aim to overcome misinformation. The WENDY Hubs and the Knowledge Exchange Platform will enable wind projects to follow a proactive strategy against negative media and misrepresentation of facts. These knowledge broking structures will support communication techniques through the exchange of easily understood and scientifically derived information. WENDY will further help projects to use more trusted sources than their developers to transmit the necessary information to the public. Through the WENDY Champions approach, the project will demonstrate how local citizens can be nurtured into trusted actors who can increase the effectiveness of participatory and engagement activities.



4 Communication and dissemination channels

C&D activities can often overlap, as communication is important to disseminate results. For communication and dissemination of the WENDY project, custom C&D material such as brochures, videos, leaflets, factsheets, 2-liner messages, and eye-catching visuals and infographics, translating professional and technical jargon of the identified opportunities and misconceptions into a language that can be easily understood and mostly resonate with people, will be widely used.

The WENDY project will make itself visible through several C&D activities. Publications from findings, social media updates on the progress in the project, press releases on important topics or findings, video material, and webinars will all be activities conducted in the WENDY project.

The WENDY project has chosen a set of communication channels based on the target audience and what is seen as professional channels. Tailored communication activities will be realised under a European-wide campaign aimed at raising awareness, sparking measurable actions and enhancing the uptake of the project results. Table 6 shows expected important results and outcomes in the WENDY projects and the channels targeted for C&D of these results.

Table 6: Important results and outcomes, and C&D channels. Source: own elaboration.

Results	Journals	Website	Newsletter	Social media	Events	Press
Perceptions analysis on the impact of different wind energy innovations.		x	x	x		
Behavioural interventions framework for increasing social acceptance.	x	x	x	x		x
WENDY spatial Multi-Criteria Decision Analysis Toolbox		x	x	x		x
Holistic assessment metrics for cumulative impact analysis of wind turbines.		x	x	x		

Outreach activities to socially engage and address misconceptions.		x	x	x	x	
WENDY Knowledge Hubs serving as knowledge brokers, local champions.		x	x	x	x	x
Co-designed harmonious turbines-communities co-existence roadmaps.		x	x	x		x
WENDY-developed social ownership models	x	x	x	x		
Guidelines to enhance energy citizenship and acceptance of wind energy		x	x	x		x
Replication guidelines, Identification of policy blind spots, recommendations on improved consenting procedures.		x	x	x		x
Knowledge Exchange Platform for regulators, industry, communities.		x	x	x	x	x
Identification of future areas for turbine deployment	x	x	x	x		x

4.1 Project website

To support the communication and dissemination activities, the WENDY project website has been developed as the main tool for presenting project results to stakeholders. The WENDY project website is set up at the domain wendy-project.eu. Here news articles, press releases, reports and other results and publications, press releases, and a press kit will be made

available. The sign-up form for the newsletter will be available on the WENDY webpage, together with links to previous editions of the newsletter.

Additionally, the visual promotional material such as the WENDY video and flyer is also made available on the website.

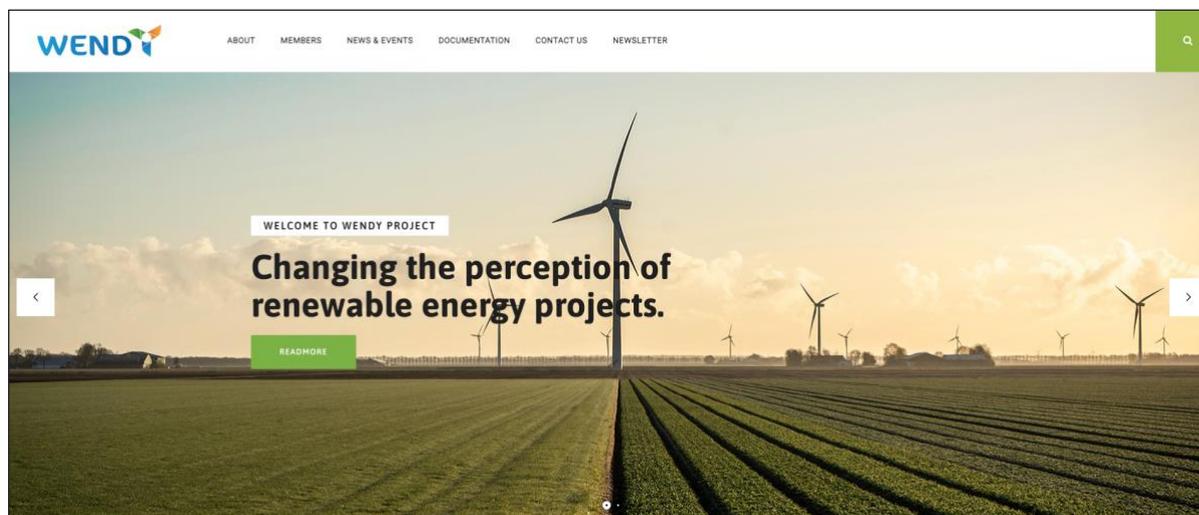


Figure 3: WENDY website - front page.

The structure of the website is as follows:

1. **About** – Here the audience will find information about the project and the use cases.
2. **Members** – All the project partners are listed with a short description about the organisation.
3. **News & events** – All news and events from the project are made available here.
4. **Documentation** – The work package structure and all the deliverables are listed. The public deliverables will be made available on this page.
5. **Contact us** – This page includes contact information, a contact form, promotional material available for download, and the press kit.
6. **Newsletter** – All the WENDY newsletters will be made available as they are published, and a subscription form for subscribing to the newsletter is also available.

4.2 Social media

Social media has become an important part of today's world. Billions of people around the globe use social media to share information and staying informed about current events and trends. WENDY will benefit from using social media as a communication and dissemination channel as it is a good way to share expertise, increase visibility, and create an audience, and it is free to use.

The social media channels for the WENDY project will inform about the latest updates from the project and other relevant content. Through these channels the main developments and actions will be communicated and the main events, conferences, and other activities that WENDY takes part in will be disseminated. Given the spirit of WENDY and its target audience, the main channel will be LinkedIn. This social media is used by most professionals, which makes it favourable to reach a large part of WENDY's target audience.

A WENDY project LinkedIn account is set up. Here, the Communication and Dissemination manager will post relevant content from the partners every week. As the project is running for a limited time frame and do not have a mass of followers prior to the project start, is not likely that the project's LinkedIn account will be able to build a sufficient mass of followers within the lifetime of the project. Thus, it is seen as important that the project partners take advantage of their existing mass of followers and network to reach a wider group of stakeholders. All the project partners will promote the project in their existing social media channels (LinkedIn, Facebook, Instagram, X.com, etc.) to reach the target audience. The project partners will encourage their existing followers to also follow the WENDY project on LinkedIn. Whenever posting WENDY related content on LinkedIn, the WENDY page will be tagged, and the **#WENDYPROJECTEU** is to be used for social media posts. This will help branding the project and increase the number of followers and reach of WENDY content.

WENDY also has an account at X.com (previously Twitter). This social media platform is also widely used by many in the target audience but is, however, not seen as professional as LinkedIn. X.com also has the limitation of characters, which in many circumstances aren't enough to communicate sufficiently. However, it is often positive to create short and clear messages. The project will post similar content to the content being posted on LinkedIn to reach an even broader scope of the target audience, especially the part of civil society that is not present at LinkedIn.



LinkedIn: *WENDY Project EU*



X.com: *WENDYprojectEU*

4.3 YouTube

YouTube allows for uploading videos which others can watch online at any time. Therefore, WENDY has created a profile on YouTube to upload promotional material in video format and recordings of webinars that will be held during the project. YouTube provides statistics for all



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the videos uploaded and has sharing and embedding functions that works well with X.com, LinkedIn, Mailchimp and the WENDY website.

Given the limitations of this channel with regards to format, and the type of target audience it is aimed at, it will be used as a video platform. The number of views will be considered, with the objective of reaching a total of 1500.

 YouTube: *WENDY-Project-EU*

4.4 Publications and journals

All the WENDY researchers are committed to get papers published in target journals and present papers at international conferences. Journals are important as communication and dissemination channels as it reaches the research and scientific communities in a professional way. It also contributes to further use of the findings. The WENDY partners are aiming for 8+ scientific and technical publications to be published with 70+ downloads combined. Table 7 shows a few indicative journals the WENDY project could consider for publishing the project findings. It also shows if the journal is an open access publication, and the impact factor.

Table 7: Target journals. Source: Grant Agreement number 101084137.

Journal title	Open access	Impact factor
Nature Energy	Hybrid	56.7
Renewable and Sustainable Energy	Yes	15.9
Applied Sciences	Yes	2.7
Wind Energy Science	Yes	4
Renewable Energy	Yes	8.7
Energy and Environmental Science	Yes	32.5
Energy Economic	Yes	12.8
Energy Research & Social Science	Yes	6.7
Journal of Environmental Psychology	Yes	6.9
Energy Policy	Yes	9

4.5 Newsletter

In the pursuit of disseminating novel insights, updates, and information regarding the WENDY project, a key element of the communication plan is creating a dedicated e-newsletter. The goal is to offer the project's target audience regular project updates.

The WENDY e-newsletter will be crafted and disseminated every six (6) months, ensuring a consistent flow of relevant news and progress reports. The distribution channels for the newsletter will include both the widely used Mailchimp platform and the professional networking platform LinkedIn. This dual-channel approach enhances accessibility and maximises the reach of the newsletter. In addition to its presence on Mailchimp and LinkedIn, the newsletter will also be made available on the project's official website, creating a central hub for interested stakeholders to access past editions.

To expand reach, consortium members will promote the newsletter by sharing it with relevant stakeholders in their networks and featuring it on their organisational communication platforms. This broadens the audience and efficiently spreads the project's progress.

Table 8: Plan for sending out the Newsletter. Source: Own elaboration.

	When
No. 1	May 2023
No. 2	September 2023
No. 3	March 2024
No. 4	September 2024
No. 5	March 2025
No. 6	September 2025

Initially targeting over 150 subscribers by the project's conclusion, the consortium achieved this goal ahead of schedule, with the milestone reached in month nine. Building upon this success, the consortium aspires to expand the newsletter's impact even further. By harnessing the combined potential of Mailchimp and LinkedIn, the consortium aims to extend the newsletter's readership to encompass an even broader and diverse audience.

The WENDY newsletter fosters a strong connection between the project and stakeholders. By delivering regular updates and accessible distribution, the consortium encourages



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engagement, knowledge sharing, collaboration, and sustained involvement throughout the project's lifecycle.

4.6 Press and media

The project partners play a vital role in engaging with the media to create good stories and achieve media attention for the WENDY project. Partners will provide content and create press releases, which they will also send out through own channels and/or through the WENDY channels. The Communication and Dissemination manager will be available for assisting the partners in the process of creating and distributing the press releases.

A press kit will be created and made available for all the partners to attach with the press release. This kit will contain a brief description of the project and consortium, free images to use, the WENDY logo and colour scheme, and FAQs. The press kit will be available in the project repository and on the WENDY website.

The target audience for press and media will vary depending on the content and the media publishing press releases. Some will be targeting the scientific and research community, some the industry, some public bodies and policy makers, and some the civil society and a broader audience.

4.7 Direct e-mail

Direct email serves as a pivotal communication method within the C&D plan. This channel will be employed to engage various stakeholder groups effectively. Its primary function will involve sending surveys and invitations, enabling WENDY to act as the sender of emails on occasions when project-related communication supersedes individual partner organisations.

The project has established a designated email address, accessible via the WENDY website, facilitating open communication for anyone interested in contacting the project. Oversight of this email account falls under the responsibility of NOWC, ensuring prompt responses and efficient management of incoming correspondence. In instances where incoming emails touch upon specific project topics, NOWC will either respond or forward the message to the pertinent project partners, streamlining communication for optimal engagement and collaboration.



E-mail: info@wendy-project.eu



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5 Other resources for communication and dissemination

5.1 Promotional material

The WENDY project places significant emphasis on effective communication and dissemination strategies to ensure the widest reach and impact of its objectives. To achieve this, the project partners have meticulously crafted promotional material that serves as a valuable tool for conveying the essence of the project. This material was introduced by the sixth month of the project's timeline and has since played a pivotal role in conveying the project's vision, goals, and outcomes.

The promotional material package comprises several key components, each designed to engage and inform various target audiences:

Promotional Video: A compelling promotional video has been created to provide an engaging overview of the WENDY project. Through a visual narrative, the video succinctly outlines the project's significance. The video serves as an introduction to the project and invites viewers to delve deeper into its intricacies.

See the video here: <https://www.youtube.com/watch?v=m9I75Rx3KNo&t=4s>

Leaflet: The project's essential information is distilled into a concise yet comprehensive leaflet. This informative document encapsulates the project's key features. Designed for easy dissemination, the leaflet acts as a handy reference for stakeholders, partners, and anyone interested in understanding the project's core elements.

Rollup: A visually striking rollup has been developed to make a strong visual impact during events, conferences, and presentations. The rollup showcases the project's branding, visually representing its core themes. This portable display serves as an attention-grabbing backdrop that enhances the project's presence in various outreach activities.

Banner: In addition to the existing promotional materials, the project partners have introduced a banner designed for digital platforms. This banner is intended for use on project partners' websites and other online channels. Featuring captivating visuals and key project information, the banner effectively communicates the project's identity to online audiences, thereby extending its reach to virtual spaces.



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The promotional material can be found in Annex III, where interested parties can access and explore these resources in further detail.

To ensure the optimal use of these promotional materials, the WENDY partners have adopted a flexible approach. Printing and distribution of promotional items, such as the rollup and leaflet, will be tailored to the individual needs of each partner organisation. This approach allows partners to align their promotional efforts with their specific outreach goals, while also minimising waste and maximising impact.

Incorporating these carefully crafted promotional materials into the project's communication and dissemination strategy will undoubtedly contribute to fostering a deeper understanding of the WENDY project's mission and aspirations. By effectively engaging stakeholders and the broader public, the project aims to create a lasting impression and drive meaningful participation in the project's activities and outcomes.

5.2 Synergies with other projects and initiatives

Disseminating and communicating the results of the project to a wide audience is an important objective of the WENDY project, and this is closely related to establishing synergies with relevant initiatives, often called “sister projects”. The goal is to share ideas and workforce and combine outreach for dissemination and communication activities. This also includes research, producing papers, policy recommendations, press releases or news, and organising events together. If successful in creating synergies and collaboration, it can lead to both projects reaching their goals and increasing their visibility also after the project ends. For the C&D activities, WENDY will collaborate with the identified sister project by combining efforts to communicate and disseminate project information and results. Thus, social media will be used to disseminate the progress and results of the other projects, such as promoting the project web page, project newsletter or technical advances, among others. A dedicated report planned for M24 will present the first activities and collaboration ideas.

Table 9: Sister projects and initiatives. Source: Own elaboration.

Sister projects/ initiatives	About
JUSTWIND4ALL: Just and effective	JustWind4All is a research project supporting the acceleration of onshore and offshore wind energy, including emerging wind

governance for accelerating wind energy	technologies like airborne and floating, through just and effective governance. By integrating insights from different academic disciplines and societal perspectives, the project supports synergies and exchange among people and organisations to coordinate and participate in actions around wind energy deployment. (Source: JustWind4All (2023), https://justwind4all.eu/ (25/07/2023))
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WIMBY: Wind In My BackYard WIMBY is a European funded project supporting the adoption and acceptance of wind power in the European Union. It will develop innovative tools to facilitate citizen and stakeholders’ interaction, knowledge sharing, and collaborative evaluation of impacts, conflicts, synergies, and social innovation potential. The main objective of this research is to mitigate the “Not in my backyard” (NIMBY) effect by providing practical information that all stakeholders and citizens can use for simple and comprehensible assessments, aimed at creating a common ground for participatory decision-making processes. (Source: WIMBY: Wind in my backyard (2023), <https://wimby.eu/> (25/07/2023))

5.3 European Commission Tools

To enhance the communication and dissemination endeavours of the WENDY project, the consortium acknowledges the potential of utilising European Commission communication tools. These tools offer the capacity to extend the project’s reach and amplify the distribution of project outcomes.

While there exists a range of communication, dissemination, and exploitation tools available through the European Commission, the project partners will selectively assess those most applicable to the WENDY project’s objectives and scope. The partnership will focus on the following prominent tools:

Horizon Magazine: WENDY project recognises Horizon Magazine as a reputable platform showcasing pioneering research and innovations from EU-funded initiatives. Engaging with Horizon Magazine will enable the project to spotlight its ground-breaking accomplishments, thereby elevating awareness and understanding of its contributions.

Open Research Europe Platform: The project aims to leverage the Open Research Europe platform to share research findings and insights with a global audience. By utilising this open-



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access platform, the WENDY project aligns with principles of transparent collaboration, thereby facilitating the dissemination of knowledge.

Cordis: As an authoritative repository of information on EU-funded projects, Cordis offers a centralised platform for project profiles, news, and achievements. The WENDY project's presence on Cordis will establish a lasting digital footprint, ensuring accessibility to stakeholders, researchers, and the broader public.

By strategically incorporating these European Commission tools into the project's communication and dissemination strategy, the WENDY consortium anticipates an expanded impact.

Table 10: European Commission Tools.

Tool	About
Horizon Magazine	The latest news and features about thought-provoking science and innovative research projects funded by the EU.
Horizon Dashboard	An intuitive and interactive knowledge platform where you can extract statistics and data on EU research and innovation programmes – sorted by topics, countries, organisations, sectors, as well as individual projects and beneficiaries.
Horizon Results Booster	A free-of-charge platform to benefit from one of these services: <ol style="list-style-type: none"> 1. Portfolio dissemination & exploitation strategy 2. Business plan development 3. Go-to-market support.
Horizon Results Platform	A public platform that hosts and promotes research results, thereby widening exploitation opportunities. It helps to bridge the gap between research results and generating value for economy and society. Possibility to create own page to showcase project results, find collaboration opportunities and get inspired by the results of others.

Cordis	Multilingual articles and publications that highlight research results, based on an open repository of EU project information.
Horizon Standardisation Booster	An initiative that supports European research and innovation projects to valorise results through standardisation, supporting them to contribute to the creation of new standards or the revision of existing standards.
Open Research Europe Platform	A platform that makes it easy for beneficiaries of European research and innovation projects to comply with the open access terms of their funding and offers researchers a publishing venue to share their results and insights rapidly.
Research and Innovation success stories	A collection of the most recent success stories from EU-funded research & innovation.

Source for Table 10: European Commission, European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2848/289075>.



6 Risks for communication and dissemination activities

In the WENDY project, a proactive approach to risk management within the communication and dissemination activities has been established. Risks were identified and documented before the project's commencement, and the partners will continue to monitor and update throughout the project's duration in case new risks emerge. The identified risks include the possibility of poor dissemination to stakeholders, ineffective engagement actions, low participation in dissemination activities, and an ineffective exploitation strategy.

Table 11: Risks for communication and dissemination activities. Source: Grant Agreement number 101084137.

Risks	Proposed Mitigation Measures
Poor dissemination to the stakeholders	Wide dissemination of the URL will be planned and updated to avoid this risk. All partners will use different channels to draw visitors to the website: social media, newsletter, digital outlets, etc. In addition, the website will be promoted at all the events partners in the consortium attend.
Ineffective engagement actions	WENDY will reinforce and adapt the current engagement actions and adopt more concise solutions based on the feedback gathered from the citizens.
Low participation in dissemination activities	Dissemination is one of the main strengths of WENDY. Counting with the participation of associations and partners experienced in EU collaborative project dissemination activities as well as mass media with high skills in dissemination make the risk low. Just in case, causes will be evaluated, and dissemination strategy will be restructured and re-evaluated asap.
Ineffective exploitation strategy	WENDY counts with industrial and research partners with experience in developing, implementing, and managing similar solutions, as well as business experts like Q-PLAN, and other entities with a large portfolio of clients and covering the entire value creation chain, which ensures enough expertise to modify and adapt the exploitation strategy in case it is required.



7 ANNEXES

Annex I. KPIs / Target numbers

Annex II. Press kit

Annex III. Promotional material

Annex IV. ARTICLE 17 – Communication, dissemination,
and visibility

Annex V. Templates

Annex VI. Visual guidelines



Annex I

KPIs / Target numbers



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Annex I. KPIs / Target numbers

HOW (Tool/activity)	WHEN	Evaluation	Target value
Project visual identity & captative logo , including QR code, common graphics and templates	Ready by M1	Common public image/branding ensure visibility and recognition	Imagery in all communications
Project website . Giving public access to relevant non-IP-sensitive results, items, audio-visual content, deliverables, etc. Private area for internal use.	Launched by M4	Number of hits, country of provenance and online visits	10,000 hits/year from 50 countries
Social media (Facebook, Twitter, LinkedIn, etc.) To increase outreach in partners existing online communities.	Launched by M1	N° of posts N° of members	5,000 posts, 15,000 members
E-newsletters . To provide up-to-date information and support exchanges with the community. Website update.	From M4 (every 6M)	N° of subscriptions to the service	+150 subscribers
Promotional material : leaflets, videos, posters, roll-up banner, factsheet, etc. Uploaded to the project website	M2-M6 and M40-M48	N° of brochure/leaflet Video visualization	+2,500 +1,500
Scientific and technical publications . Peer-review scientific journals and conferences proceedings Publishable version of deliverables in the project website. E.g., <i>Renewable and Sustainable Energy, Journal of Physics, Applied Sciences, Wind Energy Science, Renewable Energy, Nature energy, Energy and Environmental Science, etc.</i>	Along with deliverables and achievement of results	N° of papers Downloads of technical project publications	+8 +70
Cooperation with other projects to forge communication, promote synergies and establish cluster collaborations	Project lifetime	Collaborated EU related projects	+12
Social and professional networking with key sector associations, platforms and initiatives. E.g., ENTSO-E, EDSO, EURELECTRIC, WindEurope, EWEA, EUREC, ResCoop.eu, CO-POWER, IRENA, EREF, EERA, ALDA,	Project lifetime	Collaboration agreements with relevant networks	+6
Press media contacts (TV, newspapers, radio, websites. etc.) either general or specialized at EU/international levels. A press kit will be developed containing writing identity, press release, general presentation, key messages, a list of FAQs and copyright free images.	On a regular basis throughout project execution	N° of press releases Mail-outs & downloaded newsletters (per release)	+25 +500
On field site showcases . Open to general public, agencies and interested stakeholders.	From M36	N° of showcases. (expecting at least 1 per demo-site)	+7
Knowledge Exchange Platform for public outreach and knowledge transfer among relevant stakeholders	From M15	N° of engaged stakeholders N° of KEP users	≥5 by M15 +400
Knowledge hubs . 1 per use case (4 in total), including capacity building sessions, co-creation workshops and roadmaps	From M12	Local champions' meetings Social innovation webinars Training sessions	2 per UC ≥5 ≥4 per UC
Conferences and workshops . Project final conference covering future strategy, expectations and exploitation measures. E.g., Wind Energy Science Conference (WESC), TORQUE, Citizens' energy forum, Offshore Energy	From M6 (+1 per year)	N° of attended conferences N° of organised workshops N° participants Final Project Conference	+8 +2 +100

**Any dissemination of results will duly display the EU emblem and include information on the EU funding.*

Annex II

Press kit



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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.

WENDY PRESS KIT

Internal document

WP7, T7.1

Author: Norwegian Offshore Wind (NOWC)



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Technical references

Project Acronym	WENDY
Project Title	Communication and Dissemination Plan
Project Coordinator	CIRCE FOUNDACION CIRCE CENTRO DE INVESTIGACION DE RECURSOS Y CONSUMOS ENERGETICOS jperis@fcirce.es
Project Duration	October 2022 – September 2025 (36 months)

Deliverable No.	N/A
Dissemination level*	PU
Work Package	WP 7 – Dissemination, Communication and Exploitation
Task	T7.1 - Development of the Communication and Dissemination Plan
Lead beneficiary	5. NOWC
Contributing beneficiary/ies	N/A
Due date of deliverable	N/A
Actual submission date	N/A

- PU – Public, fully open
- SEN – Sensitive, limited under the conditions of the Grant Agreement



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V	Date	Beneficiary
1.0	31/08/2023	Norwegian Offshore Wind (NOWC)
2.0	15/09/2023	Norwegian Offshore Wind (NOWC)
3.0	22/09/2023	Norwegian Offshore Wind (NOWC)

Co-authors	Organisation
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1 Introduction

One of the objectives in WP7 Task 7.1 is to design and execute high quality communication material and activities to efficiently disseminate project results to relevant stakeholders.

A set of communication materials and tools have been produced to support this objective and the implementation of the Communication and Dissemination Plan in general.

The press kit for the WENDY project is a public document developed by the Communication and Dissemination manager to support the project's dissemination and communication activities, implemented, or initiated by the WENDY partners, including, among others, the elaboration of their press releases, the elaboration of project-related articles written by journalists, etc. All the sections of the press kit will be available on the WENDY website: wendy-project.eu

The press kit contains:

- Visual identity, including the logo and brand book.
- Written identity.
- Key messages that underscore the project's significance.
- Copyright-free imagery that complements the narrative.

It's crucial to note that these materials are a dynamic entity. They will evolve and refine over the course of the project, aligning with the evolving journey of WENDY.



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2 Visual identity

The visual identity of the WENDY Project is a dynamic representation of the project's core values — innovation, sustainability, and community. Crafted with meticulous attention to detail, the visual elements encapsulate the essence of a pioneering initiative that seeks to revolutionize the integration of wind technologies while fostering positive societal engagement.

Logo: The project's logo stands as a visual synthesis of its objectives. The interplay of sleek, modern lines and organic curves symbolizes the fusion of technological advancement and environmental harmony. The upward-reaching lines evoke the upward trajectory of progress, mirroring wind turbine blades in motion, while the circular motif signifies unity, collaboration, and a holistic approach to sustainable development.



All the WENDY logos can be downloaded here:

<https://wendy-project.eu/download/863/?tmstv=1692883401>

Colour Palette: The colour palette of the WENDY Project is inspired by nature's hues and the vibrant energy of wind. Earthy greens evoke the project's commitment to environmental sustainability and renewal energy. Accents of clean blues evoke the sky and the air, celebrating the wind's vital role in renewable energy. The green and blue also symbolise the combination of onshore and offshore wind. The orange colours, often linked to positivity, energy, and optimism, represent the project's innovative approach to wind energy, and its hopeful outlook on sustainable energy solutions and the potential for positive change in communities.

Colours for visual identity:

Green: **#93c01f** - **#369445**

Blue: **#2AA9E0** - **#1C75BC**

Orange: **#FBB040** - **#DD702A**

The project brand book is available here:

<https://wendy-project.eu/download/854/?tmstv=1692879841>



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3 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.

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



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4 General presentation

WENDY – Multicriteria analysis of the technical, environmental, and social factors triggering the PIMBY principle for Wind technologies	
THE CONTEXT	<p>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.</p>
WENDY METHODOLOGY	<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"> 1) Best case identification, mapping regulations and identification of stakeholders' perceptions. 2) Creation of validated models considering environmental and techno-economic aspects. 3) Holistic analysis of the impact that wind farms have on communities. 4) Assessing the efficacy of WENDY approach in the use cases 5) Results gathering. Creation of guidelines and knowledge transfer to boost further replicability.
THE WENDY CONTRIBUTION	<p>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.</p> <p>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</p>

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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5 Press release

An official press release from the WENDY project has been issued, providing a concise overview of the project's key objectives and significant details. This press release serves as a resource for journalists, stakeholders, and the public, offering valuable insights into WENDY's mission and the strides it's taking towards promoting sustainable wind energy and fostering greater community collaboration.

Promoting a Sustainable Future for Wind Energy

The WENDY project is an initiative funded by Horizon Europe. With the goal of enhancing social acceptance and fostering a harmonious relationship between wind energy, local communities and nature, WENDY is poised to transform the energy landscape.

“WENDY is not just about wind energy; it's about nurturing a new era of cooperation between communities and renewable energy,” said Jonatan Rivas, Project manager at Fundacion CIRCE.

Wind energy, a cornerstone of the European Union's clean energy strategy, has often faced public opposition and environmental concerns. The WENDY project acknowledges these challenges and aims to shift the paradigm from 'Not In My Back Yard' (NIMBY) to 'Please, In My Back Yard' (PIMBY). By addressing the multifaceted dimensions of social, environmental, and technical aspects of wind energy, WENDY seeks to promote responsible energy stewardship.

Key Objectives

WENDY is driven by a multidisciplinary approach, leveraging insights from sociology, environmental science, and engineering. Its core objectives include:

- **Understanding Acceptance:** Engaging communities and conducting surveys to identify regional challenges and enhance citizen engagement with wind energy.
- **Environmental Assessment:** Evaluating wind energy's impact on biodiversity and natural resources using ecosystem service and Life Cycle Analysis.
- **Technical Viability:** Developing models for wind resource characterization, micro-siting, and considering infrastructure, costs, and environmental factors.
- **Integrated Decision-Making:** Creating the WENDY toolbox, integrating social, environmental, and technical data to identify optimal project locations.
- **Boosting Energy Stewardship:** Empowering communities, stakeholders, and policymakers through guidelines, reports, and handbooks to foster wind energy growth.



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Validation Through Real Projects

WENDY's approach will be validated through ten wind energy projects spanning Italy, Spain, Norway, and Greece, encompassing diverse settings, from onshore to offshore, agricultural to industrial, and energy community environments. This real-world validation will prove the project's effectiveness in enhancing energy citizenship and facilitating the deployment of sustainable wind farms.

Join the Wind Energy Revolution

The WENDY project invites stakeholders, policymakers, industry leaders, and the public to join in pioneering a sustainable future for wind energy. By breaking down barriers and promoting the PIMBY principle, WENDY is poised to be a catalyst for positive change in the renewable energy landscape.

Press release link:

Website: <https://wendy-project.eu/>

LinkedIn page: <https://www.linkedin.com/company/wendy-project-eu/>

X (formerly Twitter) page: <https://twitter.com/WENDYprojectEU>



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6 Facts

Energy stewardship

Energy stewardship involves responsible and sustainable management of energy resources and systems to ensure their efficient use while minimising adverse environmental and societal impacts. It encompasses practices aimed at conserving energy, adopting renewable and clean energy sources, improving energy efficiency, involving communities, proper decommissioning, and recycling to reducing waste, and mitigating environmental harm. Energy stewardship also involves fostering a culture of responsible energy consumption and supporting policies and technologies that promote long-term energy sustainability and resilience, ultimately contributing to a more sustainable and environmentally friendly energy future.

Energy landscapes

"Energy landscapes" refer to the multifaceted geographical, environmental, and socioeconomic aspects of energy production, distribution, and consumption within a specific region or area. This term encompasses the mapping of energy resources, the environmental impact of energy activities, the layout of energy infrastructure, the influence of policies and regulations, and the social and economic consequences of energy-related decisions. It provides a holistic view of how energy interacts with the physical and social environment, aiding in informed energy planning and sustainable development.

NIMBY (Not In My Backyard) principle: Balancing progress and community concerns

The NIMBY (Not In My Backyard) principle refers to a phenomenon where individuals or communities express opposition to new development projects, technologies, or facilities—particularly those with potential environmental or societal impacts—when they are proposed to be located near their homes or within their immediate vicinity. While the NIMBY principle acknowledges the importance of progress and innovation, it underscores the need for a careful balance between advancing society and respecting local concerns. Often driven by worries about property values, health risks, aesthetics, and quality of life, NIMBY sentiments highlight the challenge of harmonising the aspirations of progress with the preservation of community well-being.



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PIMBY (Please In My Backyard) principle: Embracing sustainable progress

The PIMBY (Please In My Backyard) principle is a progressive counterpoint to the NIMBY sentiment. It encourages the active acceptance and support of new development projects, technologies, or facilities that bring about positive social, economic, or environmental change. In contrast to NIMBY opposition, PIMBY advocates understand the broader benefits that innovative initiatives can offer to a community or society at large. This principle emphasizes a proactive and collaborative approach, where stakeholders actively seek out opportunities for beneficial developments to take place near them, embracing the potential advantages while mitigating any associated drawbacks.



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7 Key messages

To effectively communicate the WENDY goals, achievements, and impact in a concise and tailored manner, the project has produced some key messages towards the target stakeholder groups. These key messages will serve as focused statements that encapsulate the project's essence and value proposition, making it easier to convey complex ideas to different audiences. The key messages below will serve as strategic communication tools, enabling it to effectively engage, inform, and influence stakeholders across diverse backgrounds and interests.

WENDY aims to change how society sees onshore and offshore wind energy projects. The goal is to shift from people not wanting these projects nearby (NIMBY) to people welcoming them in their communities (PIMBY).

Stakeholder group	Key message
<p>Researchers and academia</p>	<p>Innovations Understood: WENDY explores public and local views on diverse wind energy advances. The project insights fuel fresh trends and research directions.</p>
	<p>Holistic Sustainability: WENDY integrates wind energy into the environment, valuing both human and natural aspects. We redefine stewardship for a balanced future.</p>
	<p>Collaborative Inquiry: Join our venture! Collaborate with WENDY to uncover intricate wind energy dynamics. Together, we influence effective policies and practices.</p>
	<p>Shaping Tomorrow: WENDY's discoveries shape future energy landscapes. We empower decisions that embrace progress while prioritizing community and ecosystem well-being.</p>
<p>Civil society, energy communities, public, and NGOs</p>	<p>Power of Participation: Engaging with communities empowers wind energy projects. By involving you, we ensure that your voice shapes the future of sustainable energy, fostering a shared path toward progress.</p>
	<p>Green and Inclusive Growth: Together, we prove that wind energy isn't just about power—it's about possibilities. Transparent, inclusive</p>



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	<p>development offers environmental benefits and enhances the well-being of everyone involved.</p>
	<p>Positively Impacting Society: Wind energy isn't just turbines; it's a catalyst for positive change. By joining local wind energy projects, you can make a tangible difference in your community, enhancing coexistence and cultivating a greener legacy.</p>
	<p>Your Say Matters: WENDY stands for more than wind—it stands for your voice. We encourage your active participation in wind energy projects, where your insights shape the energy landscape and forge a harmonious future.</p>
<p>Industry & economic stakeholders</p>	<p>WENDY promotes social innovation as a means for improved decision making in wind-farm-development.</p>
	<p>Citizen involvement, public involvement, community rewards, and collaborative planning will increase social acceptance of wind energy.</p>
	<p>The WENDY tools and interventions will boost the acceptance of wind turbines.</p>
	<p>The solutions developed by WENDY will establish a harmonious co-existence between the local population and the local value chain, as well as conclusions on the market analysis and roadmap of the developed solutions to show potential market opportunities.</p>
<p>Policymakers and public bodies</p>	<p>Standardising Success: Learn from the WENDY project's research. We offer proven methods to streamline wind farm consenting procedures, creating a blueprint for consistent, efficient development that benefits all.</p>
	<p>Empowering Energy Citizenship: WENDY presents a roadmap to empower communities as energy stakeholders. Discover strategies that enhance public participation, making citizens active partners in shaping the wind energy landscape.</p>
	<p>Reducing Conflict, Fostering Harmony: WENDY stands as a catalyst for harmony. By implementing our insights, you can significantly reduce conflicts surrounding new wind energy projects, fostering a future of shared progress.</p>



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	<p>Leveraging Lessons: WENDY's real-world case studies provide invaluable insights. Leverage these lessons to create standardized, efficient consenting procedures that facilitate wind farm development, navigating challenges with finesse.</p>
	<p>Future-Ready Regulatory Framework: The WENDY project's findings contribute to a forward-thinking regulatory framework. By embracing our recommendations, you can chart a course for sustainable wind energy growth while prioritizing community engagement and coherence.</p>
	<p>WENDY Toolbox: WENDY offers a toolkit for sustainable energy development, where standardisation, community collaboration, and harmonious progress shape the path to a resilient energy future.</p>
<p>Technical experts & scientific communities</p>	<p>New Frontiers Unveiled: WENDY reveals cutting-edge research insights and emerging trends in wind energy. Delve into our findings to advance the scientific community's understanding and drive innovation in the industry.</p>
	<p>Sharing Knowledge: Our work is your resource. Engage with our conference proceedings, publications in specialized journals, and targeted platforms to access pivotal insights that push the boundaries of the field.</p>
	<p>Innovate with Impact: We're not just uncovering trends; we're shaping them. Join us in exploring innovative methodologies, technical achievements, and the promise of a more sustainable energy landscape.</p>
	<p>Challenges as Catalysts: The future demands solutions and WENDY identifies challenges as opportunities for progress. Our findings highlight the hurdles that lie ahead, inspiring a collaborative drive toward even greater innovation.</p>
	<p>Technical experts and scientific communities, WENDY beckons you to join us on the vanguard of wind energy knowledge. Together, we chart a path toward innovation, advancement, and a sustainable future powered by expertise and collaboration.</p>



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<p>Initiatives & projects: Community energy actors, RESCoops, relevant European and national programmes,</p>	<p>Empowering Local Energy: WENDY is a catalyst for community energy champions. Discover insights that amplify your impact, fuelling community-driven energy initiatives that resonate with local values and aspirations.</p>
	<p>REScoop Resilience: We're strengthening REScoops and similar endeavours. Leverage our findings to bolster your projects, with strategies that foster acceptance, inclusivity, and tangible benefits for your communities.</p>
	<p>Partnering for Progress: WENDY invites collaboration with relevant European and national programs. Our shared vision advances green energy goals, offering a blueprint for harmonious wind energy integration and local prosperity.</p>
	<p>Enabling Transformative Growth: Our insights pave the way for impactful transformation. Capitalize on WENDY's outcomes to accelerate your initiatives, amplifying the influence of community-driven renewable energy projects.</p>
	<p>A Unified Energy Future: Engage with us to access strategies that meld technological prowess with community cohesion, driving energy initiatives that bridge the gap between innovation and the well-being of communities.</p>
	<p>WENDY extends a collaborative hand. Our insights harmonize with your goals, nurturing a future where locally driven renewable energy thrives, bringing prosperity, sustainability, and unity to the forefront.</p>



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8 FAQs

What is the WENDY project?

The WENDY project is a forward-looking project funded through EU's research & innovation programme, Horizon Europe. By focusing on energy citizenship, energy landscapes, and environmental design, it aims to reshape societal attitudes toward these projects. It strives to shift attitudes from 'Not In My Backyard' (NIMBY) resistance to a more favourable 'Please, In My Back Yard' (PIMBY) state.

Who are the WENDY partners?

The WENDY consortium consists of nine (9) partners from six (6) European countries.

- 1) Project coordinator: Circe – Technology Centre (SPAIN)
- 2) White Research (BELGIUM)
- 3) Norwegian Institute for Nature Research (NINA) (NORWAY)
- 4) ENEL Green Power (ITALY)
- 5) Norwegian Offshore Wind (NORWAY)
- 6) Minoan Energy Community (GREECE)
- 7) Copenhagen Business School (DENMARK)
- 8) APPA Renovables (SPAIN)
- 9) Q-Plan International (GREECE)

What are the main goals of the WENDY project?

The primary objectives of the WENDY project are to map factors influencing social acceptance of wind energy, minimising environmental impact from wind farms, encourage public participation in wind energy projects, engage local stakeholders, promote citizen ownership models for wind farms, and foster a shift in behavioural attitudes towards wind energy, and promoting enhanced concern for nature and the environment in the context of sustainable energy development.



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How does WENDY plan to achieve its goals?

WENDY will develop and validate a multi-criteria and spatially explicit decision support tool to facilitate informed decision-making for wind energy projects. This tool will consider social, environmental, and technoeconomic factors, aiming to achieve societal consensus among various stakeholders.

Where did WENDY get its funding?

The funding for the WENDY project has been secured through a prestigious grant awarded by the European Union's HORIZON EUROPE Research and Innovation Action programme. This grant, received under grant agreement 101084137, amounts to € 2,999,687.50. The Horizon Europe programme represents a cornerstone of the European Union's commitment to research and innovation, embodying its visionary pursuit of advancing knowledge, fostering breakthroughs, and driving societal progress.

What is the role of community engagement in the WENDY project?

Community engagement is central to the WENDY project. By involving local communities, stakeholders, and energy actors, we aim to promote energy citizenship and ownership, encouraging a shift in perceptions towards wind energy.

How long is the project?

The WENDY project started 1 October 2022 and will run for 36 months, until 31 September 2025.

How will the WENDY project address social opposition to wind energy development?

WENDY will conduct a comprehensive analysis of factors affecting citizens and communities in different contexts. This analysis will focus on social actions, environmental mapping, and technical engineering to create guidelines, methods, and tools for enhancing wind energy's social acceptability.

What tools will be developed by the WENDY project?

WENDY will develop a multicriteria toolbox for identifying optimal wind farm sites with least environmental impacts per GWh, a multi-variable KPI summarizing wind farm impact, and a



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social intervention tool for improved community engagement. Additionally, a Knowledge Exchange Platform will facilitate stakeholder interaction and knowledge transfer.

How can stakeholders benefit from the WENDY project?

Stakeholders, including communities, energy actors, and policy makers, can benefit from the WENDY project by accessing comprehensive insights, tools, and guidelines for enhancing the social acceptability of wind energy projects and fostering sustainable energy citizenship.

How will the WENDY project impact wind energy's future?

The WENDY project's innovative approach seeks to reshape societal attitudes towards wind energy, leading to more favourable acceptance and coexistence with wind energy projects. By addressing challenges and fostering engagement, the project contributes to a more sustainable energy landscape.

What are Use Cases in the WENDY project?

WENDY includes different geographic and contractual contexts referred to as Use Cases (UC). These UCs serve as real-world scenarios to gather information, and test guidelines, models, tools, and assumptions established in the project. They vary in terms of geography, project maturity, wind energy type, and coexistence with other activities.

What are energy communities?

Energy communities are collaborative initiatives where individuals, households, or organizations work together to generate, distribute, and manage energy resources. They empower local ownership, align with the EU's Clean Energy for All Europeans package (2019), and promote sustainable practices for a resilient energy future.

Where can I find more information about the WENDY project?

For detailed information about the WENDY project, its objectives, activities, and outcomes, you can refer to our official website, wendy-project.eu, or contact us for further inquiries: info@wendy-project.eu. You can also stay updated by following our [LinkedIn account](#), where we share project updates and insights.



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9 Copyright-free images

Imagery associated with the WENDY Project captures a harmonious coexistence of technology and nature. Striking visuals showcase the sleek beauty of wind turbines against picturesque landscapes, underlining the project's aspiration to merge sustainable innovation seamlessly with the environment.

The WENDY project has a selection of images and photos free to use. They are all available at the following link:

<https://wendy-project.eu/download/860/?tmstv=1692879841>



Annex III

Promotional material



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The WENDY rollup

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.

WENDY will contribute to

- Increased social acceptance of wind energy projects
- Recommendations on consenting processes for wind energy installations
- Improved participatory processes related to wind power deployment
- Better understanding of factors shaping community opinion based on regional and project conditions
- Innovative methods to assess impact on natural and social environment caused by wind energy development

CONSORTIUM

For a successful implementation of the project activities, the entire value chain and best-in-class expertise is involved in the project consortium consisting of 9 partners from 6 European countries.



www.wendy-project.eu



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The WENDY banner(s).



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Unravelling the factors triggering social acceptance of wind farms



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WENDY is a Horizon Europe project which aims to increase social acceptance of wind energy in local communities, moving from a NIMBY (Not In MY Back Yard) to a PIMBY (Please, In My Back Yard) principle. The project will implement a series of actions promoting the wider adaptation of the project solutions, including the WENDY toolbox. The toolbox will help identify the optimal location of turbines with the minimum environmental impact and highest social acceptance likelihood.

OBJECTIVES

- To disentangle the different factors of social opposition in wind farm development, considering geographical and contractual considerations.
- To develop validated methodologies evaluating the effects of wind farms on local natural environment and biodiversity and form a collection/repository on mitigation solutions.
- To develop a Holistic Impact Assessment: Establish and fine-tune a suite of supporting tools and models, equally considering social, environmental, and technological aspects, to identify the optimal turbines' location with the minimum environmental impact and highest social acceptance likelihood.
- To carry out a validation programme up to TRL 5 of the social, environmental and techno-economic actions, to prove their usefulness and applicability in different communities and cultures via 10 wind projects.
- To evaluate and validate the impact of WENDY's approach and empower the wider adoption of approaches and integrated modelling tools in wind farms' development, through knowledge transfer and replication activities.



WENDY will analyse how social acceptance may be influenced by the following conditions:

-  Site specific conditions
-  Stage of maturity of the project
-  Type of wind energy project implemented
-  Type of environment
-  Impact on biodiversity

CONSORTIUM

For a successful implementation of the project activities, the entire value chain and best-in-class expertise is involved in the project consortium consisting of 9 partners from 6 European countries.



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Annex IV

ARTICLE 17 – Communication, dissemination, and visibility



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ARTICLE 17 — COMMUNICATION, DISSEMINATION AND VISIBILITY

17.1 Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority

17.2 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



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Co-funded by the
European Union



Funded by the
European Union



Co-funded by the
European Union

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

17.3 Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.”

17.4 Specific communication, dissemination and visibility rules

Specific communication, dissemination and visibility rules (if any) are set out in Annex 5.

17.5 Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 28).

Such breaches may also lead to other measures described in Chapter 5.

Annex V

Templates



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A concise and attention-grabbing headline

Subtitle (optional): A brief additional line that provides more context or emphasises a key point.

City, Country — Date

Introduction: A brief introductory paragraph that provides the essential information about the news/event. Answers the basic questions: Who, What, When, Where, and Why.

“News/event related quote,” said Employee Name, Job Title at Company Name.

Body:

Provides more details about the news/event in a structured and organised manner. Expands on the information provided in the introduction. Includes quotes from key stakeholders, such as company executives or project leaders.

Background Information:

Offers relevant background information that helps readers understand the significance of the news/event. Can include the project history, mission, or industry context.

Key Points/Highlights:

- Presents the most important facts and highlights of the news/event.
- in bullet-point format.

Call to Action:

Encourages the reader to take a specific action, such as visiting the project website for more information.

###

About the WENDY project

The EU funded WENDY project empowers wind energy adoption through multicriteria analysis and social engagement. Officially titled "Multicriteria Analysis of the Technical, Environmental and Social Factors Triggering the PIMBY Principle for Wind Technologies," WENDY is pioneering



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a paradigm shift in wind energy adoption. Its analysis uncovers essential factors for success and societal acceptance.

Across six European countries — Belgium, Denmark, Greece, Italy, Norway, Spain — nine esteemed entities collaborate: Circe Foundation, White Research, Stiftelsen Norsk Institutt for Naturforskning NINA, Enel Green Power, Norwegian Offshore Wind, Minoan Energy Community, Copenhagen Business School, APPA Renovables, and Q-Plan International.

WENDY's mission: reshape wind energy via "Please, In My Back Yard" (PIMBY) principle. Stakeholder engagement sparks enthusiastic support, converting resistance into backing.

For more information, press only:

Contact name

Phone:

Email:

Website: <https://wendy-project.eu/>

If the press release is embargoed (not to be published until a certain date/time), include:
Embargoed until [date and time].

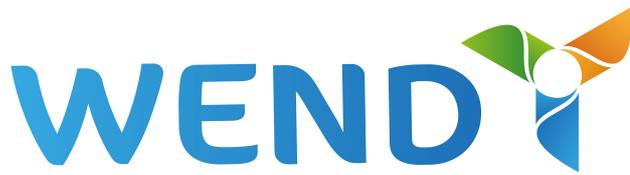
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Presentation template



Overview project presentation

Name, organisation



Funded by the European Union

31/08/2023

Name of the event

Contents

- ✦ The European context and the challenges within it
- ✦ WENDY's contribution
- ✦ Core elements of WENDY project
- ✦ Key terminology to keep in mind
- ✦ WENDY Consortium
- ✦ What does WENDY aim to achieve
- ✦ WENDY Use Cases
- ✦ Key project's activities
- ✦ What WENDY has gotten and will get out of this
- ✦ Overall project's structure
- ✦ WENDY time-plan
- ✦ WENDY website & social media



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Overview project presentation

Name, organisation



Funded by
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31/08/2023

Name of the event

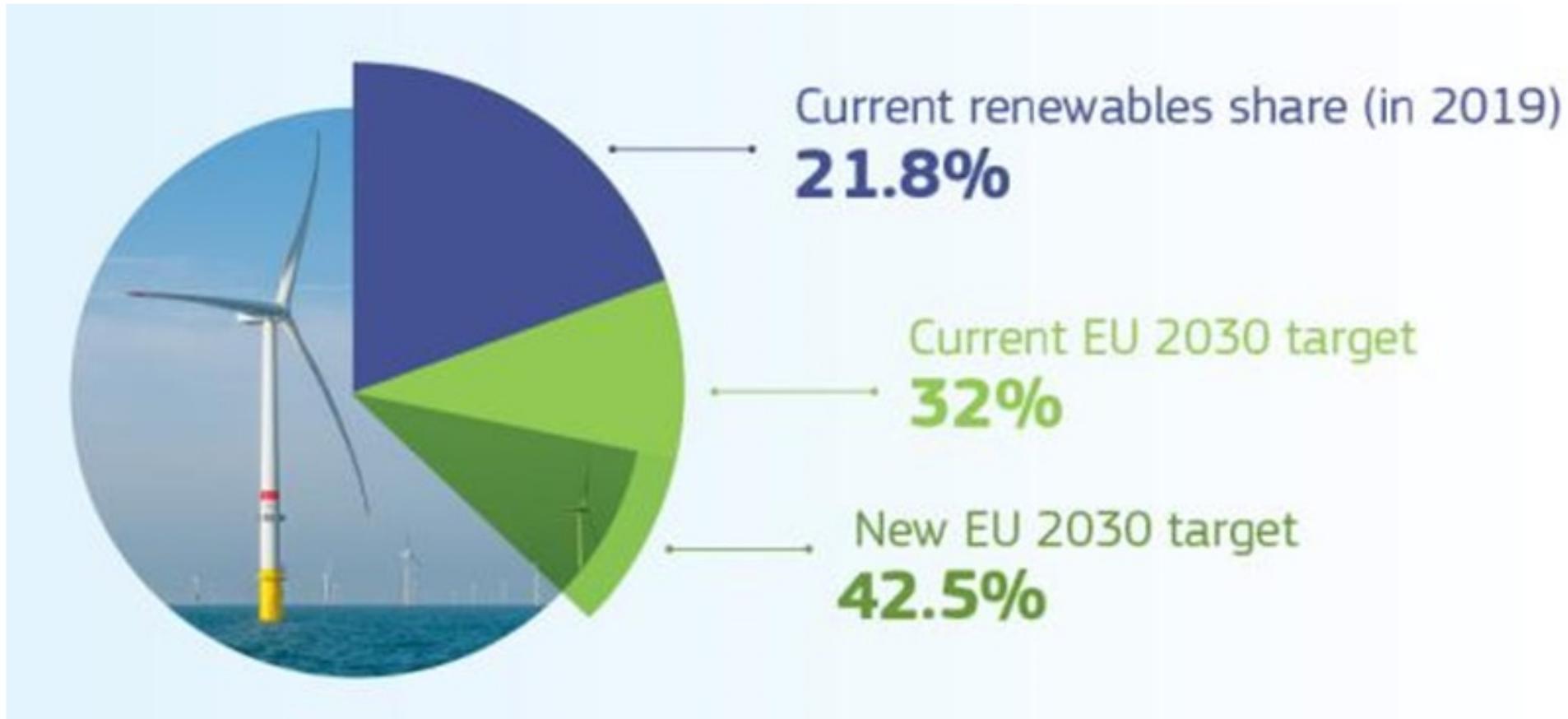


Contents

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- 🌿 Overall project's structure
- 🌿 WENDY time-plan
- 🌿 WENDY website & social media



European context

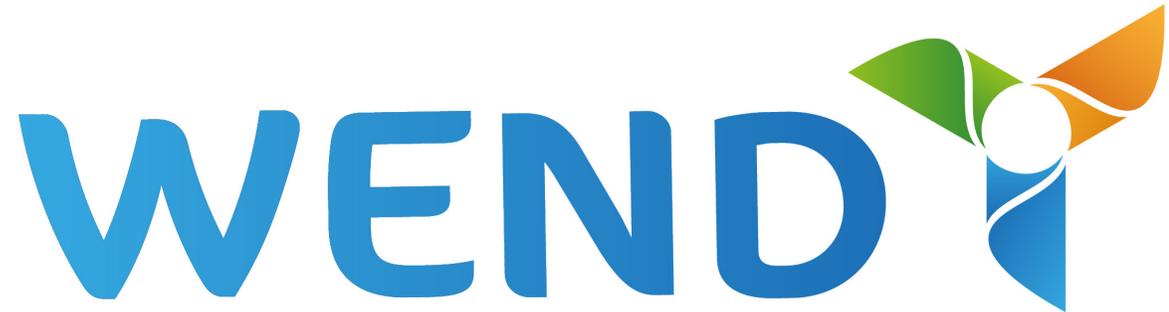


*Opposition,
skepticism and
concerns about the
wind energy
developments*

WENDY's contribution

A series of various initiatives
(projects, reports, innovations, etc.)
towards increasing..

..Social Acceptance



Multicriteria analysis of the
technical, environmental and **social** factors triggering the
PIMBY principle (= "Please in My Backyard")
for Wind technologies



JRC SCIENCE FOR POLICY REPORT

The social acceptance of wind energy

Where we stand
and the path ahead

Elis, Gerant
Fernando, Galvao

2016



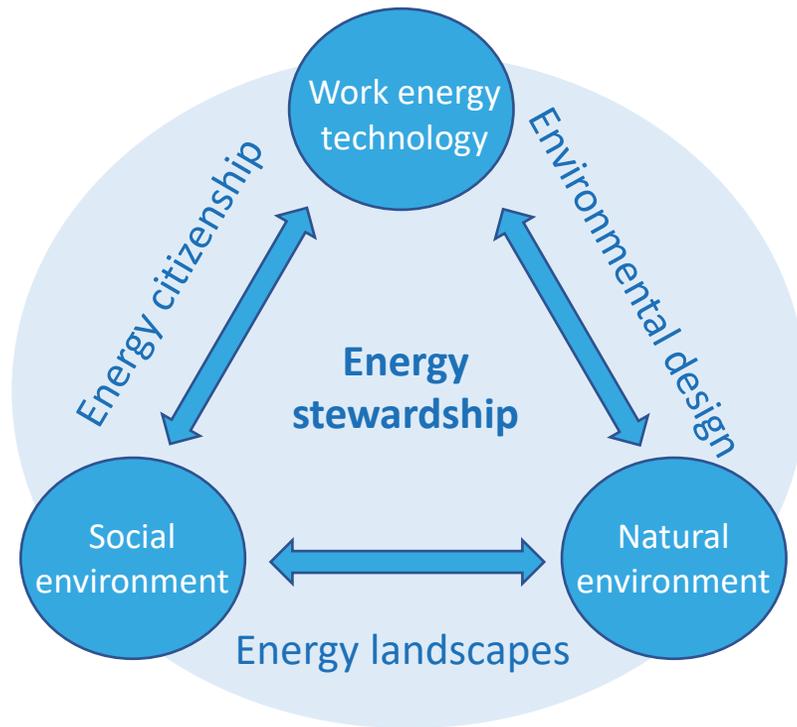
The International Energy Agency
Implementing Agreement for Co-operation in the Research,
Development, and Deployment of Wind Energy Systems

Task 28, Social Acceptance of Wind Energy Projects

Projects Intranet pages



Core elements of the WENDY project



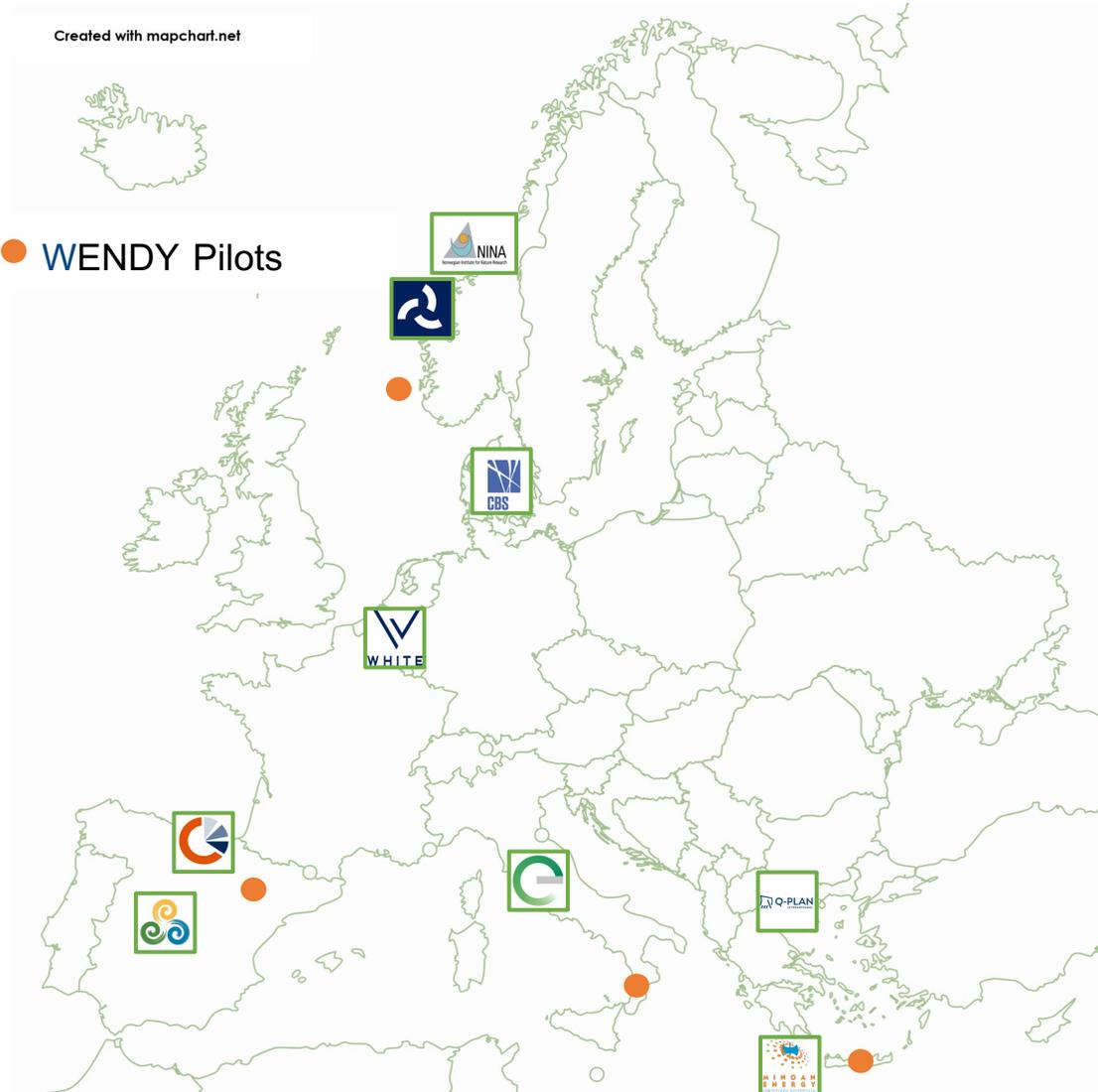
WENDY dimensions



Key terminology to keep in mind

- Social Acceptance
- PIMBY principle
- Energy citizenship
- Energy & environmental stewardship
- Distributional Justice
- Co-existence
- Ecosystem service





Nine (9) partners:

- having expertise in SSH, biodiversity, economics, wind technology
- representing six (6) different countries
 - (ES, BG, IT, NO, DK, GR)
- focusing on 4 EU regions

Categorisation of partners:

- 🌱 Academia: **CIRCE** (Instit.), **NINA** (Instit.), **CBS** (Uni)
- 🌱 Energy Developers: **EGP** (company), **MEC** (commun.)
- 🌱 Consultancies/SMEs: **WR**, **Q-Plan**
- 🌱 Clusters/ Associations: **NOWC** (offshore wind), **APPA** (R.E.S.)

What does WENDY aim to achieve

Fostering the acceptance of renewable wind energy in European communities



Unravel the factors triggering social acceptance of wind farms.



Develop integrated modelling tools and **validated methodologies** evaluating the effects of wind energy farms on local natural environment.



Identify the optimal turbines' siting spot through **Holistic Impact Assessment**.



Empower the wider adoption of **participatory approaches** in wind farms' development.

WENDY Use Cases

USE CASES Region	Calabria (1) 	Saragossa (2) 	Hywind Tampen (3) 		Minoan EC (4) 
			Utsira Nord and Sørilige Nordsjø II		
Type of project	Onshore	Onshore	Offshore	Offshore	Onshore
Project phase	Long term operation	Short term operation	Early operation	Planning	Planning
Wind farms	2	4	1	2	-
Pilot representative	EGP	EGP	NOWC, NINA	NOWC, NINA	MEC

Key project's activities

- ✦ **Identification of best wind farm cases** in Europe (ownership models, regulations, stakeholders' opinion)
- ✦ **Creation of validated models** considering environmental and techno-economic aspects (Handbook on Environmental Design, Sustainability Readiness Level Standard, definition of KPIs).
- ✦ Facilitation of the **identification of future areas** and the **consenting process** for WE deployment.
- ✦ **Develop validated guidelines** to enhance energy citizenship by engaging key stakeholders.
- ✦ **Organisation of social outreach activities** to promote social awareness and engagement on wind energy (WENDY Knowledge Hubs, Capacity building, Co-creation etc.)

What WENDY has gotten and will get out of this

Selected results so far

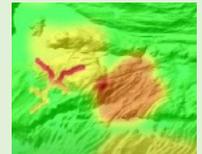
- Analysis of 25 **best wind farm cases** in Europe
- Mapping of regional & EU **framework conditions**
- Investigation of **stakeholders' perceptions** for wind farms (interviews, surveys)

Selected key expected results

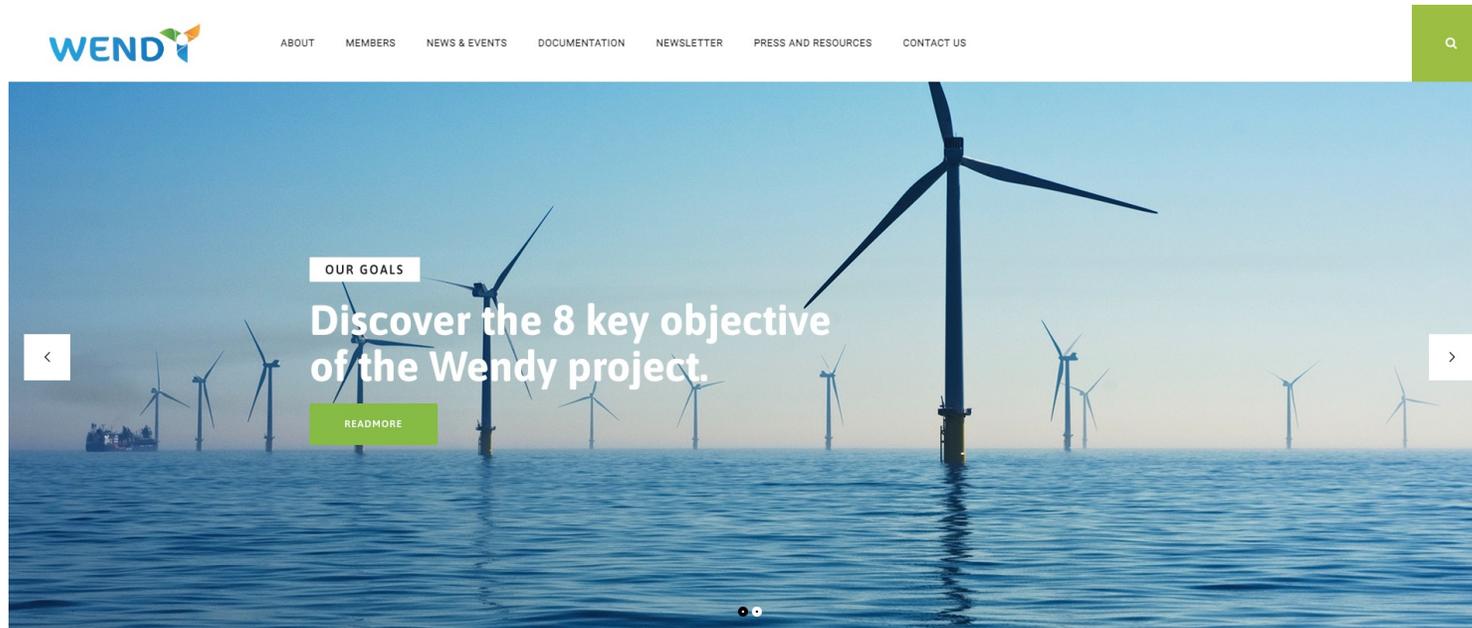
- **Reports** (2) on challenges and needs to increase social acceptance of wind energy
- **Guidelines** (4) and **Handbooks** (2) boosting wind farms decision making processes (policies & recommendations)
- **Consenting process** methods and community rewarding schemes

Selected key expected results

- **Modelling tools** for in-depth analysis of wind farms impacts
 - **WENDY's holistic assessment tools:**
 - (i) WENDY toolbox
 - (ii) single multi-variable KPI (sM-V.KPI)
 - (iii) social acceptance interventions tool
 - Four **Knowledge Hubs** (1 per use case)
 - Knowledge Exchange Platform (**KEP**)
 - Network of Interest (**NoI**)
 - Innovative models & tools for WE assessment:
- Validation** → 10 wind energy projects
- Replication** → ≥12 WE developments “followers”



WENDY website & social media



Wendy Project Objectives

The main objective of the Wendy project is to trigger a change in the social perception of onshore and offshore wind energy projects. To unravel the triggers for social acceptance of wind farms a multi-national



<https://wendy-project.eu>



@WENDY Project EU



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Thank you for your attention!



E-mail: info@wendy-project.eu



Annex VI

Visual guidelines



Funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



Final logotype: **WENDY**

WEND 

Colour chart: **RGB**



Blue text/logo gradient



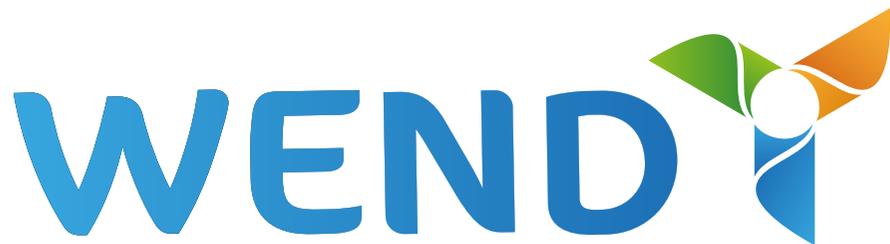
Orange logo gradient



Green logo gradient



Colour chart: **CMYK**



Blue text/logo gradient



C: 70
M: 16,5
Y: 0
K: 0

C: 85
M: 50
Y: 0
K: 0

Orange logo gradient



C: 0
M: 35
Y: 85
K: 0

C: 11
M: 68
Y: 98
K: 0

Green logo gradient



C: 50
M: 0
Y: 100
K: 0

C: 80
M: 19
Y: 100
K: 4

Variations:
Always white logo

