

WENDY bringing research insights closer to wind energy stakeholders through social acceptance interventions tool

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The WENDY project, funded by the European Union under Horizon Europe, has developed a Social Acceptance Intervention (SAI) Tool. This is an interactive and user-friendly web-based tool with the purpose of increasing the support towards wind energy projects.

The tool consolidates recommendations, best practices, and interventions implemented to enhance social acceptance or reduce opposition to wind farms across the globe.

The purpose of the tool is to:

- Inform citizens, community members, and other interested parties about social acceptance
- Serve as a decision-support tool for policy makers and wind energy project owners and developers

The recommendations are not designed to serve as mandatory checklists for wind energy projects, but rather as beneficial measures that can help enhance acceptance. No wind energy project is the same, and no community or area is identical. Therefore, interventions should be tailored to the specific needs of each site or project.

Considering the complexity of the concept Social Acceptance, the recommendations have been categorised into six groups, based on the challenges they address:

1. Socio-economic: addressing challenges related to local economy, infrastructure, community benefits, and investments.
2. Landscape related: addressing challenges related to visual, acoustic impact, health concerns.
3. Environmental: addressing challenges related to local flora and fauna.
4. Institutional: addressing challenges related to communication, planning, and decision-making processes and the national and local level.
5. Individual: addressing challenges related to attitude behaviour, psychological traits.



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6. Technical: addressing challenges related to location, characteristics of project developer, and project characteristics, such as ownership, number of turbines, size, offshore/onshore, turbine technology (e.g. vertical vs horizontal turbine, etc).

This tool has been developed by project partner Copenhagen Business School, in the context of Work Package 4, Task 4.1 in the WENDY project. The SAI Tool is available on the following website: <https://wendy-cbs.shinyapps.io/wendy/>

For more information about the WENDY project, please visit the WENDY Website or contact our communication and dissemination team at info@wendy-project.eu .

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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 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: Fundacion Circe, 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.

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