

Promoting a Sustainable Future for Wind Energy

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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.

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.

For more information about the WENDY project, please visit [WENDY Website](https://wendy-project.eu) 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: Fondation 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.

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