

POWER cluster



Offshore wind energy information campaign

To communicate the benefits and raise the public acceptance of offshore wind energy, POWER cluster has developed a comprehensive information campaign.

Fascination Offshore

The flagship of the POWER cluster information campaign has been an interactive offshore wind energy exhibition named "FASCINATION OFFSHORE" installed on the museum ship Greundiek.

During the three year project period the exhibition targeted local people, tourists, the media and decision makers. The exhibition visited 34 ports along the German and Danish North Sea and Baltic Sea coast.

More than satisfied 65.000 visitors

The exhibition has attracted more than 65.000 visitors and has been used for organizing panel discussions, press conferences and for enhancing cooperation between offshore wind networks and stakeholders.



Erwin Sellering, minister of Mecklenburg Pomerania, at the exhibition

Complementing FASCINATION OFFSHORE is a concept for a transferable offshore wind energy mini-exhibition.

Main output and results

Some of our main achievements include:

- more than 65.000 visitors to the offshore wind energy exhibitions,
- 26 press releases and more than 126 articles in newspapers, magazines and on the internet,
- Visitors opinion polls indicate that the exhibition has contributed to a more positive perception of offshore wind energy,
- Involvement of politicians (EU, federal, state, regional and local)

The show goes on

POWER cluster partners will continue information activities to increase the social acceptance of offshore wind energy. For example the FASCINATION OFFSHORE tour continues in the South Baltic OFF.E.R. project.



Partners involved

German Offshore Wind Foundation, DE

Greater Stavanger Economic Development, NO

Municipality of Öckerö, SE

South Denmark European Office, DK

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