



POWER cluster

Raising Social Acceptance for Offshore Wind Energy

Scepticism towards new energy technologies is well documented.

Moreover, a lack of public and political acceptance of offshore wind energy installations can be a major barrier to the further roll out of this technology in the North Sea region.

Raising awareness

During the three year course of POWER cluster, the project partners have addressed social acceptance issues by a series of awareness raising activities. These activities communicated the benefits, opportunities and challenges of offshore wind energy to:

- the broad public,
- politicians and administrators,
- business representatives.

Informing by fascinating

The backbone of the awareness raising activities has been an offshore wind energy exhibition "Fascination Offshore" installed on a boat, touring to ports along the German and Danish North Sea and Baltic Sea coast.



Special focus also has been devoted towards a social acceptance study, the development of a web-based offshore wind farm site selection tool for students and to organising networking events for regional and local authorities, researchers, offshore wind test facilities and science centres.

Main output and results

Some of our main achievements include:

- 2 offshore wind energy exhibition concepts developed,
- NO-DE and SE-UK study visits,
- 65.000 visitors attracted to the "Fascination Offshore" exhibition,
- offshore wind energy mayor's conference held,
- offshore wind farm WebSDSS training tool developed.

Further action needed

The project partners will continue cooperation to further raise awareness about offshore wind energy potential in Northern Europe and to improve participatory planning and communication related to offshore wind energy.



Partners involved

- Municipality of Öckerö, SE
- University of Oldenburg, DE
- German Offshore Wind Energy Foundation, DE
- Technical University of Delft, NL
- The Senator for Environment, Construction, Transport and European Affairs of the Free Hanseatic City of Bremen, DE
- Ministry of Science, Economic Affairs and Transport of the land Schleswig-Holstein, DE
- Greater Stavanger Economic Development, NO
- South Denmark European Office, DK

For more information contact

Thomas Jensen
 EU Advisor
 South Denmark European Office
 E-mail: acceptance@power-cluster.net
 Phone: +32 (0) 22 34 68 52
 GSM: +32 (0) 477 779 103

European Union  The European Regional Development Fund

