



Deliverable 5.4

TRANSFER GUIDE (AND FINAL TRANSFER SEMINAR REPORT) TRANSFER OF SOCIALLY-INCLUSIVE WIND ENERGY MEASURES AN INTEGRATED MANAGEMENT APPROACH

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Abstract

The WinWind project seeks to increase knowledge about the social and environmental impact of wind energy, in particular via thematic workshops (WP3), policy roundtables, a best practice portfolio (WP4), and best practice transfer activities (WP5) in wind energy scarce regions (“learning laboratories”). Methodologically, the WinWind transfers encompassed transfer visits, as well as domestic and transnational transfer workshops and validation exercises. An international transfer seminar organized by the project within this knowledge-sharing framework has provided a set of consolidated findings forming the basis for this transfer guide. This aims to provide guidance for any stakeholder who might be interested in replicating the transfer process in their respective context.

This document builds upon the WinWind transfer methodology. Within the project, concrete ideas, inspired by particular transfer measures implemented in the WinWind target regions, have triggered new actions in learning regions. Using the project-internal logic of establishing transfer management plans (D5.1) and transfer concepts (D5.3), this guide makes this methodology available to an audience not necessarily directly linked with WinWind and hopes to exert an impact beyond the lifetime of the project. In order to ensure that the transfer process can be carried out independently, this guide suggests an Integrated Management Approach¹ to best practice transfer.

The Integrated Management Cycle guides this process, starting with assessing challenges and continuing with monitoring the implementation efforts at the end. Key to this circular approach is that the final review process encourages for further upscaling within the same target area, but also to initiate transfer to other areas within the same country.

The Transfer Guide, in this sense, is a strategic tool aimed to trigger impacts beyond the projects own activity and drives future action.

The second part of this document is dedicated to the report of the International Transfer Seminar held in Rome on 16th December 2019. Here we report the highlights of the seminar and the main conclusions in terms of future opportunities for best practice transfer.

¹ Further information on ICLEI’s [Integrated Management Cycle](#) can be found here.

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Transfer of Socially-Inclusive Wind Energy Measures An Integrated Management Approach

Introduction

Why use this guide?

The purpose of this guide is to provide step-by-step guidance on how to implement an innovative and effective measure for socially inclusive wind energy in another context. Building on, and explaining the actual transfer procedure, this guide also places emphasis on what happens after the transfer visits and addresses the question on how to follow through with the ideas generated as part of the transfer process. By following the instructions in this guide, local governments, planning authorities, project developers and citizens should be enabled to take inspiration from best practices for socially inclusive wind energy and consider transferring innovative approaches to their respective contexts. The ultimate aim of the transfer process is to enable the most effective knowledge-sharing from a “mentoring” area to a “learning” area where actions should be implemented which are inspired by the transfer measure.

Who is this guide for?

The (many) outcomes of the WinWind project may have resulted in project developers being inspired by the many innovative approaches to raising acceptance of wind energy project. Perhaps a national authority has become curious on how best practices from different European countries could be copied in its respective context. Perhaps a regional or local authority is interested in promising measures to facilitate public engagement in wind park developments? Or perhaps citizens are not quite convinced about wind energy, but have become curious about how it has been made more inclusive in other regions?

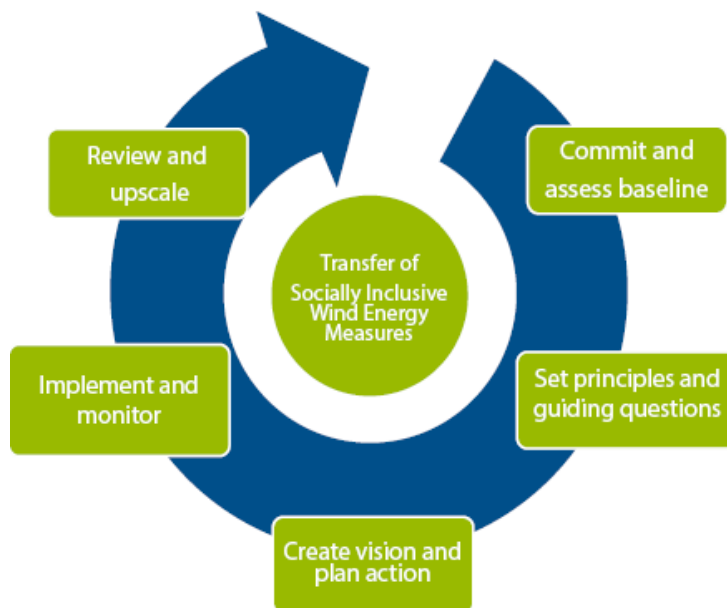
This guide is designed to cater to those needs. It encourages the formation of transfer teams and to bring innovative practices to different areas. This guide recommends to include a significant variety of stakeholders responsible for wind energy implementation.

How do I use this guide?

The document should provide a comprehensive analysis of how the (possible) transfer measure could be implemented in the learning area. Concretely, one person from the “learning” area and one person from the “mentoring” area should be appointed keep an eye on the different steps of the transfer process.

With a view towards the creation of a realistic implementation plan, this guide takes ICLEI’s Integrated Management Cycle (IMC) as a basis and builds on the established transfer methodology of the WinWind project. Specifically, it translates the structure of the Transfer Management Plans, used in WinWind, into a format, which is usable without project partner involvement.

Doing so, enables the transfer teams to carry out a transfer visit/workshop, build on a solid and established methodology, while also anticipating steps necessary for long-term implementation of ideas generated as a result of the transfer process adapted to locally-relevant framework conditions. The Integrated Management Cycle guides this process, from assessing challenges at the beginning to monitoring of implementation efforts at the end.



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As can be seen in the above cycle, the transfer process is subdivided into five steps. First off, the process needs to be formalized and the current barriers to wind energy deployment in the learning area need to be laid out together with a description of the transfer measure to identify common drivers. Then, locally-relevant principles should be chosen and guiding questions established. These are geared towards monitoring the “social inclusivity” of the implementation measure(s) and will be revisited later in the cycle. Once this is done, it is time to co-create a common vision of what steps are necessary to ensure implementation of a similar measure in the learning area. This is followed by the actual implementation process, which might include the changing of political/legal enabling frameworks and leads to a re-evaluation of previously established guiding questions. Finally, an evaluation of the overall transfer process should take place. Once the agreed upon ideas have been successfully implemented in the learning area, an attempt could be made on further upscaling the outcome of the transfer process within the same area through effective communication and dissemination, but also to initiate transfer to other areas within the same country building on information already generated through the initial transfer process.

Part I - From Knowledge Transfer to Implementation with Integrated Management

Transfer is an enticing concept as it implies that a certain measure, or approach, can be taken from one particular context and can be reproduced, or at least influence implementation of a project in another context. This is especially valid if the measure in question has been shown to have a certain degree of universal application and thus a high transfer potential.

The WinWind project facilitated a transfer process of successful approaches to socially inclusive wind energy. Following intensive exchanges, learning regions arrived at general ideas for actions inspired by the transfer and who should be involved in the implementation process. This was laid out in so called **transfer concepts**².

This transfer guide builds on this approach, goes a step further and provides an integrative management approach to ensuring a smooth and cost-effective implementation of measures in a manner, which is applicable to a different context. What follows is a guide through the different steps.

² For more information on the transfer concepts, please consult Deliverable 5.3 „Validated Transfer and Adaptation Concepts“.

I. Commit and Assess Baseline

Commitment is an incremental part of any transfer process. The decision on which specific measure is to be transferred is just as important as the commitment of all involved stakeholders to the overall undertaking. The purpose of this first phase is to analyse what exactly is holding back the acceptance of wind energy in the learning area. This should be used as a basis for choosing the right transfer measure which “meets” the need of the learning area.

a. What’s your challenge?

In order to ensure that the transfer process is efficient, the barriers to social acceptance in the learning area need to be identified. This will enable an effective “pairing” of a best practice case based on the barriers perceived.

b. Does the transfer measure respond to these challenges?

Include an overview of the transfer measure explaining its most important drivers as well as key enabling factors. The purpose of this exercise is to ensure that the drivers in the mentoring area correspond to the barriers perceived in the learning area. Of course, innovative and effective measures do always occur in their own respective context. This means that there might have been one or two key enabling factors in place, which are unique to that particular context. Therefore, a key challenge in the transfer process is to ensure that implementation of a certain measure in a different context might have to compensate for the absence of that particular factor. Finding out how to do that is part of the transfer process and will be part of the transfer workshop. To prepare, fill in the tables below and evaluate whether the drivers affecting the transfer measure correspond with the barriers in the learning area, which have been listed previously.

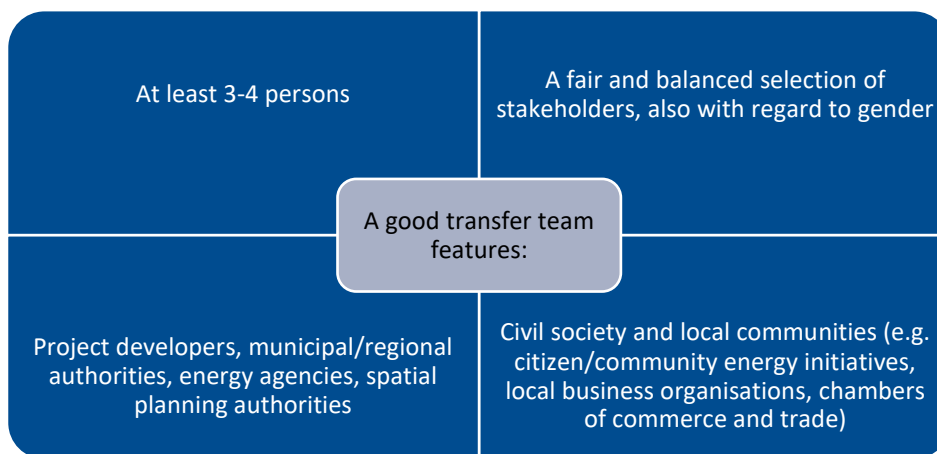
- What were the initial challenges?
- What are the drivers and key enabling factors?

What were the lessons learned?

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c. Better together - building Transfer Teams

In order to facilitate a smooth transition process it is recommended to set up dedicated transfer teams. Implementing socially inclusive wind energy measures, and putting in place the necessary enabling frameworks, requires the participation of a broad range of stakeholders and this should be reflected in the respective transfer teams. Particularly stakeholders from the mentoring areas should have a deep understanding of the selected measure and, if possible, corresponding language skills.



d. Are you committed? Signing the Memorandum of Understanding

Once both sides have a good understanding of who will be taking part in the transfer process, a Memorandum of Understanding (MoU) should be drawn up to give the process a more formal character and to lay down two persons as contact points. Signing such a document should also ensure long-term cooperation. The MoU should cover the at least the following key questions:

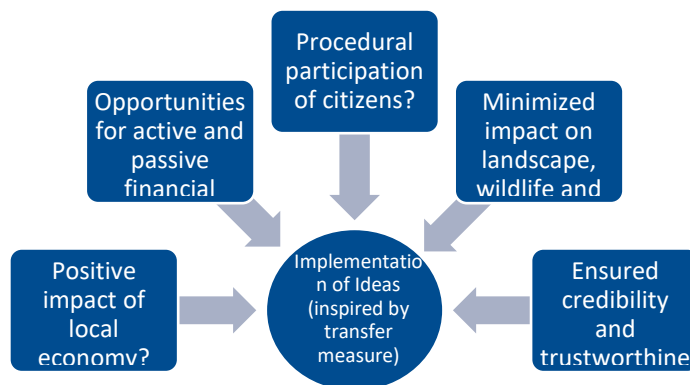
- What do you want to achieve and how?
- Who is involved?

The template of the MoU is available in Annex 1 to this guide.

Going from signing the MoU to actually implementing ideas generated during the transfer can be is a long-term co-creation process, which calls for broader information of the public that this transfer is ongoing. Especially as the final goal is to increase social acceptance, the signing of the Mou should ideally be a public event to increase interest.

II. Establish Principles and Guiding Questions

It is important to emphasize clear results, targets and goals on what are the expected results of the transfer process. These targets need to be realistic and reflect the context in which the measure is supposed to be implemented. The WinWind project has developed a set of principles & criteria for fair wind energy, which serve as a good indication on whether a wind energy project is being implemented in a socially inclusive manner. This guide suggests to use the following principles to manage the implementation process:



A full list of principles and guiding questions which help to concretize the principles and which are based on the criteria developed by the WinWind consortium (Kudrenickis et al., 2020), can be found in Annex 2. It is suggested to pick & choose these guiding questions from the list based on what is already existing in the learning area. If, for instance, some of these guiding questions are already addressed in the learning area, they do not need to be featured in a locally-relevant questions catalogue.

The set of applicable guiding questions differs based on what exactly is being transferred. If, for example, innovative approaches to citizen consultation are the subject of the transfer activity, it makes sense for the learning area to adapt guiding questions pertaining to the overall

target/principle “procedural participation of citizens”. This principle has been further subdivided into criteria and corresponding locally-relevant guiding questions. In this particular case, these could be:

- *Have you informed the mayor/municipal council as soon as possible?*
- *Have you developed a public engagement strategy and action plan to involve local communities?*
- *Do you provide regular information about the project to host municipalities and citizens affected (including events addressing the municipal council and landowners)?*
- *Do you make use of realistic simulations, visualizations and site visits to existing plants?*
- *Do you provide adequate resources for communication with the host municipalities/citizens (e.g. by establishing a community liaison officer)?*
- *Do you carry out opinion surveys and a socio-economic impact assessment in the host community?*

III. Create Vision and Plan Action

e. Co-creating a vision and ideas for the future

Transfer of particularly innovative or effective measure for increasing the acceptance of wind energy is always subject to differences in context. This means that, depending on the exact transfer case, it might be necessary to change certain regulatory frameworks to allow for proper implementation of that measure. Because of this, a dedicated transfer workshop involving representatives of both transfer teams is generally a good idea. Ideally, it should be facilitated by a person not directly involved in the overall transfer process, but this role could also be taken up by a person from the learning area with a good understanding of the area socio-political context.

Transfer processes within WinWind were organised through dedicated transfer visits and transfer workshops. Partners involved in these activities were invited to consider how effective implementation of (parts of) the transfer measures would affect the overall policy framework in the long run. The Transfer Workshop constitutes an adaptation of the scenario workshop approach to the WinWind project and particularly European Awareness Scenario Approach (in short: EASW).

The core aim of the workshop is to bring stakeholders together, to introduce the transfer measure in more detail, and to jointly consider what steps are necessary in the learning area to facilitate implementation of a ideas inspired by the transfer measure.

Generating a common vision...

While the exact proceedings of the transfer workshops may be considered flexible to account for differences in participation and (cultural) context, the first part of a transfer workshop is oriented towards vision-making. It is recommended to base discussions on a common reference scenario for the future which could be as follows:

„We are in 2030, thanks to the adoption of this transfer measure, the level of social acceptability towards wind energy has grown. We succeeded in achieving this success thanks to the strategies and measures implemented”

Participants should then reflect on how the implementation of this scenario could look like. Two groups, including representatives from both areas are formed and asked to develop their own future vision on the basis of the above reference scenario. The groups thus create two diverging scenarios which should:

- place different kind of emphasis on:

Scenario 1 *Inspired by the transfer measure, we will achieve our vision with a prominent role of the public sector*

and:

Scenario 2 *Inspired by the transfer measure, we will achieve our vision with a prominent role of the local community and private sector*

Consider three main questions:

- What happened?
- What strategies have been developed?
- Who made the change possible?

built on three main themes:

- **Political context**
- **Social context**
- **Economic and Environmental context**

The vision-making part of a workshop is completed by a plenary presentation of group visions. Subsequently a discussion on the basis of these presentations leads to a comparative analysis of commonalities and differences between the visions of each group. Finally the first part of the workshop is completed by the identification of those elements on which most participants agree.

This will result in a common vision for the future.

...and generating ideas for implementation

The second part of the workshop builds further on the results of the vision-making process. After a plenary presentation of the ‘common vision’ the participants are asked to generate concrete context-specific ideas for implementation. These should contribute to the realization of this vision.

After a selection and prioritisation process, the workshop participants are asked to select the ‘best’ and most attractive ideas as well as to elaborate on who would be responsible for doing so and how it can be done. These should also be created with the earlier chosen principles and guiding questions in mind. Participants are then invited to vote on which ideas should be prioritized in terms of implementation.

Idea Table:

Nr.	Idea	Who	How	Number of votes
1				
2				
3				
4				
5				

f. Carry out site visits

Site visits are important and should include, but go beyond, a visit to the wind park. In the WinWind project, site visits were coupled to transfer workshops in the mentoring region, but this can be flexible.

Visits to the sites provide an opportunity for mentors to meet with the local representatives of the learning regions. Particularly, site visits of representatives of learning areas in the more advanced mentoring area, make it possible to see directly how the selected transfer measure have been implemented in the original context. Depending on the measure to be transferred, site visits might include dialogues with representatives from national or regional ministries, planning authorities and other actors in order to get an understanding of the institutional, regulatory, policy and planning frameworks and contexts.

IV. Implement and Monitor

g. Build on what's good

Depending on the exact measure chosen, transfer might only be possible if certain framework conditions are adapted. During the transfer workshop ideas for concrete steps were generated to facilitate implementation on the transfer measure in the context of the learning area.

In most cases, implementation can build on already existing drivers in the learning area such the generally active participation of citizens in energy-related or other matters of regional/local importance. Perhaps a possible leadership figure such as a mayor can already be identified? Perhaps transparent communication is already high on the municipal agenda? Rather than starting from scratch, it is recommend to connect to what it is already good. Transfer teams should consider to what extent such drivers are already present in the learning area



Source: WinWind Deliverable 2.3. "Taxonomy of Barriers and Drivers"³

³ For more information on drivers, see [Deliverable 2.3 „Taxonomy of Barriers and Drivers“](#) as well as [Factsheet # 2.](#)

These drivers do not have to be applicable directly to issues related to wind energy. They can also relate more generally to renewable energy deployment in the learning area. Particularly considering that by June 2021 EU Member states will have to have set up appropriate enabling frameworks for renewable energy communities, it makes sense to consider if lessons can be drawn from experiences with these drivers in e.g. the PV, biomass sector, or with regard to the installation of a district heating grid. Using these 'broader' experiences, consider how the ideas for actions created during the transfer workshops can be supported by the drivers for socially inclusive renewable energy in general.

h. Are you on track?

On the basis of previously guiding questions, it is important to monitor progress on them. As these questions are based on criteria of the WinWind project, the main question will be whether they have been addressed. This is, at its core, a simple process. It is, however, important that the monitoring process for individual guiding questions is done consistently to be in line the overall principles chosen earlier.

V. Review and Upscale

i. Was it good?

At the beginning of the transfer process, a timeline has been agreed upon. Depending on the (perceived) scale of the transfer, the review process will happen sooner or later, but should be centred around another meeting of the transfer teams to reflect on what has been implemented/changed and the extent to which principles have been achieved and guiding questions have been addressed.

The exact choice of principles and guiding questions has been done in step 2 and this laid the groundwork for the creation of a common vision and the generation of ideas for concrete measures during the transfer workshop. It is therefore recommended to, not only "tick off" the guiding questions, but to also ask:

- Have all guiding questions been addressed? If not, why?
- Did the outcome of the transfer process get you closer to the achieving common vision?

Writing a report on the outcome of the transfer process is highly recommended. Not only does it lay down the basis for adequate review, it is also an effective dissemination tool. Sharing the outcome and impact of the transfer process should be considered as part of the overall consultative process.

The exact length and structure of the report is subject to what is considered relevant in that specific context. If the focus is to be more on internal reporting within the authorities or project developers involved, a more detailed report is suggested and provides a good basis for internal review. However, a short and visually attractive report is an excellent dissemination tool and can contribute significantly to further upscaling results of the transfer process.

j. It was good - why not continue?

Depending on the outcome of that meeting, two options for upscaling are possible:

- If implementation of ideas inspired by the transfer measure on a local, or regional level has taken place, it should be possible to upscale the measure to other areas in the country. This could be done using the same procedure applied throughout the initial transfer process. In this case, this transfer guide can be re-used for transfer into other areas in a particular country using information already collected as a basis.

- Upscaling, as a process, can also continue within the same area particularly through effective communication and dissemination of the outcomes of the transfer process and subsequent improvement of performance of the guiding questions established earlier. Not only could the achievements of the initial transfer process be useful for deployment of further socially inclusive wind parks, the steps introduced and adapted enabling frameworks can also be considered useful for rolling out socially inclusive renewable energy projects in general.

Part II. Final Transfer Seminar Report

Organisation and report by Ecoazioni.

The aim of the international Transfer Seminar held in Rome on December 16, 2019 was to share lessons learnt from best practices and from the overall transfer process conducted during the WinWind project. The main focus of the seminar was to share the results achieved with the transfer activities in all the partner countries and to discuss solutions for increasing social acceptance of wind energy in a wider context.



The event also highlighted the relevant best practices that potentially could be adopted- or are currently being transferred outside the WinWind project setting.

The seminar involved WinWind project partners, representatives from the WinWind transfer teams in the learning regions, mentoring experts and other interested actors, some of whom participated in the WinWind country desks.

In particular, participants gathered to address the following topics:

- Learn about transferable WinWind best practice cases;
- Learn about the different implemented transfer cases, activities and concepts;
- Exchange experiences and lessons learnt from the transfer activities performed in the frame of WinWind and beyond;
- Develop recommendations for successful best practice transfer
- Discuss effective ways to continue the work beyond WinWind

The activities organized during the seminar in a first stage included speeches and afterwards the attendees had the possibility to ask questions to the speakers. This was followed in a second stage by a round table focusing on key issues related to WinWind best practices transfer and social acceptance at the level of the local communities.

The seminar has been opened by the welcoming speech of the Head of Energy Technology Department of ENEA, Gian Piero Celata, who introduced the hosting organization, its structure and main activities and overall the Energy Technology Department contributions to the Italian energy transition.

After that, with the speech of Rosaria Di Nucci, WinWind project coordinator from the Freie Universität Berlin, the first part of the seminar got more in depth with respect to the transfer activities. Di Nucci focused her presentation on objectives and achievements of the project, highlighting the important impact that best practices transfer activities, implemented within the project, had on social acceptance and transition towards wind energy deployment in all partner countries.

In this sense, the first barriers to overcome in terms of social acceptance are mainly related to aspects such as procedural justice and distributional justice. Thus, policy implemented both at national and local level should be based on the results obtained from the analytical work of social and technical screening carried throughout the whole project. It is therefore possible to identify the ideal combination of drivers suitable for enhancing social acceptance in each territory.

Massimo Bastiani, from Ecoazioni, who had been responsible for WP5, introduced the concept of best practices transfer, both within the project and beyond the project's lifetime. This WP, aimed at initiating a transfer of best practice measures to a number of wind energy scarce target regions ("learning regions"), with a special focus on community participation and engagement.

The application of such approach within WinWind has been made possible by setting a framework consisting of: selection of transfer measures, chosen from a best practice portfolio; the establishment of local transfer teams, consisting of stakeholders and market actors from the learning region; and the preparation of a Transfer Management Plan. Moreover, the participatory methodology developed, can be considered as an adaptation of the European Awareness Scenario Workshop method (EASW), which is an initiative started by the EC in the 1990s that aims at encouraging dialogue and interactions between society and the economy. Thanks to the creation of a Reference Scenario, on which all the selected participants have to work, it is possible to define a strategy of action created by the local community itself, turning the scenario into a the basis for the best practice transfer.

One of the most successful cases among the best practice transferred is represented by the energy communities, whose role in energy transfer has been explained during the first part of the seminar by Stefano Maran from RSE - Italy. The highlighted key feature of energy communities is

their capacity of promoting the development of renewable energy sources and efficiency through the open and voluntary participation of local authors for the achievement of environmental, economic and social benefits. According to studies made by Maran and RSE - Italy, proximity is a necessary condition for the constitution of energy communities and for the sharing of the linked benefits, such as energy efficiency improvement, increase of deployment of renewable energy sources, increase in immediate self-consumption, decreasing of the needs for electricity transport and so forth.

The three last speeches of the first stage of the seminar have been dedicated to the presentation of three cases of best practices implementation and transfer. The first one is the case of Community Wind farms in Schleswig- Holstein in Germany and its possible inspiring role for Poland and Latvia, by Michael Krug from Freie Universität Berlin. He identified which could be the possible transferable elements of such a best practice, both in terms of supporting legal framework, as well as in economic terms (with a particular focus on procedural and financial participation of citizens). However, what has been clearly specified is that best practice transfer activities can mainly provide learning regions with inspiration and knowledge rather than with a guide for one-one-one replication of the transfer measure.

Another important case transferred in the frame of the WinWind project, is represented by the best practice of Tula Municipality, in Sardinia Region, presented at the seminar by the major of the municipality, Gesuino Satta. This experience can also be considered inspirational for other small municipalities in the region, since it has allowed for many meaningful improvement of local community conditions, in various fields, from the restyling of the town, to the conversion of the economic benefits (tax revenues) into interventions within social services and improvements in health, school and cultural activities.

The last case presented, which concluded the first phase of the seminar, is the experience of Thuringia, reported in the presentation of Thomas Platzek, representing ThEGA, the Thuringia energy agency in charge with the provision of a neutral consultation for municipalities on wind energy topics. The Thuringian case also presents fundamental aspects that can be transferred, above the others, the informal participation of citizens.

Round Table

Moderated by Arthur Hinsch, ICLEI Europe. Report by Ecoazioni

The round table phase was mainly based on discussing three key issues:

- How important is "context" for achieving social acceptance?
- What are the main challenges in the implementation of good/best practices in other contexts?
- How should transfer of good/best practices be secured in the long-run? How can a loss in momentum be avoided?

The first aspect was the use of specific tools that allow for investigation and identification of advantages and shortcuts of the measure relating to social acceptance, as for example the Environmental assessment procedure implemented in Italy. Through such procedure, indeed, a first connection between territory energy transition and local community awareness growth has been created. Another important characteristic of this kind of



procedure is the fact that it allows to contextualise national attitude and regulations in relation with the issue of energy transition on local scale. Andrea Lazzari of the Italian Environmental Impact Assessment Committee suggested that it is as well fundamental to keep more options open: in areas where many wind farms are installed, for example, it is appropriate not to abandon even the repowering option. Monitoring actions are also relevant, since they are generally planned to involve local communities and associations; or energy communities, since they are also very useful for taking shared decisions for local energy solutions.

The second aspect highlighted is strongly linked to the importance of transfer. Especially in areas where wind energy deployment is currently growing, such as Switzerland. Nicolas El Hayek of Suisse Eole thus highlighted that social acceptance becomes crucial to achieve and maintain 2030 energy targets. Cultural barriers can be overcome by actively involving citizens through participation in transfer experiences and benefits, as well as by disseminating knowledge about good practices, advantages, and opportunities of wind energy.

Another important aspect that emerged from the round table, thanks to the experience of Wojciech Cetnarski of the Polish Wind Energy Association, is related to how to act in case of a context characterised by a very low level of social acceptance. Mr. Cetnarski suggested to:

- Propose globally validated and locally adapted models to overcome cultural barriers, which, as in the Polish case, are stronger in rural areas. It is important to remember that, even though different European countries can share common problems, solutions must always be locally based.
- Emphasise the potential of local value generation by establishing clear opportunities for financial participation of citizens. These must be communicated at a very early stage of the project.

The context is crucial. Alberto Ceña of the Spanish Wind Business Association highlighted that social acceptance is an issue which depends on the level of population affected. For instance in the inner part of Spain with densities of less of 10 inhabitants/Km², there is no opposition to windfarms as far as there fewer people live in that area. In populated/touristic areas the situation is rather different and it is difficult to overcome social opposition, even if success cases from other regions are convincing.

Another aspect which emerged is the necessity to overcome socio-political differences, both within one country and between the country itself and other European countries, as for example, in the case of Spain, where much progress has been made in wind energy deployment and social acceptance, but not uniformly (Canary Islands and Balearic Islands are experiencing less progress in these aspects). Moreover, greater attention needs to be paid to the local energy market, particularly in explaining to local communities what is intended to be done.



When referring, instead, to countries with a generally high level of social acceptance, and overall with a high interest of local citizens to have concrete influence on wind initiatives and projects, as in the case of Switzerland, having consent is a necessary condition. In such contexts, transfer activities are important, since they accelerate action.

The round table dealt also with situations in which wind farm proposals often meet local opposition, as in the case of Italy, where local communities' attitude often reflects the Nimby (Not-In-My-Backyard) effect characteristics. A public debate represents a good option in such contexts to clarify and eliminate doubts, resolve conflicts and disputes, and find common solutions. Through public debates, indeed, it is possible to ensure citizens' access to information and participation in public decision-making processes involving environmental matters.

Concerning the last key issue, the transfer of good/best practices that has to be secured in the long-run and how can a loss in momentum be avoided, the speakers highlighted the following aspects, starting from a key question: how to develop and disseminate forms of public participation?

Often, the wind energy sector is managed by economic developers who tend to have different approaches in different countries. In some cases, they may be willing to share the benefits, but not in other cases. Generally speaking, they are not in favour of seeking for common denominators, and this position should be forced, particularly with regard to the large international players.

In general terms, through clear, national and local positions it is possible to start changing the current pattern of wind energy deployment in Europe, beginning with going beyond stereotypes. An essential first step forward, in fact, is for people to be more aware and accept to be part of energy strategies that start from the local scale.

As is the case for any other type of large infrastructure, wind energy projects usually are not evaluated for the innovative value by the local population but more for their impact. Even though the European context appears to be very far from saturation of the landscape available for wind energy projects, any additional wind project is facing more and more resistance from local communities, also because of the growing awareness of the residents with respect to their rights and the impact of a wind project on their neighborhood.

Within the seminar, particularly during the second stage, the key elements for the social acceptance of wind projects used uniformly in all EU Countries - for example, open communication with local community about the project as early as feasible; investors' ability to offer direct benefits

besides local taxes, which often are perceived as "something else" - have been acknowledged as major factors for more effective actions. Thus, in the cases in which they are not distributed in a transparent way, they rather appear to little relate to the project itself.

All the processes previously described are well known to large, international investors. However, these actors tend to be quite opportunistic in their license applications for local wind projects, especially in the less developed markets/countries, as they expect the local communities to "settle for less", due to their limited experience or cultural characteristics.

Another consideration emerged, which is important to consider when discussing different forms of engagement of local communities into wind projects, is the fact that such processes would benefit from high acceptance of local communities, according to the level of prosperity of the communities themselves. Especially in CEE countries, for example, it is very unlikely that local residents/farmers would have a significant level of disposable income, or savings that allow them to participate in wind projects as co-investors, as it often happens, instead, in Western Europe. Therefore, an offer to local communities, aimed at creating positive and wide acceptance, has to be prepared taking into account such peculiarities: it could either be set as a direct subsidy (i.e. related to electricity bill), or as a co-investment offer.

Ignoring the aspects of social acceptance described above will inevitably lead to a strongly increasing opposition against new wind farms development.

Conclusion of the Transfer Seminar

According to the output of each stage of the seminar, it has been possible to draw some conclusions about how to obtain an effective implementation of best practice transfer between and within countries:

- The overall "context" of each country and region plays a fundamental role in establishing which is the best practice case to take as an example and which are the key drivers most suitable for it being effectively applied.
- Despite the fact that different countries can share the same obstacle for social acceptance, the solution to overcome such obstacles should be based on local community needs. In this sense, it is also important to remember that good and best practices transfers have to be considered more as knowledge transfers, rather than replication: due to each territory

specificity, it is very difficult to apply the same combination of drivers - even though it already works if efficiently- used anywhere else.

- Policies implemented to improve social acceptance within different contexts should derive from the results of accurate analytical screenings of both social and technical aspects of the interested territory, as well as from the re-adaptation and implementation of existing good/best practices.
- From the concrete examples of already working good and best practices analysed within the frame of WinWind project, it is clear that the more local communities are involved directly in decision-making processes and the more they are aware of benefits and advantages of wind energy projects, the more they will be favourable to such projects and willing to host them in their territories.

Annex I: Social Inclusivity Compass

For an efficient transfer process, it is recommended to monitor and review implementation progress on the basis of previously established principles and corresponding guiding questions. For the purpose of this guide, the wording of the WinWind principles & criteria for fair wind energy has been slightly adapted in the form of a social inclusivity compass.

The chosen guiding questions need to correspond with the chosen principles.

Principles	Sub-principles	Guiding Questions	Check
Positive impact on local economy	Local contracting	<ul style="list-style-type: none"> Did you include local businesses, workforce and material in wind farm planning, construction, operation/maintenance and decommissioning? 	<ul style="list-style-type: none"> YES/NO
	Local financing	<ul style="list-style-type: none"> Did you involve local/regional banks and financing institutions (where existing)? 	<ul style="list-style-type: none"> YES/NO
	Co-operation with regional/municipal energy utility companies	<ul style="list-style-type: none"> Did you cooperate with local/regional energy utility companies e.g. by involving them as shareholders, in order to offer host municipalities and citizens electricity price discounts and/or energy efficiency services? 	<ul style="list-style-type: none"> YES/NO
Financial participation of citizens	Active financial participation	<ul style="list-style-type: none"> Did you offer citizens, host municipalities and local stakeholders the opportunity of co-ownership (equity)? Did you ensure that shares are affordable for a broad spectrum of the population in the host municipality/municipalities (low entry barriers)? Did you ensure that liability of citizens as shareholders is limited to their financial contribution, e.g. by choice of an adequate legal form? 	<ul style="list-style-type: none"> YES/NO YES/NO YES/NO

	<p>Passive financial participation</p>	<ul style="list-style-type: none"> • Did you create pool models for a fair distribution of land lease payments among all landowners who are affected by the planned wind farm? • Where possible, did you ensure that host municipalities benefit from tax payments? • Where possible, did you ensure that host municipalities benefit from voluntary payments of special wind energy fees/levies (e.g. as percentage of the revenues/profit paid to a non-profit community foundation/association)? • Did you offer special electricity tariffs/discounts to the host municipalities/citizens affected (see above)? • Did you develop other benefit sharing mechanisms including compensations, in-kind benefits, infrastructure improvements, other measures oriented towards the Common Good, etc.? 	<ul style="list-style-type: none"> • YES/NO • YES/NO
<p>Procedural participation of citizens</p>	<p>Early and transparent communication</p>	<p>Where not required by national legislation,</p> <ul style="list-style-type: none"> • Did you inform mayor/municipal council as soon as possible, preferably before land securing starts? • Did you develop a Public Engagement Strategy and Action Plan to involve local communities? • Did you provide regular information about the project to the host municipalities and citizens affected (including events addressing municipal council, landowners)? • Did you make use of realistic simulations, visualizations and site visits to existing plants? 	

		<ul style="list-style-type: none"> • Did you provide adequate resources for communication with the host municipalities/citizens (e.g. by establishing a Community Liaison Officer)? • Did you carry out opinion surveys and Socio-Economic Impact Assessment in host community? 	
	<p>Effective informal participation</p>	<ul style="list-style-type: none"> • Did you ensure early participation of citizens in planning/permitting processes? • Did you organize community participation throughout all project stages (planning, pre-application, application/permitting, construction, operation and decommissioning)? • Did you ensure that local citizens can participate (e.g. via Joint Working Groups of developer, municipality and local stakeholders, Consultative Boards etc.)? • Did you ensure procedures for continuous developer/community dialogue and avoid one-directional distribution of information? • Did you ensure meaningful participation and engagement going beyond formal stakeholder consultation, enabling local communities to affect project outcomes? 	
<p>Minimize the impact on landscape, wildlife and biodiversity</p>	<p>Minimize impacts on the local landscape</p>	<ul style="list-style-type: none"> • If not already required by national legislation, did you take measures to mitigate/compensate interference into landscape preferably onsite (including financial compensations)? • Did you ensure restoration of the used land? • Did you reduce acoustic emissions of WTG and avoid additional traffic as far as possible? 	

		<ul style="list-style-type: none"> • Did you minimize impact on the landscape by repowering of wind farms • Did you use sites already exploited for WE (concentration principle) and degraded areas? 	
	<p>Minimize impacts on wildlife and biodiversity</p>	<ul style="list-style-type: none"> • Did you involve environmental NGOs as early as possible in the planning process? • Did you minimize impacts on fauna and flora by sensitive wind turbine siting and design? • Did you avoid siting of wind turbines in protected areas with a less restrictive protection status (e.g. buffer and transition zones of biosphere reserves, NATURA 2000 areas)? • Did you respect buffer zones around protected areas? • Did you reduce the density of wind farms to minimize collisions with birds and bats? • Did you use technical and operational measures to reduce impact on wildlife (e.g. anti-reflexive coatings, temporary shutdowns to protect birds and bats)? • If not already required by national legislation, did you take measures to mitigate/compensate interference on wildlife preferably onsite (including financial compensations)? 	<ul style="list-style-type: none"> •
<p>Credibility and trustworthiness of developers</p>	<p>Orientation towards the Common Good</p>	<ul style="list-style-type: none"> • Did you take concerns and complaints from local citizens and stakeholders seriously? • Did you report publicly on community benefits, shared ownership, queries and complaints received/addressed etc.), for instance, in the frame of sustainability reporting? 	<ul style="list-style-type: none"> •

	Voluntary measures	<ul style="list-style-type: none">• Did you take voluntary measures going beyond legally prescribed minimum requirements (e.g. voluntary setbacks exceeding the legally prescribed minimum setbacks, voluntary Environmental Impact Assessment, voluntary Socio-Economic Impact Assessments etc.)?• Where available, did you join voluntary labelling initiatives for developers/operators of wind farms?	•
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Annex II:

MEMORANDUM OF UNDERSTANDING (Template)

TRANSFER OF SOCIALLY INCLUSIVE WIND ENERGY MEASURES

Done at, Date.....

Purpose of the MoU

This "Memorandum of Understanding (MoU)" is an agreement shared between _____ and _____. Its purpose is to outline the commitment to engage in a transfer process with the ultimate goal of implementing effective measures, inspired by (insert transfer measure(s) here) in _____, to increase social acceptance of wind energy in _____.

Declaration

- We recognize the importance of the overall objective to enhance the socially inclusive and environmentally sound market uptake of wind energy by increasing its acceptance.
- We intent to engage in the facilitation of the transfer process
- We will carry out of at least one site visit
- We will name contact persons to be in charge for carrying out the transfer process.

Goals of the Transfer Process

- (Please include what should be achieved as a result of the transfer process).

Signatories

Organisation/ Contact Person

Signature

Organisation/Contact Person

Signature

References:

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