

A photograph of an offshore wind farm at sunset. The sky is a mix of deep blue, purple, and orange, with scattered clouds. The sea is dark blue with gentle waves. Several wind turbines are visible, with three prominent ones in the foreground and a long line of smaller ones in the distance.

Minimizing Conflicts between Stakeholders and Offshore Wind Power

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How do perceptions, attitudes and values shape public opinion of offshore wind energy projects?

Modeling Support and Opposition



Images: MacroWorks

Aesthetics

Costs

User Conflicts

Tourism

Wildlife - Benefits and Impacts

Socially-Constructed Attributes

Risk Perception: Transmission Cables

“I mean you--um, heaven forbid there was ever an issue and it electrified the water, and you know things like that.”

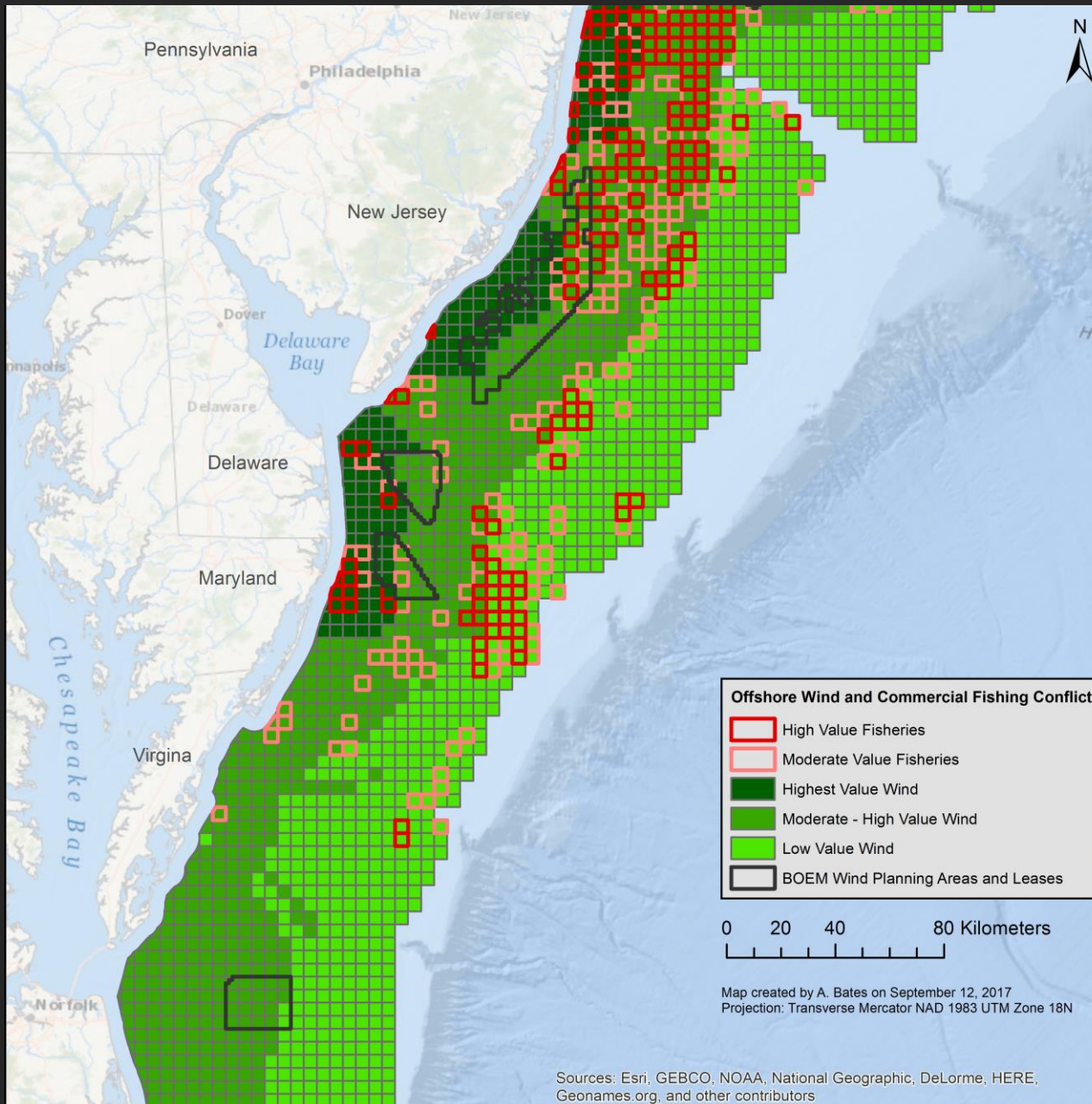
Male, 46, Marina manager

Belief that Transmission Cables will Harm:
Recreation and Economic Activities (12%)
Safety of People in the Water (14%)

- ❑ Mandatory or de-facto exclusion
- ❑ Displaced fishers:
 - ❑ Incur costs from increased fishing effort
 - ❑ Lower catch → reduced revenue



Offshore Wind & Commercial Fishing



Levelized Cost of Energy Model

- Capital & Construction
- Operations & Maintenance
- Decommissioning

Commercial Fishing

- Species
- Gear Type

Process & Participation

Coastal & Marine Spatial Planning

Data

Stakeholder
Engagement

Minimize Conflicts



Perception of “fairness” in planning is linked to perceived legitimacy of wind projects and trust in the developer

Gross, 2007, Aitken 2010; Firestone et al 2012



Thank you

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