

Communication Lillgrund

Lillgrund Pilot Project

September 2008



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PREFACE

Vattenfall's Lillgrund project has been granted financial support from the Swedish Energy Agency and Vattenfall will therefore report and publish experiences and lessons learned from the project. This report is compiled in a series of open reports describing the experiences gained from the different aspects of the Lillgrund Wind Farm project, for example construction, installation, operation as well as environmental, public acceptance and legal issues.

The majority of the report authors have been directly involved in the Lillgrund project implementation. The reports have been reviewed and commented by a reference group consisting of the Vattenfall representatives Sven-Erik Thor (chairman), Ingegerd Bills, Jan Norling, Göran Loman, Jimmy Hansson and Thomas Davy.

The experiences from the Lillgrund project have been presented at two seminars held in Malmö (4th of June 2008 and 3rd of June 2009). In addition to those, Vattenfall has presented various topics from the Lillgrund project at different wind energy conferences in Sweden and throughout Europe.

All reports are available on www.vattenfall.se/lillgrund. In addition to these background reports, a summary book has been published in Swedish in June 2009. An English version of the book is foreseen and is due late 2009. The Lillgrund book can be obtained by contacting Sven-Erik Thor at sven-erik.thor@vattenfall.com.

Although the Lillgrund reports may tend to focus on problems and challenges, one should bear in mind that, as a whole, the planning and execution of the Lillgrund project has been a great success. The project was delivered on time and within budget and has, since December 2007, been providing 60 000 households with their yearly electricity demand.

Sven-Erik Thor,
Project Sponsor, Vattenfall Vindkraft AB
September 2009

DISCLAIMER

Information in this report may be used under the conditions that the following reference is used: "This information was obtained from the Lillgrund Wind Farm, owned and operated by Vattenfall." The views and judgment expressed in this report are those of the author(s) and do not necessarily reflect those of the Swedish Energy Agency or of Vattenfall.

Communication Lillgrund

SUMMARY

The project of building a large wind farm like Lillgrund, the third largest offshore wind farm in the world, takes a considerable effort when it comes to communication and information. When the main questions “*What* should be communicated?”, “*To whom* should this information be communicated?” and “*How* should the information be communicated?” are answered, it is time to take action and actually communicate and inform.

A fundamental part of the communication process is psychology. For the entrepreneur to understand that people are worried about the possible change in their living situation and deal with that is essential for how people are going to react to the plans of a potential wind farm. When Vattenfall bought the Lillgrund project a humble tone and availability were two key components in the way in which the project group approached the local residents, authorities and the general public. The goal was to achieve acceptance from the local residents and authorities and make them feel comfortable with the project and Vattenfall.

Communication has been a cornerstone of the project during the whole process. A few of the activities that were carried out are media activities, open meetings for the public, exhibitions, advertisements, meetings with authorities, internal and external study visits to the site, cooperation with Malmö city, participation in conferences and a grand opening ceremony. The basis for the activities has been the active inviting of organisations, neighbours and others.

Thanks to the efforts of the whole project group and all others that were involved, the communication process was very successful. The “Lillgrund model” will be the foundation for coming communication processes and has provided Vattenfall with a lot of experience regarding communication and information issues.

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1 INTRODUCTION

1.1 Purpose

The Lillgrund project received a financial grant of 213 MSEK from the Swedish Energy Agency. This report is made possible by that grant. The goal was to deliver a report describing the ways in which Vattenfall has gone about providing information about the Lillgrund Wind Farm to the public and other interested parties.

1.2 Background

The Lillgrund offshore wind farm is situated in Öresund between Sweden and Denmark, seven kilometres off the Swedish coast and south of the Öresund Bridge, see Figure 1. Vattenfall bought the rights to build a wind farm at Lillgrund in 2004 and now fully owns the project. Örestad Vindkraftpark AB initiated the project in 1997 and the permit process has been ongoing since then. At the moment (September 2008) there is a pending appeal at The Supreme Administrative Court regarding a change of the height allowance from 105 meters to 115 meters above sea level.

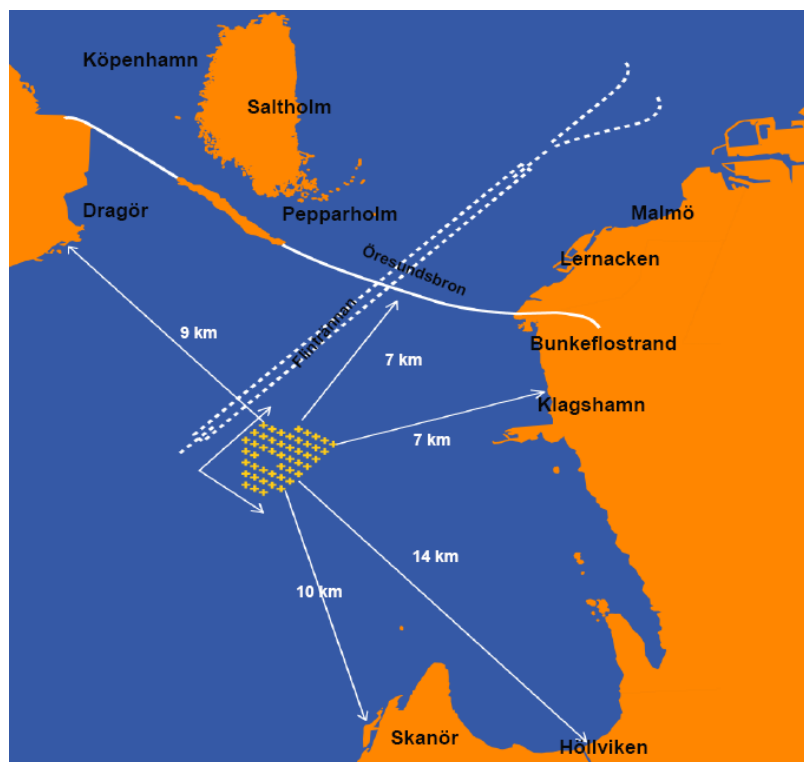


Figure 1. Map of Öresund and the position of Lillgrund

The project of building such a large wind farm, at present the third largest offshore wind farm in the world, takes a considerable effort when it comes to public relations. The primary goal with the communication of the project is to build, keep and develop the acceptance for wind power on a local and national level by providing facts on wind power and dispelling

existing myths. Vattenfall also wanted to build up a sense of pride around hosting a project like this one, so it becomes a symbol of pride for the local region, work on acceptance issues and the “NIMBY” phenomenon (not in my backyard). The target group of the communication has been local residents, the general public and decision makers. The foundation for the work was, and is, the personal dialogue. Together with local presence and availability Vattenfall aimed at having as open a dialogue as possible.

Every phase, from planning to building, demands its own thought-through communication process. Every new phase raises new issues and it is the job of the communication group to foresee this and come up with solutions on how to serve the needs of the people involved best. A long-term strategy and a well-founded plan were helpful tools to respond quickly when new information needs were identified throughout the life of this project.

To create the wished-for widespread acceptance towards the project, communication issues were of great importance right from the beginning and efforts to provide information have been extensive throughout the process. This has given opportunities for the public to receive answers to their questions, Vattenfall to receive input to the project, and for authorities to gain experience from large wind power projects. This is essential since Lillgrund is the first of its kind in Sweden. By means of seminars held within the grant from the Swedish Energy Agency, experiences from the project are also spread within the wind power industry.

1.3 Prowind

Vattenfall projects are driven along the guidelines of the project steering model PROwind. PROwind has specific processes dedicated for project steering, project management, project product, environment/permits and communication/acceptance respectively. All the processes are divided into different phases, on which this report is being based, see further chapters 3-7.

In the feasibility study phase, the project is developed and technical investigations are conducted. The permit process is also started. In the project development and contracting phases, the planning continues, gets more detailed, and the permit process is finalised. During the realisation phase, the building takes place and the verification and project conclusion phases include take-over of the establishment and documentation from the subcontractors, verification of that everything is functioning and that the permits are followed.

Despite Vattenfall entering the Lillgrund process at a late stage, the communication efforts have been implemented as though they would have been from the beginning.

2 METHOD OF APPROACH

This report presents the results from interviews with the people responsible for and working with communication and information during the Lillgrund project, as well as my own experiences from the local Lillgrund communication work. Ingegerd Bills, who is head of the communication department at Vattenfall Vindkraft AB, has been responsible for the communication efforts since Vattenfall took over the project. She has supplied me with input to this report [1] and has the best overlook over the efforts made in the project. Also to my assistance were material files containing background information about and the results from different communicative efforts during the project [2, 3].

3 FEASIBILITY STUDY PHASE

During the feasibility study phase the project is developed and technical investigations are conducted. The permit process is started. Vattenfall did not own the project during this phase.

3.1 Information and communication

Since Vattenfall did not own the project at this stage Vattenfall made no efforts regarding information and communication during the feasibility study phase. When the project was bought in 2004, however, the process of setting up a communication strategy started immediately. The former owner of the project had started a communication process but Vattenfall did not know the scope of or the effects from this and therefore had to evaluate the ways in which to continue. Wind power is an essential complement to other power sources and is an important part of the climate work for Vattenfall. Therefore it was, and is, of great significance to Vattenfall to communicate the overall picture regarding the commitment to renewable energy.

4 PROJECT DEVELOPMENT AND CONTRACTING PHASES

In the project development and contracting phases, the planning continues, gets more detailed and the permit process is finalised. For Lillgrund, the project development and contracting was in progress in 2004 when Vattenfall bought the project. These phases continued until March 2006 when the construction of the wind farm started.

A stakeholder model is developed that describes the communication need for each individual group. Analysis and development of the main communication strategy is defined. A communication plan and a communication platform are developed.

4.1 Description and evaluation of efforts and procedures in the external informative work

A fundamental part of the communication process is public perception. It is important for the entrepreneur to understand that people are worried about the possible change in their living situation, dealing with that is essential for how people are going to react to the plans of a potential wind farm. When Vattenfall bought the Lillgrund project, a humble tone and constant availability were two key components in the way in which the project group approached the local residents. The goal was to achieve acceptance from the local residents and make them feel they can trust Vattenfall. This also helped facilitate the permit process.

4.1.1 Communication basics

The main questions when it came to formulating the communication strategy were “*What is it that should be communicated?*”, “*To whom should this information be communicated?*” and “*How should the information be communicated?*”. A communication plan and a message platform were, therefore, among the first things to be created when Vattenfall bought the project. They were used as a basis for all information efforts and provided a guideline on how to prioritise the line-up and schedule of project activities.

The communication plan organises and outlines the responsibilities of each project group member, provides a stakeholder analysis answering the *who*-question, and lists the activities to be performed, as well as a budget. Since it is extremely important to reach as many people as possible, the communication plan also lists different forums in which Vattenfall should act and the channels through which information should be handed out.

In addition to this, a proactive media strategy and policy were set up. This includes, among other things, a media analysis to optimise the selection of media channels that are most relevant to use for the project and proactive media activities, such as providing publications, press releases and exclusive contact information to journalists and newspapers.

4.1.2 Visual Images

To have a uniform way of communicating through advertisements and other picture-based activities, a set of photographs representing a visual image for wind power, were taken. They have, since then, been used as the basis for all advertisement campaigns and

information materials. The benefit of this is that the public, which are current and potential customers, should immediately associate Vattenfall with the event/ad/material. Some of the photos used are found in Appendix 1.

These images have had wide exposure and have been used for a range of information materials, such as advertisements and information signboards for e.g. the site office. These visual images are widely accepted within Vattenfall and will, therefore, be the basis for other wind power related campaigns in the future.

4.1.3 Consulting process

During this phase, Vattenfall worked on the basic data for the authority consulting process, even though the former project owner had already started the process. One part of the authority consulting process is to hold open meetings with the public. Many meetings were held and Vattenfall's availability has been constant all the way through the project. Two extensive open meetings for the public were held during spring 2005, one in Bunkeflostrand and one in Höllviken. These meetings had high attendance records, and had positive responses to the information opportunities. The local householders' associations and other concerned associations were invited to a number of smaller, more personal meetings. These gatherings also drew a lot of people, many being knowledgeable regarding the project. Both on Vattenfall's initiative and by request, Vattenfall personnel have been on hand to inform people about the project at interest organisations' board meetings, annual meetings and at less formal occasions. An example of invitation to a meeting is found in Appendix 2.

Another part of the consulting process is regular meetings with authorities to update them on the project process. These meetings were held with a high frequency, about once a month, to ensure that all relevant information was forwarded to the people concerned and that no new issues were overlooked. The process was very smooth and there was a relaxed atmosphere at the meetings. A continuous dialogue was upheld through e-mail and telephone in between these scheduled meetings.

4.1.4 Opinion poll

Since Vattenfall did not get involved in the project until 2004, when the permit process had already been ongoing for a few years, a fundamental step was to immediately evaluate the public acceptance for wind power, and for the Lillgrund wind farm specifically. In spring 2005, an opinion poll was sent out to 7000 households along the coast, to get a clear picture of what the level of acceptance was. The chosen households are the ones situated closest to the coast and, therefore, the ones most likely to see Lillgrund from their homes or the immediate vicinity. For this opinion poll Vattenfall hired an external consultant who presented the results in a written report. About two thirds of the people were familiar with the project and 50% of those asked were positive to the project. What most people considered positive about Lillgrund was the thought that it could lead to cheaper electricity, and that it is environmental-friendly. The survey is found in Appendix 3.

The opinion poll helped Vattenfall understand what was on peoples' mind regarding wind power in general and Lillgrund in particular. 19% of those asked responded to the opinion poll. Through this, Vattenfall obtained valuable information about how the residents wanted to receive information and was able to work through the right forums. These insights are of great value for future projects.

A decision was made to make following-up opinion polls later during the project. See also sections 5.1.4 and 6.1.1.

4.1.5 External information

Today the Internet is by far the most used tool to get information on topics of one's interests. To reach out to the public Vattenfall therefore set up an external web page and equipped it with links to different sites with information surrounding the project. Throughout the project it was possible for anyone to post questions through the Internet web page and receive answers within a short period of time, usually within 24 hours. Many people used this opportunity and received answers from members of the project team. A selection of the most common questions was also published on the web page.

Information material using the photographs in Appendix 1 was printed. There were stands with brochures, pamphlets, bookmarks, postcards and table displays, see Figure 2 and Figure 3. The post cards were printed with the different photos in Appendix 1 on the front page. About 4000 units of this material were put out at several places in Malmö such as libraries, grocery stores, gas stations and on the local "citizen offices". Of the different materials the bookmarks were most popular, all 2000 copies were picked up.

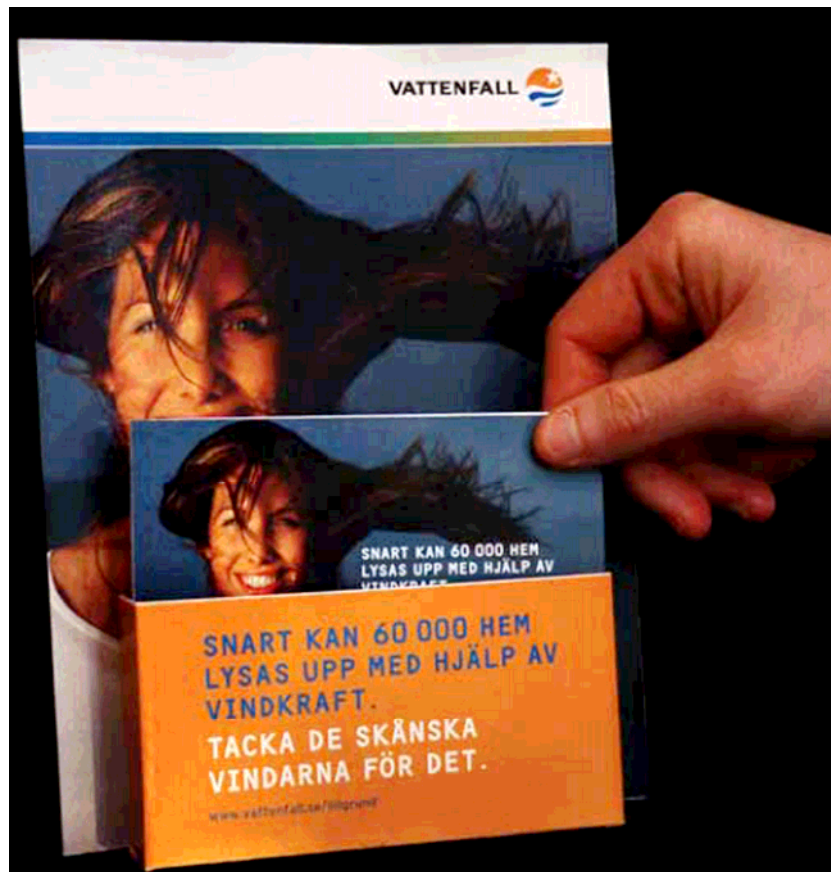


Figure 2. Table stand with small brochures



Figure 3. Bookmark

4.1.6 Advertisements

Vattenfall published advertisements during the fall of 2005 and winter of 2006 in three different local papers. Due to the proactive work towards media relations, there were also a number of articles written on the subject. Vattenfall worked closely with media relations during all stages of the project. This was done partly through advertising and partly through providing information through press releases and personal contacts. This was all part of the above-mentioned media strategy, see section 4.1.1. Media outlets are an important way to reach the public and to show Vattenfall's work on wind power in their commitment regarding climate change.

The project has, during its duration, been a topic of many discussions, resulting in articles in the local newspapers and other contributions to the debate forum.

4.2 Results

Vattenfall reached out to a lot of people and managed to be available both through media, informative meetings and on the web. As a result of the proactive public relations work, a lot of positive attention was drawn to the project through various articles in local newspapers. Vattenfall obtained personal contacts with journalists, which was of great value during the continuation of the project and also could be of value in the future.

The diligent work on the permit and environmental processes also lead to good relationships with authorities.

5 REALISATION PHASE

During the realisation phase the building takes place and communication is of utmost importance to keep authorities and the public informed about the work and its progress. The stakeholder dialogue is continued and it can take the form of advertisements, opinion polls and exhibitions. For the Lillgrund project, the building took place from March 2006 – December 2007.

5.1 Description and evaluation of efforts and procedures in the external informative work

To keep up the good communication flow, the planned activities continued in the realisation phase, even though some of them were refined, changed or updated as needed. However, the efforts were also intensified by some new activities such as the cooperation with Malmö city, see sections 5.1.2 and 5.1.6.

5.1.1 External information

To inform the public that Vattenfall was starting the construction phase in spring 2006, advertisements were published in local newspapers. Ads were also published during the rest of the year in select publications, e.g. in a paper for fishermen (Yrkesfiskaren) and a wind power paper (Medvind).

Since spring 2006, a large billboard has been placed at Malmö Airport (Sturup), see Figure 4. Two information signs were also placed at different locations on the beach in Klagshamn, close to the site office. Moreover, Vattenfall met with the local authorities in the Danish municipality of Dragör to discuss the need for communication efforts on the Danish side of Öresund. As a result of these discussions, signs were hung up in Dragör and Sövang in Denmark, and Vattenfall has also advertised in local Danish newspapers.



Figure 4. Signboard at Malmö Airport (Sturup)

In order to extend the reach of information, Vattenfall launched two exhibitions featuring information about Lillgrund. One exhibition was displayed in the City hall (1st of May – 30th of July 2006) and one at the main library (15th of June – 15th of August 2006). The exhibition in City hall consisted of a lit billboard twisted around a pillar, see Figure 5. At the main library, there was a model of Lillgrund wind farm on a podium, combined with an informative text and a reference to the web page, see Figure 6. Both exhibits were complemented with brochures on Lillgrund, wind power technology and energy issues in general. There were also printed post cards with information about Lillgrund.

The exhibitions were very well received, especially the one at the library, which has 2000 - 4000 visitors daily. Both the public and the personnel of the library responded positively to the tasteful appearance of the exhibition.



Figure 5. Exhibition in City Hall, Malmö May 1st – July 30th 2006



Figure 6. Exhibition in main library in Malmö, June 15th – August 15th 2006

In the summer of 2006, Vattenfall was invited to have an exhibit and project representatives, at an event in the harbour of Klagshamn. Local residents arranged the event and it was an opportunity for Vattenfall to inform anyone interested about the project while meeting future neighbours to Lillgrund. Unfortunately poor weather restricted attendance. However, many interest and inquiries were received from, among others, people from the Sea Scout movement, the Swedish Sea Rescue Society and the local sailing club.

The presence at the event gave positive attention from local residents and gave Vattenfall a chance to inform local residents about the project. The articles resulting from the invited journalists also gave positive PR.

A notice was sent out in the beginning of the summer of 2007 stating that the foundation work had been completed and that the assembly of the turbines was to begin in August. A follow-up notice was sent when the assembly had actually begun.

Vattenfall has made great efforts to participate at several conferences and exhibitions to be visible and inform the public about the project. There has been a great internal and external demand for lectures and information about the project. Representatives from the project have been present at conferences and exhibitions in Berlin, Rome, Stockholm, Malmö, Kalmar as well as other places. They have given lectures, taken part of discussions and presented information materials.

5.1.2 Climate Forum Malmö

During 2006 and 2007 Vattenfall engaged in a number of activities with the City of Malmö. Climate Forum Malmö is a forum where different notable persons within the environmental sector in Malmö get together to discuss topics of current interest. About 50 organisations are members of the forum. Vattenfall hosted two Climate Forum events, one in 2006 and one in 2008, and participated in a number of others. In May 2006 Vattenfall invited the group to inform about the Lillgrund project and in June 2008 the participants were invited to a boat trip to Lillgrund combined with an information session. Both gatherings were successful and about 20 people were present at each meeting.

In 2006 Vattenfall took part in an information campaign managed by the Climate Forum Malmö. The goal of the campaign was to draw attention to the climate change issue and to point out local examples of climate-related projects in Malmö. Lillgrund was one of eight projects presented and Vattenfall's logo was of course presented in the advertisement material. The campaign was published in newspapers and presented at billboards around Malmö, see Figure 7.



Figure 7. Lillgrund took part of the Climate Forum Malmö campaign

Through engaging in the Climate Forum Malmö contacts were established and Vattenfall got positive feedback on the joint information campaign. This provided a good connection to the Environmental Administration Board in Malmö, which has since been a great contact. The billboards were seen all over Malmö, which was a good way of establishing Vattenfall's presence in the area. There had only been a few previous Vattenfall establishments in Skåne, and, since it should be clear to the public who the operator of Lillgrund is, it is important to show the Vattenfall brand.

5.1.3 Consulting process

Along the project newsletters were produced and sent to all authorities concerned as well as some local householders' associations. They were also published on the project web page. The web page was, and still is, accordingly updated with the latest information about the project.

The authorities were also updated on the progress of the project through the continued authority consulting process. At a number of occasions authority personnel went on inspection tours in the wind farm, to follow the progress at close quarters.

In spring 2007 an information letter about the digging of the land cable was sent out to local residents. This letter described how, when and where the work was going to take place, and how to get more information about it.

Local Vattenfall representatives had regular contact with people living close to the building activities, i.e. where the boats left the harbour and where the temporary site office was placed. Some people contacted Vattenfall due to disturbances and wanted measures to be taken, others had questions to ask. A lot of effort was put into this work since the building of Lillgrund was and still is such an important issue for the local residents. Vattenfall wanted to avoid any potential delay to the project due to people appealing to higher authorities.

Vattenfall also participated in a small yearly magazine edited and published by a local resident. Hopefully this has worked as a door opener to people whom otherwise would not have been perceptible towards the available information, but who choose to read their neighbour's magazine.

During the duration of the project, a neighbouring municipality and a local resident have separately appealed against permits given to Vattenfall to higher authorities. So far, every authority has rejected the appeals. The Administrative Court of Appeals rejected the latest one regarding the change of height of the turbines in July 2007. As for now there is still an appeal at The Supreme Administrative Court regarding the change of height. A decision on whether or not they will review the case will be made in autumn 2008, at the earliest.

5.1.4 Opinion poll

A second survey was sent out to the same local residents as the first one, in the end of 2006. The questions were the same to get a comparable set of answers. This time however, the questions were launched on the Internet. People were asked through a postcard, to answer via the web address provided on the card. Those not having access to the Internet could contact Vattenfall to receive a paper copy of the questions together with a stamped envelope.

The second opinion poll did not attract as many respondents as the first one. 5,7% of those asked responded this time. The results showed however that the awareness of the project had risen from 67% to 84% among those who answered. The share of people being positive or neutral to the project was still about the same, 49%.

5.1.5 Media

To continue the positive media attention to the project, a number of journalists and photographers were invited to Lillgrund. Boat trips were arranged, information shared and questions answered. The result was a number of articles, radio and TV broadcasts and a following positive medial attention. This measure had a large impact since the consequence was that more people got to know about Lillgrund and Vattenfall was able to provide information to the public in an easily accessible way.

Several press releases were also published; one was published when the foundations were ready; one published when the transformer station was in place; another published when the Administrative Court of Appeal rejected the appeal regarding the height of the wind towers; another one published when the Swedish minister for the environment was visiting Lillgrund, when the wind farm started producing electricity and when the opening ceremony was held. The press releases, combined with the already strong contacts with journalists, resulted in articles and additional exposure in local and national media.

5.1.6 Klagshamn School Project

During fall 2007 a new project, called the Klagshamn school project, was launched together with the Environmental Administration Board in Malmö city. The aim for this project was to get two eighth grade classes interested in the issues of climate change, renewable energy and related future local scenarios. Through providing the students with material to build a physical model of "Klagshamn 2040", taking them on study tours to renewable energy projects in Västra Hamnen and the Lillgrund working site, giving them lectures on renewable energy, and engaging a well-known TV meteorologist to talk to them about climate change, they got a broad knowledge of the subject. The meteorologist was also one of four lecturers to give a presentation on a seminar for teachers in the Malmö area, organised by Vattenfall, in co-operation with the Environmental Administration Board in Malmö.

The school project in Klagshamn was very successful and has generated a number of articles in local media and a web broadcast on one of the newspaper's web page. The students were present at the opening ceremony for Lillgrund, and a small group were interviewed on stage about the project along with their teacher. Also one of the models of "Klagshamn 2040" built within the project was on display during the event and has been kept by Vattenfall.

The students have gotten a good impression of Vattenfall, one that can hopefully be brought home to their families and into their every-day life. They also learned about environmentally friendly ways of producing electricity and how to adjust their lives to a future affected by the climate change.

5.1.7 Study visits

A number of study visits took place during the second half of 2007 when the wind farm was not yet finalised. Since then, the demand for Vattenfall to host study visits has increased immensely.

Study visits to Lillgrund became an issue of interest during the realisation phase when things started to fall in to place. A lot of interested groups requested to come to Lillgrund and Vattenfall was generally able to provide them a guided visit. There are many groups of different kinds who want to come, e.g. municipalities, authorities, energy companies, consulting companies, interest groups, schools and private persons. It is of great interest to Vattenfall to provide these visits since they give the opportunity to profile Vattenfall as an environmental-conscious company that takes responsibility for the common world and the climate change problem.

5.2 Results

All in all, the communication work thus far in the project has been very effective. Relationships with the media contacts were established and are now available for future projects. This makes it easier to reach out with the intended message. Many of the citizens in Malmö were aware of the project and many of them were also positive to the building of Lillgrund wind farm.

The co-operation with the Environmental Administration Board in Malmö, both in Climate Forum Malmö and in the Klagshamn school project, was very positive. The Vattenfall brand pushed to become a recognisable brand where it had previously had limited exposure. Also, a cooperation of this kind gives a certain weight to the seriousness of the project.

Starting the study visit activities at this early stage was a good way of putting Lillgrund on the map once and for all. At the same time Vattenfall showed goodwill by giving neighbours and interested groups the possibility to see the wind farm at close quarters, which is not an opportunity many people have had. This has given the visitors a sense of exclusivity and a positive impression of Vattenfall.

6 VERIFICATION AND PROJECT CONCLUSION PHASES

The verification and project conclusion phases include a hand-off of the establishment from the construction team to the operations division and organization of the documentation from the subcontractors. Tests are run to make sure everything is functioning and the site is inspected to make sure the permits are followed.

Outstanding issues regarding the contracts or permits may remain, delaying the conclusion of this phase. If so, the communication efforts continue with the public and authorities as before until the hand-off becomes reality.

6.1 Description and evaluation of efforts and procedures in the external informative work

Also in this phase, the consulting process and external information work continued, e.g. through advertisements and the Internet web page. However, to conclude the project, focus was shifted to the opening ceremony to which a lot of prominent guests were invited.

6.1.1 Opinion poll

It is important to Vattenfall to follow up with the neighbours and their experience of the project. A third opinion poll with the same questions was therefore held in May 2008, during the verification phase. The main goal was to see how people's opinion towards the wind farm changed when the wind farm was built in place. This third survey was again sent out to the same group via postcard providing a web page to where the survey could be found. Respondents could choose to receive a paper copy by sending in the provided stamped envelope.

This third poll had a response rate of 7%, a small increase from the second one (5,7%) but still much less than the first one (19%). The share of people being familiar with the project had risen from 84% to 96%. The share of people being positive or neutral to the project had risen from 45% to 57% since the last opinion poll.

6.1.2 Opening ceremony

An opening ceremony was held in June 2008 to celebrate that Lillgrund was up and running. There were several goals with the ceremony. One goal was to nationally and internationally state the fact that Vattenfall built the third largest offshore wind farm in the world. The message is that the wind farm was built because Vattenfall cares for the environment and wants to work with climate change issues. Another goal was to close the project for the project team and those who helped along the way. It was a way of showing gratitude towards all the people who put forth so much effort and many hours of work into the project. Last but not least one goal was to invite people of Malmö to celebrate with Vattenfall, to get a sense of "our" wind farm as a joint wind farm shared between Vattenfall and the people of Malmö.

Due to these different goals the opening was divided into three parts. The official ceremony was held at sea with about 70 prominent guests, such as the King of Sweden. He

inaugurated the wind farm at a ship together with the Swedish minister of industry and energy and Vattenfall's CEO, see Figure 8. On the ship were also invited guests from Vattenfall, the Swedish wind power industry and a group of journalists and photographers. This resulted in, among the other widespread coverage, in a three-page article in a local magazine distributed to the people living along the shoreline close to Lillgrund.



Figure 8. The King of Sweden inaugurated Lillgrund wind farm 3rd of June 2008

The public could also follow the opening ceremony being held out at sea on big screens on main land at Stortorget in Malmö, where a celebratory event was being held in parallel for the public. Notices for the event were advertised in the local newspapers and a lot of people were there throughout the day, see Figure 9. On centre stage at Stortorget, artists, Vattenfall project representatives and the teacher from the Klagshamn school project, along with some of his students, were featured and interviewed because of their involvement with the wind farm project.



Figure 9. Children enjoying the entertainment on stage at Stortorget 3rd of June 2008

Opening ceremony celebrations continued into the evening. This third part was a private “thank you” party held in Klagshamn, at the new site office for the Lillgrund maintenance personnel. Those invited included everyone involved in the project, e.g. personnel at Vattenfall, suppliers and authorities.

A ceremony of this kind is a unique opportunity for Vattenfall as a leading energy company to market the commitment to renewable energy. Lillgrund is one of the largest investments in renewable energy and many more will follow.

6.2 Results

The opening ceremony was a successful event, which drew a lot of attention to the Lillgrund project. The King of Sweden, and the other prominent guests who were present, made it a high profile event for the media. This resulted in a large number of articles, pictures and national as well as local TV broadcasts the following days.

The fact that the share of people being positive to Lillgrund has risen from 45% to 57% from the end of 2006 to mid-2008 is great news for Vattenfall. This result is partly attributed to the communication work and the fact that the climate issue has risen high on the political agenda during the last couple of years. However, from Vattenfall’s perspective it cannot be emphasized enough that having support from the locals is of most importance for project success.

7 OPERATION PHASE

During the operation phase there is a continued need for an updated web page as well as other means of reaching out with current information. Communication lines are to be kept open and updated to be able to arrange visits to the plant when possible.

7.1 Information and communication efforts now and in the future

Lillgrund is already a popular place to visit, which can be noted in the increased amount of applications received. In the future, Lillgrund may very well continue to be of great interest for many people to visit. A coordinator currently arranges the visits and looks into the availability of a project representative, who can guide the study visits for special interest groups. Internal visitors and authorities will continue to be transported on Vattenfall's own working vessel.

The information on the web page will be updated continuously. Information, such as power production rates, weather, and wind conditions at the site will be provided. The possibility of asking questions on the web page is also to remain.

Relevant information will also be shared through advertisements in papers or on billboards around Malmö. Since Lillgrund is now a daily part of many peoples' lives in Malmö, it is essential to continue to be available and attentive to any issues brought up by local residents, authorities or media.

8 COMMENTS AND CONCLUSIONS

Communication was a significant part of the Lillgrund project right from the start. All project members were aware of its importance and worked hard to keep it at a personal level. The key word in the process was “respect”. Everybody should feel that his or her concerns were respected and that there was an open and constant discussion.

Thanks to the efforts from the whole project group and all others that were involved, the communication process was very successful. The “Lillgrund model” will be the foundation for coming communication processes and has provided Vattenfall with a lot of experience regarding communication and information issues.

“The Lillgrund model” has been described in a book called *Lillgrundmodellen – för kommunikation för acceptans i vindkraftprojekt* [4] (*The Lillgrund model – for communication for acceptance in wind power projects*). The process is described in an easy-to-grasp way in a language understood not only by communicators but also by the whole range of people working in a project.

From a Vattenfall perspective, this communication process will continue through evolved continuous dialogue between Vattenfall and the people of Malmö, the new neighbours of Lillgrund. This project has marked a great start to communicating Vattenfall's further commitment to wind power in Malmö, Skåne, Sweden and the Nordic countries.

8.1 Prologue

The opening ceremony has left a lasting impression in the community. In July 2008 a picture of the Swedish King during the opening ceremony, was published as a clue in a crossword in a local newspaper in Skåne.

9 REFERENCES

- [1] Bills, Ingegerd (2008), continuous personal communication.
- [2] Vattenfall Vindkraft AB (2007), *Kommunikation Lillgrund Vindkraftpark 2005/2006*. You can take part of this material by sending e-mail to annah.karlsson@vattenfall.com.
- [3] Vattenfall Vindkraft AB (2008), *Kommunikation Lillgrund Vindkraftpark 2007*. Internal material. You can take part of this material by sending e-mail to annah.karlsson@vattenfall.com.
- [4] Vattenfall Vindkraft AB, (2008), *Lillgrundmodellen – för kommunikation för acceptans i vindkraftprojekt*. You can have your own copy of this material by sending e-mail to ingegerd.bills@vattenfall.com.

Appendix 1

A selection of pictures chosen for advertisement







Appendix 2

Invitation to information meeting

INBJUDAN TILL INFORMATIONSMÖTE BYGGSTART FÖR LILLGRUND VINDKRAFTPARK

Nu startar bygget av Sveriges största vindkraftpark. Under sommaren 2006 kommer de första fundamenten på plats. Under hösten 2007 monteras vindkraftverken. I slutet av 2007 är parken färdig.

Lillgrund, där vindkraftparken byggs, ligger i Öresund sju kilometer söder om Öresundsbron. Produktionen från de 48 vindkraftverken kommer att motsvara hushållsel till drygt 60 000 hem.

Vi vill gärna träffa dig för att berätta mer om Lillgrund vindkraftpark. Vi uppskattar om du vill ställa frågor och kommer att finnas på plats hela kvällen. Vill du hellre ha kontakt med oss via e-post går det också bra. Gå in på www.vattenfall.se/lillgrund för mer information.

Varmt välkommen!

Datum: **Torsdag 20 april**
Tid: kl **19.00**
Plats: **Ängslättskolans matsal**

Vänliga hälsningar



Niels Möller Jensen
Vattenfall AB Vindkraft
Projektledare Lillgrund vindkraftpark

VATTENFALL 

Appendix 3

Form for the first opinion poll

Våren 2005 genomförde Vattenfall en undersökning om vad boende längs kusten i sydvästra Skåne hade för uppfattning om Lillgrund vindkraftpark. Nu är det dags för en uppföljning.

Vi skulle uppskatta om du ville besvara våra frågor. Dina svar är viktiga för oss.

1. Vad tror du om vindkraftens betydelse för elproduktionen i framtiden?

Mycket viktig

Viktig

Oförändrad

Inte så viktig

2a. Känner du till något om en vindkraftpark på Lillgrund i Öresund?

Ja

Nej

2b. Om du svarat ja på frågan ovan - vad känner du till?

3. Vad tycker du om att Lillgrund vindkraftpark byggs?

Jag är positiv

Jag är neutral

Jag är negativ

4a. Har du ändrat inställning till Lillgrund vindkraftpark sedan tidigare?

Ja

Nej

4b. Om du svarat ja på frågan ovan - hur har din inställning ändrats?

Mer positiv

Mer negativ

5a. Har du haft kontakt med Vattenfall om Lillgrund vindkraftpark tidigare?

Ja

Nej

5b. Om du svarat ja på frågan ovan - på vilket sätt har du haft kontakt?

Möten

Vattenfalls hemsida

E-post

Telefon

På annat sätt

Det pågår en dialog med närboende och andra intressenter i samband med uppförandet av Lillgrund vindkraftpark.

6. Vad tycker du är viktigt att få veta mer om?

7. Hur vill du få information från Vattenfall och lämna synpunkter?

På Vattenfalls hemsida

Utställningar i offentliga lokaler

Informationsmöten

Skriftliga utskick

Annat sätt:

8. Övriga synpunkter:

För att vi ska kunna sammanställa de övriga synpunkterna behöver vi veta följande om

För att vi ska kunna sammanställa de svar vi får in behöver vi veta följande om dig:

Jag är:

Man

Kvinna

Ålder:

Under 30 år

31 - 50 år

51 - 70 år

Över 70 år

Bor i:

Villa/radhus

Lägenhet

Fritidshus

Ser du havet från din bostad?

Ja

Nej

Är du markägare utmed landkabeln?

Ja

Nej

Vilket postnummer har du? **OBS viktigt!**

Ett varmt tack för din medverkan!