

Wind Energy Development

Addressing Organized Opposition:

A Case Study in Ontario

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canwea

CANADIAN WIND
ENERGY ASSOCIATION

ASSOCIATION CANADIENNE
DE L'ÉNERGIE ÉOLIENNE

Situational Context

- Wind energy is the ‘new kid’ in the Canadian energy context
- Green Energy Act: bold legislation, little communication
- Silent majority: (“no-brainer” effect, plus rural vs. urban divide)
- Residue of poor consultation work done by some early developers
- Demographic shift and change = OPPOSITION



CanWEA's mission is to promote the responsible and sustainable growth of wind energy in Canada



A Case Study: Ontario, Ground Zero

- Wind developers in Ontario have faced a highly-organized, well-funded and highly-motivated group of anti-wind opponents.
- The opposition sought to have this issue become a key focus of both municipal and provincial elections and succeeded in some locations.
- The opponents are actively seeking to influence the legislative process both municipally (anti-wind bylaws) and provincially (anti-wind moratoriums).



A Case Study: Ontario, Ground Zero

- The 'anti campaign' employed textbook opposition tactics:
 - Legal challenges
 - Spread fear – health, property values, viewscape, disaster
 - Transport antis around to local events
 - Flood elected officials with letters, petitions
 - Media circuit: wind is _____ my family
 - Create and foster “outsider vs. local” mentality
 - Get political leaders on side as local wedge issue
 - Organized structure: president, local chapters, etc.



Response: Re-action or Pro-action?

- It took the industry and its association arguably a year to dig out from defensive to an offensive position:
- Step 1: Re-group. Re-trench.
Stop responding to small fires.
- Step 2: Build strategy to communicate your story.
- Step 3: Provide enough cover so supporters feel safe in moving from “silent majority” to active role especially when issue is so hot in local community.



5 Pillars of our Strategy

- Best Practices: confirm industry commitment to stakeholders
- FACTS: relevant, credible, digestible, all issues, everywhere
- Media Relations: get out to where the story is being reported
- Testimonial Advertisements: provide platform so local supporters can tell their unique story about wind energy
- Friends of Wind: A home for your growing body of supporters



Best Practices in Public Consultation

- *Best Practices for Community Engagement and Public Consultation* was a crucial step in CanWEA's continued efforts to strengthen industry practices.
- The **amount** and **quality** of local consultation and communications has a pivotal impact on the project success.
- **Goal:** *Every CanWEA member has the knowledge and skills to help ensure their wind energy development is a welcomed addition to the community.*
- Backed with training – see IAP2 session with Richard Delaney



FACTS

- Making wind energy “real” to specific region: *In local places, you have to see local faces*
- Work with credible third parties: (CAPE example for health issue – 6,000 doctors for renewable energy)
- Quantify economics, jobs, payments to local towns, landowners, and spin-off effects
- Supply local farmers, business leaders, and citizens with all factual materials



Media Relations

- Demonstrate commitment to a long term and productive presence in the community –
“earn your citizenship”
- We visited over 45 community media outlets. Briefed reporters. Guaranteed we would be there to answer the phone and got immediate results.
- Sourcing local context and voice as often as possible
- Share messaging with supporters so they can write letters, respond, and call in to radio talk shows
- Be in the story – “no comment” is not an option



Advertising Testimonials

- The advertisements highlight environmental and economic benefits and feature real people telling real stories about how wind energy has positively impacted their lives.
- CanWEA conducted four large print campaigns in Ontario and booked a total of over 230 ad insertions in community newspapers.
- CanWEA also launched a testimonial radio campaign and booked over 2,000 ad spots on local radio stations over a 5 week period.
- The regions were targeted based on current or projected wind developments.
- Fought and won anti-wind filing with Advertising Standards Council.



Wind. For my community.

Wind energy is providing Ontario with clean, affordable electricity, new jobs and a brighter future.

"I support wind energy because farmers have always looked for ways to use their land productively. Wind energy has a growing role to play in Ontario, and I'm proud to be part of that change."

Bruce Ribey's family has farmed in Bruce Township for 160 years. They proudly host wind turbines on their land.

The 181.5MW Ontario Wind Farm is located in Bruce County, near the shores of Lake Huron. The wind farm generates enough emissions-free electricity to meet the needs of about 60,000 homes.

www.canwea.ca



Wind power. Working for Ontario.

Creating Jobs

60,000+ person years of employment from 2011 - 2018.¹

Delivering Revenues to Ontario Families

\$1.1 billion in revenues to local municipalities and landowners expected over the 20-year lifespan of the projects.²

Driving Investment into Ontario

\$A.3 billion in private sector investments between 2011 - 2018.³

Providing an Affordable Choice

At just 13.5 cents/kWh, wind energy is cost-competitive with most conventional sources of electricity - and wind energy costs are projected to decrease further.⁴



Adam Ribey and Mike Ridgway
Owners of Wind Power Ribey Family

WORKING FOR A STRONGER, CLEANER AND AFFORDABLE ENERGY SYSTEM

1. The Canadian Council of the Best Energy System in Ontario
2011 - 2012, 2013 - 2014, 2015 - 2016
2. The Canadian Council of the Best Energy System in Ontario
2011 - 2012, 2013 - 2014, 2015 - 2016
3. The Canadian Council of the Best Energy System in Ontario
2011 - 2012, 2013 - 2014, 2015 - 2016
4. The Canadian Council of the Best Energy System in Ontario
2011 - 2012, 2013 - 2014, 2015 - 2016



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Friends of Wind

- The Friends of Wind website gives interested individuals the chance to “join the conversation” about our energy future. It offers a variety of tools Friends of Wind can use to show their support for wind energy – helping to give the often-silent majority a strong voice.
 - Approx. 14,400 site visits
 - 1,100 online sign-ups
 - Over 1,100 letters sent for action campaigns
- Friends of Wind handouts to grow list of supporters
- Activate Friends of Wind to follow-up with letters to editor, participate at local events, provide testimonials, etc.

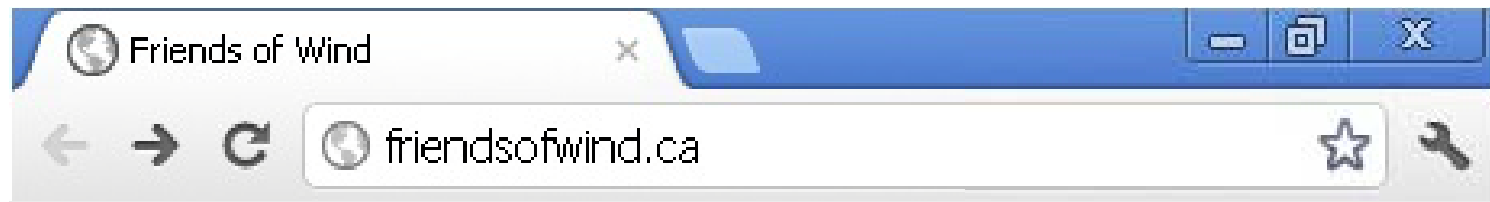


Take Action

- Get engaged in the wind energy discussion
 - Share your story by submitting a blog
 - Join our social media circle
 - Like us on Facebook (Canadian Wind Energy Association)
 - Follow us on Twitter (@canwindenergy)
 - Submit a letter to your provincial representative
 - Submit a letter to your local editor
 - Share with Friends and family

- Join the conversation and connect with other supporters at www.friendsofwind.ca





Friends of Wind

Spread the word! Talk about Wind Media & resources

- Write your provincial representative
- Write your editor
- Share with a friend
- Be a friend of wind

Spread the word!

Sign Up For the Friends of Wind eLetter Today!

* required

Email Address: *



Results

- More balanced media coverage
- Opposition is less effective: story has not evolved
- More supporters have come forward, less afraid to speak out
- Members are raising the bar in terms of engagement
- Industry forged new alliances: labour groups, local politicians, farmers, environmental groups, all major political parties
- Anti-wind motions defeated in legislature
- GEA maintained through FIT Review ...
- BUT Our work is just starting.



Visit Your Canadian Friends, eh.

➤ www.canwea.ca

➤ www.canwea2012.ca

➤ www.friendsofwind.ca

