

REPORT

EUROPEAN WIND DAY – 15 JUNE 2008

Pan-European campaign for the promotion of wind energy



Together we celebrated the power of wind!

Brussels, Paris, Copenhagen, Madrid, Berlin, Athens, Stockholm, Madrid, Lisbon, Dublin, Athens, Stockholm, Lisbon, Dublin, Paris, Brussels, Copenhagen, Madrid, Athens, Stockholm, Lisbon, Dublin, Paris, Brussels, Madrid, Copenhagen, Brussels, Paris, Lisbon, Copenhagen, Athens, Madrid, Berlin, Dublin, Stockholm, an

INITIATED AND COORDINATED BY:



ORGANISED BY:

Austrian Wind Energy Association - APERE - ODE Vlaanderen - Association of Producers of Ecological Energy - Finnish Wind Energy Association - Syndicat des Energies Renouvelables - French Wind Energy Association - German Wind Energy Association - Hellenic Wind Energy Association - Hungarian Wind Energy Association - Irish Wind Energy Association - Airtricity - Italian Wind Energy Association - OWEMES - Relight - Lithuanian Wind Power Association - Dutch Wind Energy Association - NORWEA - Polish Wind Energy Association - Portuguese Renewable Energy Association - Slovak Wind Energy Association - Asociación Empresarial Eólica - Swedish Wind Energy Association - British Wind Energy Association

A CAMPAIGN TO WIN HEARTS AND MINDS

All across Europe, a wide range of events took place on 15 June for the European Wind Day 2008. Thousands of members of the public took part in activities ranging from exhibitions in Belgian train stations to photo contests in Sweden. The events dealt with how wind energy works and the benefits it brings as a clean and sustainable power source.

National wind energy associations and industries organised events in 19 countries, and over 120 wind farms were opened to the public. Drawing competitions in Bulgaria, regattas and boat-races in Italy and hot-air balloon rides in Portugal were but a few of the activities that took place.

In the UK, 20 venues were opened up to the public. The European Wind Day is about “educating people on how wind farms work and how they are helping the UK fight climate change,” explained Maria McCaffery, CEO of BWEA.

“If every wind farm in the planning system were given the go-ahead a further five million UK homes could be powered by green electricity. We hope the success of events such as these will act as a reminder to planners that the vast majority of people think the UK should build more wind farms.”



Joanna Trela, Managing Director of the Polish Wind Association, agreed: “These kind of events help the public learn about renewables, which is key for the development of wind energy in Poland.” The association organised an educational day at the picturesque Malta Lake on 15 June, with competitions for children and live music.

Charles Dugué, President of the French wind energy association, France Energie Eolienne, which organised wind farm open days all around the country, explained why it is so important that the public becomes more aware of the benefits of wind energy: “Over recent years, wind energy has proven that it can make a significant contribution to a new energy mix that is green, sustainable and economically advantageous.”

Dr. Yannis Tsipouridis, President of the Hellenic Wind Energy Association in Greece, which held contests to design a wind-powered vehicle and a 1-kW turbine, emphasised the point. “The solution to the energy and climate crises which are upon us has a name: wind energy. Together with the other renewables, improved energy efficiency and energy savings, it can deliver the desired solution and most important of all, it can do it in the time-frame required”

All organisers agreed the European Wind Day helped communicate the benefits of wind energy to the wider public. The European Wind Energy Association, initiator and coordinator of the campaign, got very positive feedback from organisers and participants

across Europe. The table below shows the overall numbers of the European Wind Day 2008. The outcome is impressive - particularly the media coverage, the main means of communication to the wider public. With over 700 articles and over 80 broadcasters covering the events, millions of Europeans had the chance to hear the message of the Wind Day in 2008: namely, that wind is the energy Europe needs.

European Figures

Coordinator	EWEA European Wind Energy Association
Number of events	266
Wind farms openings	185
Public participation	93,435 (+ 111,000 people on an average day in the three Belgian train stations where Wind Day panels were put up)
Total number of articles in the press (including web articles)	838
Total number of radio and TV stations covering the event	119
Website information	217,453 (including all websites with Wind Day identity)

The table below provides a comparison of the data available for European Wind Day 2007 and 2008. With just one additional country participating in the 2008 campaign, all the data increased dramatically. The high number of events organised, the participation of the public and the extensive coverage by the media are indicators of the success of the campaign. These figures demonstrate the relevance of the campaign and the motivation of all organisers in bringing wind energy closer to European citizens and local decision makers.



Comparison Wind Day 2007-2008

	Wind Day 2007	Wind Day 2008
Countries	18	19
Number of events	135	266
Wind farms openings	95	185
Public participation	35,000	93, 435
Total number of articles in the press (including web articles)	350	838
Total number of radio and TV stations covering the event	66	119



THE NUMBERS COUNTRY BY COUNTRY¹

Austria:

ORGANISER	Austrian Wind Energy Association
Number of events	12
Wind farm openings	12
Type of events	Wind farm open days along with many activities for visitors such as cycle competitions, music, electronic scooters testing, and games for kids...
Public participation	5,000
Total number of articles in the press (including web articles)	16
Total number of radio and TV stations covering the event	5 (2 radio + 3 TV)
Website information	6,229 visitors on the Austrian Wind Energy Association website during the Wind Day
Comments, photos or more	The organisation of this year's Wind Day was made easier by the favourable weather conditions. A new sport was invented by asking the visitors to throw a screw from a windmill as far as possible

¹ Some country-specific reports are available upon request

Belgium:

ORGANISER	APERe Walloon Wind Energy Association
Number of events	7
Wind farm openings	4
Type of events	<ul style="list-style-type: none"> • Wind farm opening • Exhibitions in train stations • Press conference • Exhibition of a house with small wind turbine applications
Public participation	- 2,000 visitors at wind farms - 111,000 average number of people that pass through the stations of Brussels, Namur and Charleroi every day
Total number of articles in the press (including web articles)	7 (6 written press + 1 online)
Total number of radio and TV stations covering the event	8 (5 Radio + 3 TV with reporting about the Wind Day broadcast more then once a day)
Website information	
Comments, photos or more	Concerns about sustainability of promotional tools

ORGANISER	ODE-VLANDEEREN Flemish Wind Energy Association
Number of events	4
Wind farm openings	3
Type of events	<ul style="list-style-type: none"> • Wind farm open days • Visiting a wind farm under construction • Exhibition of small wind turbines • Visit to different types of renewable energy installations
Public participation	700
Total number of articles in the press (including web articles)	3 (written press)
Total number of radio and TV stations covering the event	
Website information	
Comments, photos or more	

Bulgaria:

ORGANISER	APEE Bulgarian Renewable Energy Association
Number of events	5
Wind farm openings	2
Type of events	<ul style="list-style-type: none"> • Children's drawing and a photography contest • Exhibition • Conference and press conference at the Bulgarian Energy Forum followed by VIP cocktail • Wind farm open days
Public participation	400
Total number of articles in the press (including web articles)	12 (2 printed press + 10 online)
Total number of radio and TV stations covering the event	4 (1 radio + 3 TV)
Website information (number of visits 1-15 June)	1,230
Comments, photos or more	The APEE team was very happy. The first European Wind Day in Bulgaria went smoothly. We are looking forward to next year's celebration!

Finland:

ORGANISER	STY Finnish Wind Power Association
Number of events	2
Wind farm openings	1
Type of events	<ul style="list-style-type: none">• Wind farm open day• Information day
Public participation	600
Total number of articles in the press (including web articles)	9 (8 written press + 1 online)
Total number of radio and TV stations covering the event	2 TV
Website information	
Comments, photos or more	Next year the plan is to start earlier and organise a bigger event

France:

ORGANISER	SER and FEE French Renewable Energy Association and French Wind Energy Association
Number of events	43
Wind farm openings	43 located in 29 regional districts
Type of events	<ul style="list-style-type: none"> • Wind farm open days
Public participation	5,500
Total number of articles in the press (including web articles)	50 (26 printed press + 24 online)
Total number of radio and TV stations covering the event	10 (3 radio + 7 TV)
Website information	The press pack was downloaded 200 times between 1 and 15 June; the first press release 150 times
Comments, photos or more	All the participants agreed that this event successfully communicates positive messages about wind energy

Germany:

ORGANISER	BWE German Wind Energy Association
Number of events	9
Wind farm openings	6
Type of events	<ul style="list-style-type: none"> • Information events at wind farms • Information event in a wind-energy museum • Press releases from regional companies and organisations
Public participation	
Total number of articles in the press (including web articles)	45
Total number of radio and TV stations covering the event	
Website information (number of visits from March until June)	1,000
Comments, photos or more	

Greece:

ORGANISER	HWEA Hellenic Wind Energy Association
Number of events	11
Wind farm openings	4
Type of events	<ul style="list-style-type: none"> • Contests (painting, photography, poster, slogan) • Exhibitions • Wind farm openings • Grand celebration
Public participation	2,000
Total number of articles in the press (including web articles)	147 (27 printed press + 120 online)
Total number of radio and TV stations covering the event	22 (12 radio + 10 TV)
Website information (number of visits from March till June)	About 10,000 hits
Comments, photos or more	Very high media coverage and a successful press conference, but a low participation in terms of people. This demonstrates that green issues are high in the political agenda but not yet as important to Greek people.

Hungary:

ORGANISER	HWEA Hungarian Wind Energy Association
Number of events	8
Wind farm openings	6
Type of events	<ul style="list-style-type: none">• Wind farm open day• Information day• Visit to RES shop
Public participation	670
Total number of articles in the press (including web articles)	36 (6 printed + 30 online)
Total number of radio and TV stations covering the event	12 (6 radio + 6 TV)
Website information	
Comments, photos or more	

Ireland: (no information available)

ORGANISER	Airtricity – IWEA Irish Wind energy Association
Number of events	
Wind farm openings	
Type of events	
Public participation	
Total number of articles in the press (including web articles)	
Total number of radio and TV stations covering the event	
Website information	
Comments, photos or more	

Italy:

ORGANISER	ANEV Italian Wind Energy Association
Number of events	1
Wind farm openings	6
Type of events	<ul style="list-style-type: none"> • Regattas • Kite-surfing championship • Conference • Campaigns against CO² emissions • Information day • Wind Trekking • Wind Marathon • Exhibitions
Public participation	5,500
Total number of articles in the press (including web articles)	96 (11 printed press + 85 online)
Total number of radio and TV stations covering the event	6 (3 radio + 3 TV)
Website information	ANEV website: 166,768 hits between 1 and 15 June
Comments, photos or more	As a consequence of the huge success and positive feedback from its associates, ANEV will organise an even bigger edition of the European Wind Day in 2009.

ORGANISER	Relight With the support of ANEV
Number of events	1
Wind farm openings	
Type of events	<ul style="list-style-type: none"> • Sailing exhibition • Information day
Public participation	100
Total number of articles in the press (including web articles)	5 (2 written press + 3 online)
Total number of radio and TV stations covering the event	1 (1 TV)
Website information	

Comments, photos or more	The bad weather did not help encourage participation, but people appreciated the opportunity to learn about wind energy in connection with sport and leisure activities.
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ORGANISER	OWEMES and ANEA – with the support of ANEV
Number of events	1
Wind farm openings	
Type of events	<ul style="list-style-type: none"> • Information day
Public participation	
Total number of articles in the press (including web articles)	1
Total number of radio and TV stations covering the event	1 (1 TV)
Website information	
Comments, photos or more	

Lithuania:

ORGANISER	LVEA Lithuanian Wind Power Association
Number of events	2
Wind farm openings	1
Type of events	<ul style="list-style-type: none"> • Wind farm opening • Press conference
Public participation	100
Total number of articles in the press (including web articles)	7 (4 written press + 3 online)
Total number of radio and TV stations covering the event	
Website information	
Comments, photos or more	Many problems with local press and local communities either because they oppose projects or because they want to get a higher profit out of it, for instance by asking very high prices for property.

Comment [sc1]: Don't understand this sentence

The Netherlands:

ORGANISER	NWEA Dutch Wind Energy Association
Number of events	1
Wind farm openings	1
Type of events	<ul style="list-style-type: none">• Wind farm inauguration• Launch of the website
Public participation	765 (including participation to online contest)
Total number of articles in the press (including web articles)	3
Total number of radio and TV stations covering the event	4 (2 radio + 2 TV)
Website information	1,400
Comments, photos or more	

Norway: (Wind Day to take place in September due to school activities in the program)

ORGANISER	NORWEA Norwegian Wind Energy Association
Number of events	
Wind farm openings	
Type of events	
Public participation	
Total number of articles in the press (including web articles)	
Total number of radio and TV stations covering the event	
Website information	
Comments, photos or more	

Poland:

ORGANISER	PWEA Polish Wind Energy Association
Number of events	3
Wind farm openings	
Type of events	<ul style="list-style-type: none"> • Press breakfast • Photo exhibition • Open lecture on wind energy • Concerts
Public participation	15,000
Total number of articles in the press (including web articles)	63
Total number of radio and TV stations covering the event	2
Website information	7,336
Comments, photos or more	A nice event, useful for passing wind energy-specific knowledge to the people

Portugal:

ORGANISER	APREN Portuguese Renewable Energy Association
Number of events	4
Wind farm openings	
Type of events	<ul style="list-style-type: none">• Conferences and exhibitions• Contests of art, paint and photography• Workshops about energy• Competitions (kites and air balloons)
Public participation	2,600
Total number of articles in the press (including web articles)	12
Total number of radio and TV stations covering the event	2 (Radio)
Website information	4,500 visitors and 20,000 pageviews
Comments, photos or more	

Slovakia: (no information available)

ORGANISER	Slovak Wind Energy Association
Number of events	
Wind farms openings	
Type of events	
Public participation	
Total number of articles in the press (including web articles)	
Total number of radio and TV stations covering the event	
Website information	
Comments, photos or more	

Spain:

ORGANISER	AEE Spanish Wind Energy Association
Number of events	100
Wind farm openings	56
Type of events	<ul style="list-style-type: none"> • Wind farm open day • Educational conferences • Exhibitions • Educational workshops • Wind Energy Convention • Sports activities
Public participation	35,000
Total number of articles in the press (including web articles)	230
Total number of radio and TV stations covering the event	10
Website information	About 14,000 visitors in May and June 2008
Comments, photos or more	The Spanish wind power sector believes the European Wind Day has been a great opportunity to show to the public the reality of our technology that is today the most efficient and effective way for a renewable, clean and indigenous generation.

Sweden:

ORGANISER	Swedish Wind Energy Association
Number of events	24
Wind farm openings	23
Type of events	<ul style="list-style-type: none">• Open wind farms for the general public• Open wind farms for schools• National photo contest
Public participation	2,000
Total number of articles in the press (including web articles)	10 (7 written press + 3 online)
Total number of radio and TV stations covering the event	
Website information	
Comments, photos or more	

United Kingdom:

ORGANISER	RES Renewable Energy Systems
Number of events	1
Wind farm openings	1
Type of events	<ul style="list-style-type: none"> • Wind farm opening
Public participation	500
Total number of articles in the press (including web articles)	
Total number of radio and TV stations covering the event	
Website information	
Comments, photos or more	Very positive feedback from visitors

ORGANISER	BWEA British Wind Energy Association
Number of events	18
Wind farm openings	16
Type of events	<ul style="list-style-type: none"> • Wind farm opening • Educational events
Public participation	15,000
Total number of articles in the press (including web articles)	5
Total number of radio and TV stations covering the event	30
Website information	
Comments, photos or more	Very positive feedback from visitors