

Act
On
Facts

It's time to **Act on Facts.**



Backgrounder - Why Now?

Stepping up our game on Public Acceptance

THOUGHT LEADER



Morten Albak is group senior vice-president of marketing, communications and corporate relations at Vestas

If 'yolk-less eggs' can halt wind, it's time to step up our game

MORTEN ALBAK

Birds are 19,200 times more likely to die from flying into a building than into a wind turbine (according to the US Forest Service). So calling wind turbines devastating to wildlife is equivalent to describing ordinary houses as mass killing machines. Ironically, 10% of all bird species are threatened by climate change (according to the International Union for the Conservation of Nature).

Unfortunately, this is a well-kept secret. Not least due to our industry's failure to adequately convey even the most appealing truths to the public.

Public and political support for wind energy is being increasingly eroded by media-savvy and politically influential groups that often demonstrate a brazen disregard for fact-based information. This is a growing business risk.

For instance, in Australia, the rising anti-wind movement could, if unchecked, lead to additional legislative and regulatory restrictions that will constrain the market and choke off that country's exceptional wind potential.

It is important to distinguish between genuine local concerns and the increasingly professional anti-wind activists whose strategy seems designed to confuse and inflame the debate.

In Australia, anti-wind groups promote bogus science claiming a litany of medical ailments attributable to turbines — and even that chickens raised close to wind farms lay yolk-less eggs.

In the US, anti-wind think-tanks and researchers co-ordinate with sympathetic media to create their own echo chamber, repeating each other's claims to add a thin veneer of respectability. Much of this "research" is funded by oil and gas interests.

In Denmark, the wind industry association found that 67% of anti-wind articles and letters to the editor in the Danish press in 2011 were authored by only five individuals.

We only have ourselves to blame. Our sector has been run over by our louder and more aggressive adversaries. How did we allow it to get so far?

Firstly, we have shown an inability to play to our key strengths and use our creativity, nimbleness and passionate commitment as a way of cutting through our opponents' dirty tricks and deceit.

I entered the wind industry four years ago from banking. I had expected to find a youthful industry full of vigour, innovation and persistence bordering on aggressiveness. But what I

experienced — and allow me to generalise — was a complacent, diffuse and unorganized industry. We are more conservative, more fearful and more cautious than anything I experienced in banking. It was not us, but the coal industry that came up with this century's biggest marketing gimmick —

"clean coal". Similarly, the natural-gas industry is persistently marketing the crafty notion that gas is the safest bet in terms of local job creation.

Everyone in the energy industry must simply marvel at the absurdity of these claims. But the bottom line is that the wind industry is being outsmarted by the use of what should have been our own greatest asset: the promise of a clean and economically sustainable energy future.

Let's face it. We will never have as deep pockets as our oil, coal and gas siblings. So we need to be much more innovative and aggressive in how we position and promote our industry. We know that many of the world's largest brands have a strong interest in joining our cause. When these powerful brands act, key stakeholders listen, such as when 15 such companies — including Starbucks, Nike and Yahoo! — addressed US congressional leaders, urging extension of the production tax credit.

■ Veering off the well-trodden PR path entails risks. Reactions will be harsh and well-funded. But playing it safe is even riskier

It is obvious that we must be innovative in finding ways to join forces — yet Vestas faced more difficulty in rallying our own industry when developing the WindMade consumer label than when discussing the concept with the likes of Deutsche Bank, Motorola and Bloomberg.

So how is Vestas planning to respond? First, we will make sure that facts are brought into play and fused into the debate. To this end we will team up with carefully selected key influencers and provide them with the means to activate their own networks to disseminate facts.

But just showing more facts into the public debate will not cut it. We need to contextualise the facts and create a whole new frame of reference.

For instance, we need to say that the noise volume from a wind turbine 400 metres away is lower than the noise from an average refrigerator; that rapidly warming oceans and high amounts of CO₂ have far-reaching consequences for Australia's cherished Great Barrier Reef; that transporting natural gas across the Arctic Sea could soon be a reality due to rapidly declining ice floes.

Veering off the well-trodden PR path entails risks. Reactions will be harsh and well-funded. But playing it safe is even riskier. Our license to operate is threatened and the world's energy future is at stake. The time has come to act on these facts. ■

Wind Energy..

- Is being accused of endangering wildlife; for being devastating to public health; for being costly (as opposed to brown coal); and for being plain ugly (visual impact). Even for being responsible for "yolk-less eggs.. And since recently – chicken cannibalism..
- Most (but not all) claims are un-nuanced, unsubstantiated, borderline false and typically take the form of anecdotal evidence – these stories, however, to an increasing extent define the public debate and sentiment - to an extent where policies and incentive frameworks in key markets are impacted..
- The anti-wind groups are often few in numbers but well-organized, well-connected and well-funded. Pro-wind supporters, on the other hand, are often scattered and underfunded – supporters feel "isolated, abandoned and alone" in communities..
- The facts are on our side. The truth is on our side. Why not utilize it better to nuance the debate and get priorities straight? The absurdities need to be addressed! Stakes are high!

Concerns impacting the public debate

Top10 Myths About Wind Energy

1 Renewable energy is subsidized at higher rates than fossil fuels.

2 Energy incentives are misspent.

3 Wind Energy is expensive.

4 Wind is intermittent and threatens the reliability of the electric grid.

5 Wind turbines are killing birds at an alarming rate.

6 Wind takes too much land to make much of the nation's energy.

7 The sound of operating wind turbines causes a variety of health effects.

8 The shadows of rotating wind turbines cause negative health effects.

9 Wind does not benefit local communities.

10 The fate of solar company Solyndra is a black eye for all renewables.

“Wind turbines have led to yolk less eggs”



“We only have ourselves to blame”

- MONAL Recharge, 2013/03

- Lack of facts in the debate
- A very silent and cautious approach until now
- Lobby focus on policymaking
- Very limited impact on the public
- Meanwhile, the opposition is successfully using our best weapon against us (see next page)

To some extent this is driven by the opponents to wind

LET'S LIGHT UP OUR CITIES WITH A CLEANER SOURCE OF ELECTRICITY.

Vote for clean electricity. Whether it's light up the local football stands or across the field, we've identified part of powering our lives. That's delivering natural gas to more than 40 countries. When used to generate electricity, the natural gas emits around half the CO₂ of coal. It's a standard source of energy available today and, with our continued investment, it could provide energy for the next 250 years. And it's one of a number of different sources of energy we're now and will use to power our lives and the world's energy. www.bp.com

LET'S GO.

CLEAN COAL. COOL.

Clean coal means energy security, jobs and economic stimulus along with a cleaner environment.

What is clean coal? Part One of clean coal has taken place in recent years, as billions of dollars in new technologies build energy emissions.

Part Two builds on this with new, efficient coal-based power plants with reduced carbon footprints. Essentially, carbon capture and storage will allow plants to recycle the CO₂ back underground in deep storage or even utilize, increasing U.S. oil production.

Americans overwhelmingly support the use of coal. A remarkable 72% of opinion leaders recently said use of the coal to generate electricity and 68% say coal is a part of the future.

CLEAN COAL PART I
CLEAN USE

CLEAN COAL PART II
COAL USE

Clean coal means energy security, jobs and economic stimulus along with a cleaner environment.

Do let's use coal to deliver a more job and a stronger economy. The technology and regulations America requires its carbon.

Clean coal. It's a stimulus package all agree on.

Peabody Energy is the world's leading coal company and a clean coal solutions. Find CoalCanDoThat.com.

CLEAN COAL AMERICA'S ENERGY FUTURE
COAL
COAL CAN DO THAT

VOTE FOR

COAL

TUESDAY ★ 11.6.2012

AFFORDABLE ★ ABUNDANT

AMERICAN

SUPPORT COAL. GET INVOLVED.
JOIN OUR COMMUNITY TO GET UPDATES ON ENERGY ISSUES. ▶

It's time to go on a low-carbon diet.

Natural Gas Natural gas is a bridge to clean, renewable energy. By shifting the balance of the fuel mix from coal to natural gas, carbon dioxide emissions in new power generation can be reduced by 50%. Today, natural gas accounts for about 40% of BP's global production.

Electricity Cleaner power stations are vital to meet demand for energy and help meet Kyoto targets. BP is leading plans with its partners to develop a power station in Scotland to run on hydrogen. This would produce electricity with 90% lower carbon emissions for 250,000 homes.

Solar Energy produced from the sun emits no carbon. Over the last 30 years, BP has taken solar energy to 160 countries worldwide, in both urban and remote locations - from solar solutions available in select retail outlets in California to the largest off-grid system in

bp

SHALE GAS

NEEDS TO BE GOOD FOR EVERYONE.

WE AGREE.

DEMAND NATURAL GAS CNG NOW

For our economy, national security, air quality and every American's pocketbook, it's CNG NOW.

PickensPlanCNG

"Lower costs and a cleaner world through clean energy partnerships"

Liquefied Petroleum Gas
Compressed Natural Gas
Liquefied Natural Gas

21ST CENTURY COAL TOUR

DALE JR. VISITS THE TURK PLANT
TAKE A SNEAK PEEK HERE, MORE COMING SOON ▶

Introducing the **Act on Facts** campaign

Mobilizing supporters to PA initiatives to counter-balance anti-wind activism

Vestas' overall public acceptance ambition

- ✓ To balance out the increasingly negative impact of the anti-wind groups in key markets
- ✓ To unleash the full potential of public engagement – both in terms of awareness and frontline activation

Campaign role

To mobilise and activate the public around existing initiatives driven by developers, associations or NGOs

This campaign is an attempt to tackle two key public acceptance issues

There is a strong pro-wind sentiment in the general public that is not fully expressed in the public acceptance debate

The pro-wind stakeholders have been less effective than our opponents in terms of mobilizing and activating supporters to concrete initiatives

The campaign will reach out to the broader public with fact-based messages in a systematic way

The campaign will provide an overview of, and connect possible supporters with all the good initiatives already in place from developers, associations and NGOs

Purpose:

- ✓ To counter the opposition in key markets by mobilizing, enlightening and activating wind supporters on community, regional and national level



Solution

- ✓ Attract wind supporters in the public through a broad campaign, reaching out to the public with strong messaging on wind energy and climate change
- ✓ Provide an overview of ongoing efforts by the industry and NGOs to channel and mobilize supporters



Value Creation

- ✓ Reduce delays and remove project obstacles and increase attractiveness of investing in wind
- ✓ Increase public knowledge and support of wind energy
- ✓ Activate public supporters of wind on specific efforts

Campaign description

The solution consists of two basic elements, a recruitment campaign to generate supporters and a mobilization platform to activate supporters in frontline efforts

Recruit

Seed

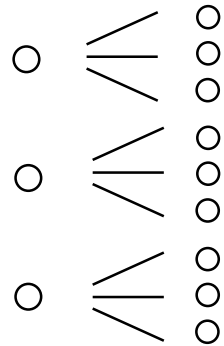
The campaign will reach out to key influencers with strong messaging on global warming and wind energy to grab the attention of the public

Attention grabber

Wind energy in perspective
(E.g. direct mail or via social media)

Attract

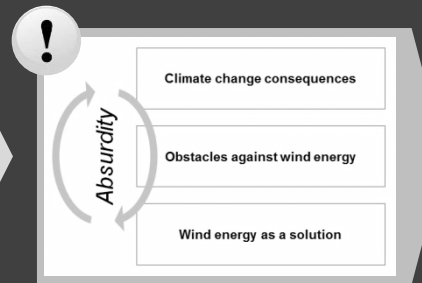
The key influencers use the messaging by Vestas to reach out to their broader networks, attracting public supporters to the mobilization platform



Mobilize

Educate

Supporters visiting the platform are armed with facts and perspectives on wind energy, and are encouraged to share with their network



Engage

The platform provides an overview of efforts, inviting the visiting supporter to get involved in specific initiatives on a local or national level

Initiatives targeting legislation



Initiatives targeting specific wind sites



Recruitment Step - Campaign launch event

The campaign launch event will highlight mobilisation of wind supporters and anti-wind activism, aiming to get broad media coverage and campaign buzz

Event invitation:



Invitation to Act on Facts
The world's energy future is at stake

Were you aware that yolkless eggs and other absurdities are stalling wind projects in Australia – resulting in 5 million tons of CO2 emission each year?

Participate in this unique event and experience a live panel discussion of how the wind industry apply new means to cast light on the mechanisms used by media-savvy and politically influential anti-wind groups that often demonstrate a brazen disregard for fact based information. The event, jointly hosted by Melbourne Energy Institute and Vestas Wind Systems, will mark the launch of a groundbreaking campaign that will separate the myths from the facts.

Agenda:

- Welcome by Prof. Mike Sandiford
- Opening speech and campaign launch by Morten Albæk, Senior Vice President, Vestas Wind Systems
- Panel discussion moderated by Prof. Mike Sandiford
- Q&A

Venue: University of Melbourne, [Business and Economics School, Theatre 1](#)

Date & time: 18 June 2013, 12:15 PM, for 12:30 event start. The event will conclude at 13:30 PM to be followed by networking.

Event details: Light lunch will be available

To take part of the event, please sign up at: www.actonfacts.org/event

Keynote speaker:
Morten Albæk – SVP, Vestas Wind Systems

Moderator/Chair:
Professor Mike Sandiford – Director, Melbourne Energy Institute

Speakers:
Simon Chapman – Professor of Public Health, University of Sydney
Miles George – CEO of Infigen Energy
Simon Holmes à Court – Embark Australia
Fiona Armstrong – Convenor, Climate and Health Alliance

Concept:

Campaign launch by MONAL

Respected speakers will cover all public acceptance perspectives: academic, commercial, environmental and land owners

To add an element of controversy, anti-wind groups will be informed of the event to bring demonstrators outside the venue, creating media attention

Simultaneous anti-wind demonstrations in Canberra opens up the possibility of showing a live stream from Canberra at our event in Melbourne. This will add urgency to the atmosphere in the room.



Prof. Simon Chapman



T-Shirts



Event Banners

Venue:

350 seats

The Spot at Melbourne University



Recruitment Step - Campaign messaging & distribution

The campaign will reach out to key influencers with strong messaging on global warming and wind energy to grab the attention of the public

Act
On
Facts

The image is a collage of three screenshots illustrating a recruitment campaign. The top-left screenshot shows a Microsoft Outlook inbox with a selected email from 'Magnus Bach' with the subject '2013-02-22 Public acceptance campaign...'. The top-right screenshot shows a LinkedIn profile for 'Viggo Wedbom' with a message window open. The message content is: 'This is something for you: Fact on Facts', 'Royce Rowan - VP of Marketing at thePortfolio.com | The Student Portfolio Network', 'To: Viggo Wedbom, Zac Taylor, Michael von Berg, Bjorn Spenger, Lindsey Shook, Christian Stavro, Nicholas Zundel, Kelsey Stuart, Megan Yelaney, Robert S. Thurmond', and 'Date: November 24, 2012'. The bottom screenshot shows a Facebook post by 'Anna Wahlberg' with the text: 'The use of energy is growing rapidly and the resources of our planet are already under great pressure. We need to change the way we produce our energy.' Below the text is a video player showing a map of the world with a play button. The video player also has a play button overlay. The video player also has a play button overlay.



Christmas Island

Share Act on Facts with your network

Join the renewable energy campaign

Petition the banks to finance renewable energy

Join the youth and young professional climate movement!

Map Hybrid

1 of 2

Bargainof_a_lifetime 👍 🗨️ ↶ ⓘ

USD \$88 billion

0:09 / 0:50

Bargain of a Lifetime by Vestas

[Share](#)
[Like 0](#)
[Tweet 0](#)

Get the facts [International Energy Agency](#) [DARA and the Climate Vulnerable Forum](#)

Bargain of a Lifetime by Vestas
8 views
00:50

Deafening Silence by Vestas
1 views
00:44

House of Death by Vestas
1 views
00:48

Irony by Vestas
1 views
00:51

There goes the neighborhood by Vestas
1 views
00:53

Who is the killer by Vestas
2 views
00:45

Ad on Facts videos

Facts on v

VIC WIND Alliance

Australian Capital Territory

Google

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Vestas Wind. It means the world to us.™

You are viewing Australian content

E-mail Like 1.5k

Share Act on Facts with your network

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Join the youth and young professional climate movement!



Video facts



Bargain of a Lifetime
by Vestas

FOSSIL FUEL SUBSIDIES VS RENEWABLE ENERGY SUBSIDIES

Page 2:

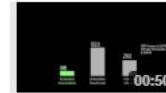
Symptoms of an unsustainable energy system persist

- Fossil fuel subsidies up almost 30% to \$523 billion in 2011, led by MENA
- CO2 emissions at record high, while renewables industry under strain
- Despite new international efforts, 1.3 billion people still lack electricity

Page 10:

Renewable subsidies were \$88 billion in 2011; over half the \$4.8 trillion required to 2035 has been committed to existing projects or is needed to meet 2020 targets

IEA World Energy Outlook 2012 - Presentation to the press London, 12 November 2012
[International Energy Agency](#)



Bargain of a Lifetime
by Vestas
8 views



Deafening Silence
by Vestas
1 views



House of Death
by Vestas
1 views



Irony
by Vestas
1 views



There goes the neighborhood
by Vestas
1 views




Who is the killer
by Vestas
2 views





Share with your network


You can make a difference today. Help us dispel the myths and support renewable energy - share this message to engage your network!



Bargain of a Lifetime
by Vestas
8 views

- 


Act! Go to Facebook and tell your friends about us. [Click to launch the Facebook share window.](#)
- 


Help us spread the word by sharing this message on your Twitter account. [Click to post a tweet.](#)
- 


Let your network know about the Act on Facts project. [Click to launch the LinkedIn share window.](#)

Join Act on Facts

Show your support and join Act on Facts to get updates on how you can help local renewable energy initiatives!

Like our page on Facebook to join the community and receive updates in your feed.  11k

Follow our Twitter updates and retweet when you find something interesting.  42 followers

Follow our LinkedIn account and help us spread the word in your network.  37,300

Christmas Island

Share Act on Facts with your network

Join the renewable energy campaign

Petition the banks to finance renewable energy

Join the youth and young professional climate movement!

Map Hybrid

1 of 2

Australia

Northern Territory

Queensland

Western Australia

South Australia

New South Wales

Australian Capital Territory

Perth

Adelaide

Melbourne

Victor

Sydney

Newcastle

Brisbane

Sold Coast

Great Australian Bight

Coral Sea

Islands

Support renewable energy in Western Australia!

Support the wind farm development

Join the wind alliance!

Act on Facts videos

Facts on wind

Map data ©2013 Google Imagery ©2013 NASA, TerraMetrics - Terms of Use

The screenshot shows a Google Maps view of Australia with several campaign pop-ups:

- Share Act on Facts with your network**: A grey button in the top left.
- Join the renewable energy campaign**: A white button with a green wind turbine icon.
- Petition the banks to finance renewable energy**: A white button with the Environment Victoria logo.
- Join the youth and young professional climate movement!**: A white button with the aycc logo.
- Sustainable Energy Now**: A large white information window with a wind turbine icon, text describing SEN Inc, a "Get involved - Join!" button, and social media share buttons for LinkedIn, Facebook, and Twitter.
- Join the wind alliance!**: A white button with the VICWIND logo in the bottom right.

At the bottom left, there are two video thumbnails: "Act on Facts videos" and "Facts on wind".

sen.asn.au/members/join

You are viewing **Australian** content

Map data ©2013 Google Imagery ©2013 TerraMetrics - Terms of Use
 E-mail Like 1.5k

Join Sustainable Energy Now!

By becoming a Sustainable Energy Now, Inc (SEN) member you will be part of a community voice in support of a sustainable global future by putting the case for renewable energy and energy efficiency to the wider community, government and industry. Membership is \$30 waged and \$15 unwaged.

Other benefits include:

- SEN Membership voting rights
- Ability to join the SEN committee
- SMS reminder to your mobile for monthly meetings and other important events
- Subscription to our members only email list providing direct networking between other SEN Members
- Opportunity to contribute to our Marketing/Admin, Technical/Economics and Fundraising teams
- Opportunity to contribute authorship to our submissions to government, discussion papers and policy of the association
- Regular news digests on renewable energy and related subjects
- Fortnightly SEN Newsletter with new and listings of upcoming related events in Perth, news etc.
- Technical information on renewable energy via our website, pamphlet, correspondence, etc.
- Updates on SEN progress/achievements and news on RE technologies/policy/events via Facebook and Twitter
- Highly informative catered monthly meetings with eminent guest speakers on RE technology developments, social impacts etc.
- Networking opportunities for the community, energy professionals and politicians

To become a Sustainable Energy Now member fill out the form below and click the 'Join' button, you will then be taken to a page detailing the payment options for your subscription. If you have internet banking you can pay by one off Electronic Funds Transfer, or you can send us a cheque or pay with a credit card.

ABN 11 255 147 595
PO Box 341, West Perth, WA 6872

Name:

Title:

First name: *

Last name: *

Occupation:

Optional

Qualifications:

Optional. Knowledge of your qualifications will be helpful in suggesting areas where you may like to contribute.

Join Now!

Subscribe Now!

Donate Now!

FIND US ON facebook

FOLLOW US ON twitter

Download Our Leaflet



Having trouble convincing your friends and colleagues that sustainable energy is the way to go? Download our leaflet and share it with them!

More coming soon!

The screenshot displays a Google Maps view of Australia with several campaign overlays and a central pop-up window. The map shows major cities like Perth and Adelaide, and natural features like the Great Australian Bight. Campaign overlays include:

- Top left: "Share Act on Facts with your network"
- Top center: "Join the renewable energy campaign" with a wind turbine icon.
- Top right: "Petition the banks to finance renewable energy" with the Environment Victoria logo.
- Far right: "Join the youth and young professional climate movement!" with the aycc logo.
- Bottom left: "Act on Facts videos" and "Facts on wind" with video thumbnails.
- Bottom right: "Join the wind alliance!" with the VICWIND logo.

 A central pop-up window titled "Petition: Bank on Renewables" contains the following text:

Petition: Bank on Renewables

Help the banks make the right decision. Ask them to bank on renewable energy, not another potential 13 inefficient brown coal mines - an environmental, climate and economic disaster.

Buttons: Sign petition, Share (LinkedIn), Share (Facebook), Tweet.

Share Act on Facts with your network

Imagine... Australia powered by 100% renewable energy

Voice your opinion - Respond to this anti-wind article!

Map Hybrid

Western Australia

Perth

Rockingham

Mandurah

Bunbury

Busseton

Albany

Wave Rock

Kalgoolie

Kau Nature Reserve

Great Australian Bight

Victorian Wind Alliance

2 of 2

CNET: Wind farms face scrutiny as reported health problems rise

Quote from the article:

Many experts have called claims of wind turbine syndrome bogus — but we can't be certain until a proper study is conducted.

Write your comment

Know the facts:

“There is no evidence to indicate that low-frequency sound or infrasound from current models of Wind Turbine Generators should cause concern.”

Source: Energy Efficiency and Conservation Authority (EECA) New Zealand

—

“There is no evidence for a set of health effects, from exposure to wind turbines that could be characterized as a “Wind Turbine Syndrome.”

Source: Massachusetts Department of Public Health

Share | Share | Tweet

Act on Facts videos | Facts on wind

Map data ©2013 Google Imagery ©2013 TerraMetrics - Terms of Use

E-mail | Like | 1.5k

Share Act on Facts with your network

Imagine... Australia powered by 100% renewable energy

Voice your opinion - Respond to this anti-wind article!

Map Hybrid

Western Australia

Nambung National Park
Jooklip
Perth
Rockingham
Mandurah
Bunbury
Busseton
Walgoolie-Norman National Park

Adelaide
Murray Bridge
Calperum Pastoral Lease
Midura
Mount Gambier
Warramundi

Act on Facts videos
Facts on wind

Vestas Wind. It means the world to us.™

You are viewing Australian content

E-mail Like 1.5k

Share with your network

You can make a difference today. Help us dispel the myths and support renewable energy - share this message to engage your network!



Bargain of a Lifetime
by Vestas
8 views



Act! Go to Facebook and tell your friends about us. [Click to launch the Facebook share window.](#)



Help us spread the word by sharing this message on your Twitter account. [Click to post a tweet.](#)



Let your network know about the Act on Facts project. [Click to launch the LinkedIn share window.](#)

Join Act on Facts

Show your support and join Act on Facts to get updates on how you can help local renewable energy initiatives!

Like our page on Facebook to join the community and receive updates in your feed.

Like 11k

Follow our Twitter updates and retweet when you find something interesting.

Follow 42 followers

Follow our LinkedIn account and help us spread the word in your network.

Follow 37,300

Victorian Wind Alliance

Share Act on Facts with your network

Imagine... Australia powered by 100% renewable energy



Voice your opinion - Respond to this anti-wind article!



2 of 2

Map Hybrid

Coral Sea

I have heard anti-wind arguments, are they true?

» Download the fact-pack.pdf here

Are wind farms bad for your health?

Are wind farms noisy?

Do wind farms reduce nearby house prices?

Does wind power development use more energy than it generates?

Is there public support for wind farms?

Why is there so much negative media about wind farms?

Do wind farms reduce nearby house prices?

Share Like 1.5k Tweet 900

144

"An assessment of 78 property sales around the Crookwell wind farm over the period 1990-2006 found no reductions in property values (Henderson and Horning, 2006). A more recent assessment prepared for the NSW Valuer General (NSW Department of Lands, 2009) analysed property sales transaction data for 45 properties near six wind farms in Australia. No reductions in sale price were evident for properties located in townships with views of the wind farm."

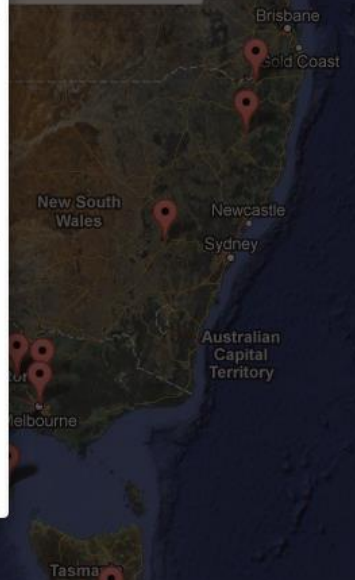
Source: CSIRO Science into Society Group

Page 42. Exploring community acceptance of rural wind farms in Australia: a snapshot. Nina Hall, Peta Ashworth and Hylton Shaw. CSIRO Science into Society Group. 2012

<http://www.csiro.au/~media/CSIROau/Flagships/Energy%20Trans...>

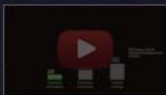


Support the wind farm development



Ad on Facts videos

Facts on wind



Google

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Vestas Wind. It means the world to us.™

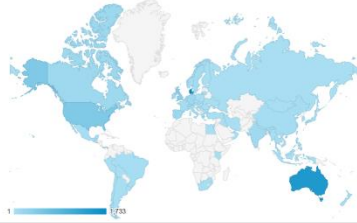
You are viewing Australian content

E-mail Like 1.5k

Select Campaign feedback..

Going viral is going **global**..

So far, ActOnFacts is activated in 89 different countries worldwide..



Act on Facts

have so far reached more than **900.000 people** through social media

"...We welcome this... We have pushed for this in the industry - we already discussed the issue with Vestas a few years ago.. I think this is a great thing, and the timing is right. Extremely good... A lot of good things here. We are looking forward to June!.."

Head of Generation Development, **AGL**

".. What a nice piece of campaign you're running! Congrats on a good launch so far.."

Media Relations, **Dong**

".. I hope the companies will become friends on this subject and forget for a while about competition."

Consultant at **Gamesa**

"..What a great, professional, well-thought-out campaign. I think it is a model for all of us to follow. Congratulations! I have shared it with my colleagues in Australia (...) and also with colleagues in North America and Mexico and Madrid.."

Dir. Communications, **Acciona**

"..Can I complement Vestas and thank Vestas for this fantastic initiative. Many people in this room [NB: app. 150 people] have seen Vestas leadership within the wind industry for long period of time, and I think this is yet another example of that."

Kane Thornton, **Clean Energy Council**

Act
On
Facts

End of Document

