

# Exploring the community acceptance of an airborne wind energy test site

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## Research relevance

- To date, it is unknown how residents evaluate the emerging technology airborne wind energy (AWE).
- An increased understanding can help to identify which factors should be addressed in the technology's development and deployment to smoothen its introduction into society.



## Method

- Residents living up to 5 km from an AWE test site in Germany were recruited through:



- *Obtained sample:* 54 participants, 34-85 years, 52% male,  $\varnothing$  2 km from AWE site.
- *Data collection:* structured in-person interviews with open and closed questions.



## Results

- The average attitude to the AWE site was positive and not significantly different than for the local wind park.



- The less residents were bothered by impacts of the AWE site on people and nature (e.g., landscape, noise, obstruction lights, wildlife), the more they tended to like the AWE site.



- The more residents perceived the AWE developer as transparent and the site operation as fair, the more they tended to like the AWE site.



## Conclusions and recommendations

- Impacts on nature and residents correlate with lower acceptance and residents' experience of the project implementation and developer are important for their evaluation of a local AWE site.



- Developers should develop mitigation measures to reduce impacts.
- Developers should use evidence-based strategies for an effective and fair project implementation.

Background photo: SkySails Power GmbH; Kite illustration: Dylan Eijkelhof