

# Public perception of renewable technologies

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# The dilemma of renewables

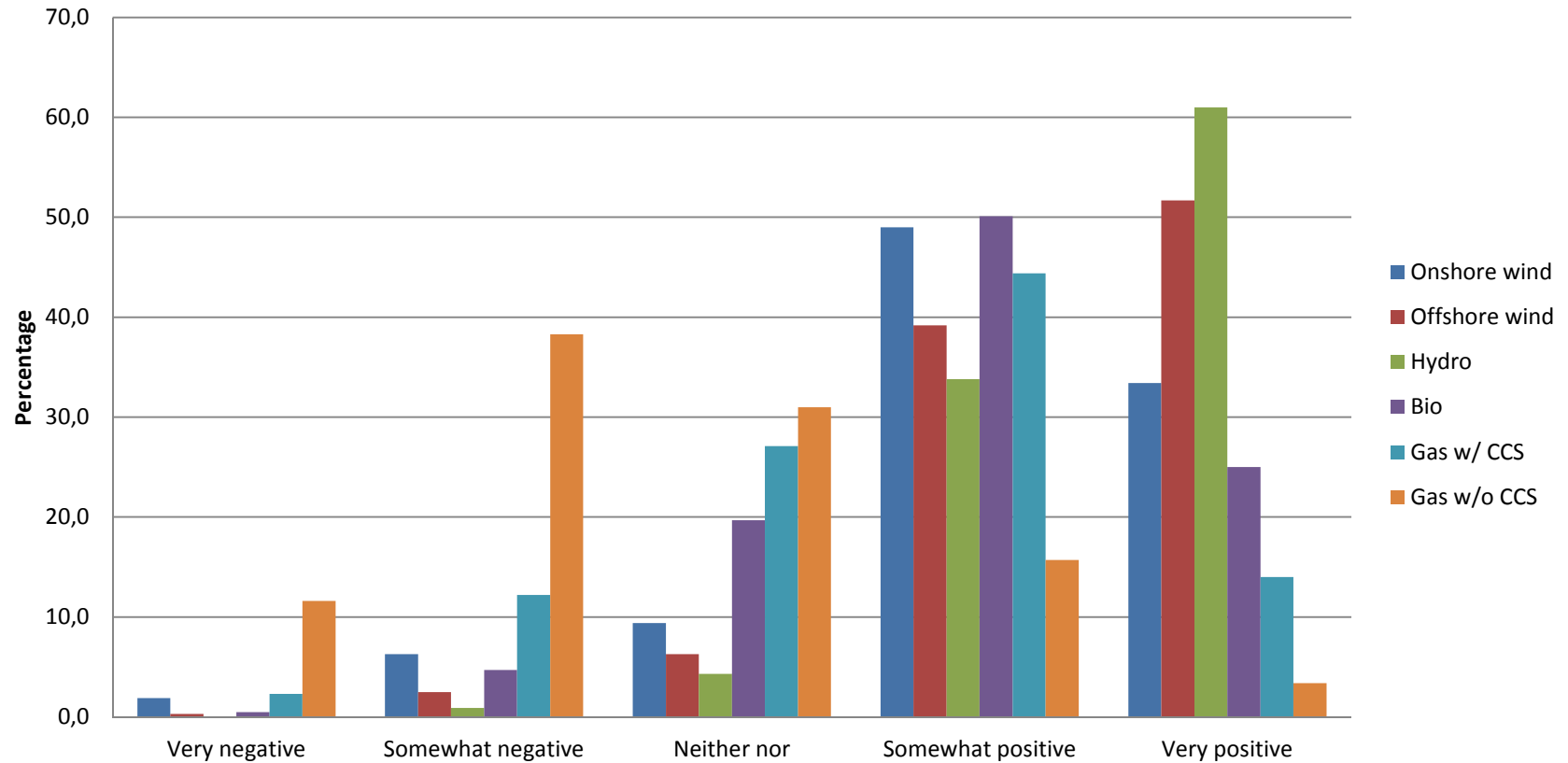
- It is a stated, and popular, policy goal to increase investments in renewable
- Renewables are generally very favourably viewed by the public
- Still, specific construction plans often meet with opposition, both on the local and national level

# Theories of opposition

- NIMBY
  - Physical proximity makes negative consequences of construction more clear to the public
- Knowledge deficit
  - More information makes attitudes towards renewables more positive
- Politics
  - Attitudes towards renewables are connected to party affiliation
- Other factors
  - Involving citizens early in planning processes tends to increase support

# Findings

## Attitudes to different energy technologies



# Findings

- People are positive to renewables
- They are less positive to non-renewables
- There is little to no support for NIMBY or knowledge deficit explanations
- However, context is important
  - Politics play a role

# Politics

- Wind power is politically ambiguous
  - Either win-win or unclear benefits
- Hydro is seen more as industrial development than environmental solution
  - Connected to Norwegian industrial history?
- Gas is a divisive technology
  - Cost and possible CCS tech important factors

# From other research

- Citizen participation projects increase support
- So does time...
- Politically, the framing of the project is crucial

# Communication

- If framing is important, then so is communication
  - Not just «how are things said», but «what do we want to say»?
- A tight line between efficient communication and perceived manipulation
- Can communicators come up with novel approaches to the task?
  - Just “information” might not do the trick