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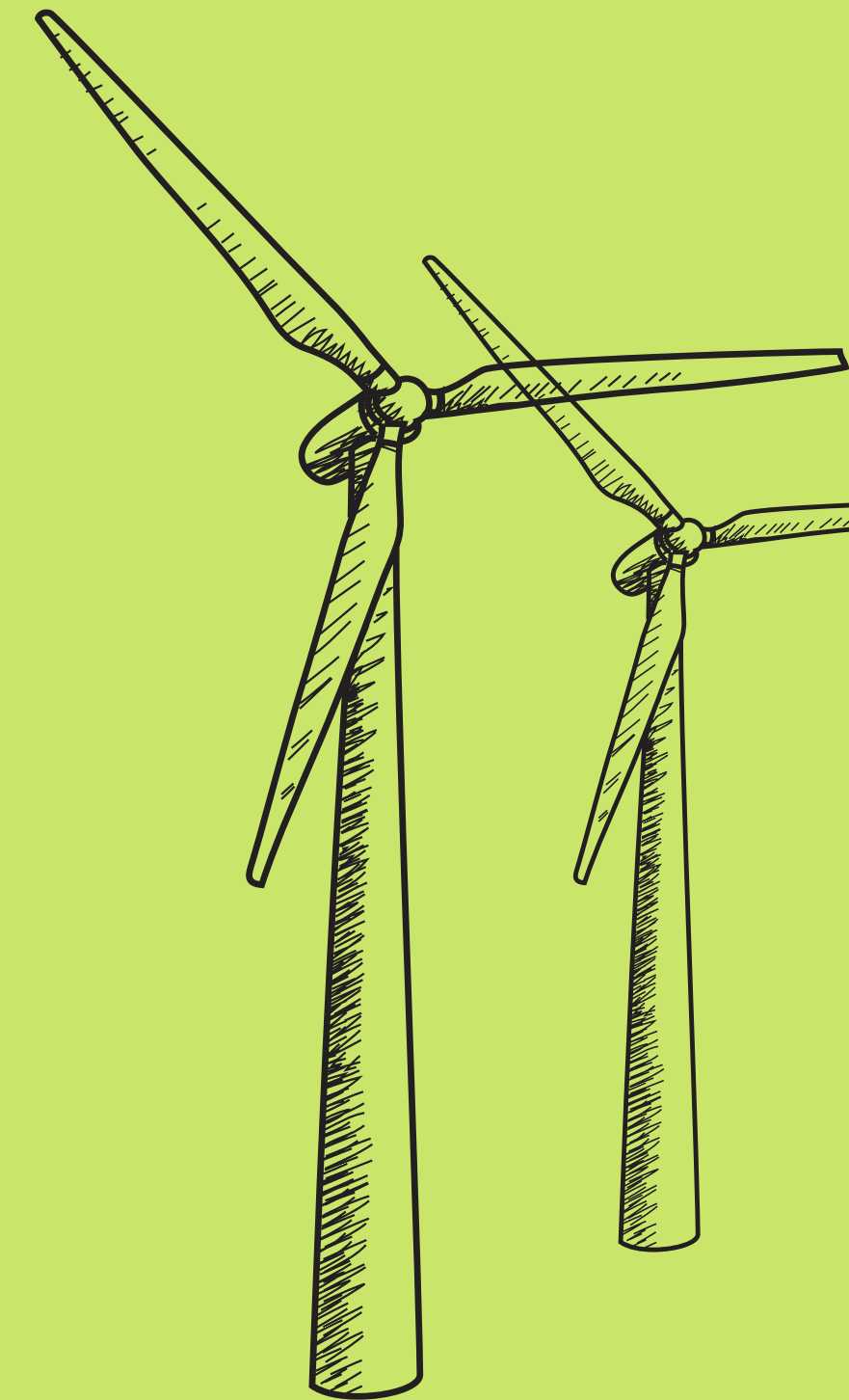
# **Renewable Energy and Acceptance: A Qualitative study of the (non)acceptance of Windmills by residents in rural Amsterdam North.**

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# Introduction

- Central Village Council Rural Amsterdam North
- The 2030 goal of the municipality of Amsterdam
- Gain insight in the public opinion concerning windmills
- Group of interest: from Gen-Z to adults (18+)

**“What are the drivers for (non)acceptance regarding building windmills in the CVC-villages?”**



# Method

- Semi-structured interviews
- Recruitment:
  - Flyers, CVC website, local newspaper, windalarm.
- Data Collection:
  - Abolished age requirement
  - 7 online and 1 live interviews
  - 30 to 60 minutes
- Analysed:
  - Transcribed and translating to English
  - 2 rounds of coding (pre-defined codes)
  - Themes and patterns



# Main findings

- **Proximity effects**

- Health
  - Concerned about distance, not because of ‘in my backyard’.
  - Sufficient research on health hazards.
- Visual effects and place attachment
  - Combination of city and nature.
  - Visual effects were less important compared to health.

- **Risk and benefit perceptions**

- Some participants believe that energy corporations gain money, the municipality plays the political game and the residents are left with health hazards.
- Some believe that people will be more accepting if they are fairly compensated, which can vary in ways such as direct monetary compensation or compensations for moving, energy usage, tax, insulating, soundproofing etc.

- **Trust**

# Trust

## 1. **Lack of nuance**

- Feel like branded as NIMBY's or climate deniers: findings say otherwise, people are very concerned about the climate and engaged by making their houses more sustainable.
- Only two options, in favour or against.

## 2. **Lack of fairness and participation**

- Project being pushed through by the municipality (example: opinion poll)
- Participation was a one way street, 'check-box culture' (example: opinion polls/workshop).
- One participant brought up health hazards, but never got reaction on it.

## 3. **All drivers are interrelated, with trust as an overarching driver.**

# Recommendations

- CVC is an important actor in rebuilding trust.
- Homogenous and complete information should be provided, with full transparency.
- Participation should aim to address concerns instead of removing them as a step towards acceptance.
- Be very careful with opinion polls

# Limitations

- Results are not generalizable because of the following:
  - The amount of participants;
  - Snowball sampling;
  - The motivation of participants to do an interview.
- The drivers that we found are mostly based on non-acceptance, because we only had one participant in favour of the project.
- Moment within the process where information could have lost meaning and nuances:
  - Online interview
  - Translating from NL to ENG

# Thank you for listening

Are there any questions?

