



Baltic
InteGrid

Integrated Baltic Offshore
Wind Electricity Grid Development

Impact Mitigation Strategy successful communication





Excercise 3

Communication strategy

Background:

An offshore transmission infrastructure is planned. It will connect 2 planned offshore wind farms on the local maritime areas to the grid. It will also allow in the future to expand the transmission infrastructure to create a transboundary interconnector allowing for international exchange with a country with lower energy prizes. The transmission infrastructure is a separate project but offshore wind farms are being developed paralelly in seperate administrative procedures by the same investor. The infrastructure is crucial to transport energy from the planned offshore wind farms.

The offshore transmission infrastructure includes the following elements:

- offshore substation with nominated power of 1200 MW to which 2 OWFs will be connected,
- subsea cables which cross potential fishing areas and navigational routes (technology is not yet determined therefore the number of cables can differ up to over ten cables). The length of the route over sea is 60 km.
- onshore cable (burried underground) connecting the offshore part with the connection point – approx. 10 km.



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Communication strategy

A MEETING IS ORGANIZED BY THE INVESTOR TO PRESENT THE PROJECT TO KEY STAKEHOLDERS.

STEP 1

Split into four groups. Each group will take the role of a different stakeholder group:

Group no. 1 – fisheries organization representing fishermen in the region

Group no. 2 – investor developing the project and the OWFs

Group no. 3 – external expert invited by the investor (holding expert knowledge about the impacts)

Group no. 4 - mayor of the municipality in which the cable will land and where the fishermen reside



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STEP 2

Develop a communication strategy for your stakeholder group. Try to anticipate the other stakeholders arguments.

1. **Description of the issue:** problems to be addressed
2. **Goals:** main and secondary goals. What you want to achieve? What you want to address?
3. **Stakeholders:** are there any stakeholders that can help your cause (also outside the four groups)? Are there any other stakeholders that will be negative to your cause?
4. **Communication:** What argumentation can you use at the meeting? Key talking points.
5. **Tools:** What potential actions, tools can you perform after the meeting to strengthen your cause?

15 min

STEP 3

1. Present in short your strategy.

5 min/group



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Mitigation strategies and tools that can be applied by the investor:



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