

## Results of the POWER cluster project:

### Public Acceptance

As offshore wind farms (OWF) are spreading throughout Europe and the rest of the world social acceptance has become recognized as a crucial barrier for the successful implementation of wind energy both on land and offshore. Opinion polls from countries in the North Sea Region (NSR) indicate high acceptance towards wind energy, but still now and then there are reports on resistance to the roll out of the technology. Thus, social acceptance has been a key issue within the POWER cluster project. In the field of public acceptance the POWER cluster project achieved the following Outputs:

- *OWE boat exhibition "Fascination Offshore":*  
A touring offshore wind exhibition "Fascination Offshore" installed on a boat visiting German and Danish ports. More than 65.000 visitors, 26 side events organized, 26 press releases issued and more than 120 articles published;
- *Web-based OWF site selection tool:*  
A user-friendly software solution (WebSDSS training tool) was developed enabling users to confront the complexity of OWE site finding/selection and to create their own hierarchy of criteria to be shown on maps reflecting their preferences on where offshore wind farms should be built;
- *OWE communities events (round tables, workshops, conferences, study visits):*  
A series of different types of events were organized to enable local and regional authorities and other stakeholders to exchange information and knowledge on OWE and to create new partnerships and networks.

### Business

The offshore wind industry in the North Sea Region (NSR) is at a turning point, with the first large scale offshore wind farms being built over the next couple of years, and the industry still having to overcome substantial challenges to effect delivery. While it is clear that there is a degree of competition between the POWER cluster regions, there is a clear benefit in establishing a real offshore wind cluster with close relationships between the companies in the different regions, both for the economic regeneration of the regions involved, and for confirming the NSR as the global leader in the offshore wind industry. The following Outputs have been generated within the POWER cluster project:

- *Interactive web based database (POWER cluster Mapergy):*  
The database shows products and services provided by companies under a common classification system. It enables them to search for companies with particular service or product. By now more than 700 companies are represented on POWER cluster Mapergy;
- *Comprehensive study:*  
A study which shows what the offshore wind industry can learn from the oil and gas industry to overcome some of the challenges it is facing;
- *Business-to-Business network events:*  
The project organized a series of different types of events, where businesses from across the world were able to make new contacts. As a result more than 2300 new business contacts were established;

- *Project development facility/EU Funding guide:*  
An application to guide organisations through the EU funding process and to encourage more EU funding applications from businesses and other organisations has been developed.

## Skills

There is and will be a lack of wind energy educated people. This is valid for all kind of personnel from service technicians to master/Phd-level. In several of the countries around the North Sea there is only a limited amount of courses that deal with wind power and especially offshore wind power. The POWER cluster project has adapted and has prepared the skills and qualifications of the NSR workforce to the needs of the OWE industry by the following activities:

- *Compendium in maintenance:*  
A 200 pages compendium has been developed for wind turbine technicians. Therein the experience from industry has been transferred to off-shore wind industry;
- *Activities at the International Scientific festival in Göteborg:*  
At the International Scientific Festival pupils in the age of 6-15 years could test their knowledge and skills in wind power, e.g., 10.000 wooden wind turbines were built;
- *Establishment of a Bachelor and a Master programme in wind power:*  
The knowledge of wind power will increase due to better education. Therefore, a two year master program and a three year Bachelor program has been developed and started.

## Cluster Development

The participating regions have varied settings and they are characterized by individual strengths and weaknesses due to their diverse domestic wind markets. Whilst no individual region can demonstrate excellence in every aspect of the supply chain, the individual regions in the partnership have full capability throughout all identifiable supply chain activities. There is a clear benefit of establishing a real offshore wind POWER cluster with close relationships between the companies in the different regions, both for the economic regeneration of the involved regions, and for confirming the NSR as the global engine for the OWI. Therefore, the Lead Partner of the POWER cluster project organized two major conferences and commissioned a study about the state of the Offshore Wind Industry in Northern Europe:

- *Two major conferences:*  
Networking and knowledge exchange during mid-term and final conference;
- Study "State of the Offshore Wind Industry in Northern Europe – Lessons learnt in the First Decade" (Ecofys study).

*POWER cluster was nominated as a finalist of the category "Networking and cluster initiatives supporting regional growth and SME's access to global markets" of the RegioStars 2011 awards. During the ceremony the Lead Beneficiary was able to handover the POWER cluster declaration on behalf of the partnership to DG Regio Commissioner Johannes Hahn.*