



Acceptance, Demand, Participation

Social Factors of Renewable Energy Self-Sufficiency

ADVANCING SUSTAINABILITY IN A TIME OF CRISIS
International Society for Ecological Economics (ISEE)

Special Session: Renewable Energy Self-Sufficiency

24.08.2010

Michael Kreß
Institute for Ecological Economic Research (IÖW)
michael.kress@ioew.de

Structure



1. Introduction

Introduction

2. Objective, Theory & empirical Methods

Objective,
Theory,
Methods

3. First Findings

First results

4. Conclusions

Conclusion

1. Introduction

Introduction

2. Objective, Theory & empirical Methods

Objective,
Theory,
Methods

3. First Findings

First results

4. Conclusions

Conclusion

Introduction - Project „EE-Regionen“



Object

Municipalities and regions which want to achieve self-sufficiency through the use of Renewable Energy (RE)– focus on bioenergy

Objective

- Identification of factors of success
- Design of an decision tool for municipalities

Introduction

Objective,
Theory,
Methods

First results

Conclusion

Institutions

ZEE Zentrum für
Erneuerbare Energien



INSTITUT FÜR ÖKOLOGISCHE
WIRTSCHAFTSFORSCHUNG

| i | ö | w

UNIVERSITÄT HOHENHEIM



Institut für
Landschafts- und
Pflanzenökologie



Support

GEFÖRDERT VOM



Bundesministerium
für Bildung
und Forschung



SÖF Sozial-
ökologische
Forschung

1. Introduction

Introduction

2. Objective, Theory & empirical Methods

Objective,
Theory,
Methods

3. First Findings

First results

4. Conclusions

Conclusion

Objectives

– research questions



1. What is meant by local renewable energy self-sufficiency acceptance and which factors does this term encompass?

2. Which (internal and external) factors influence the acceptance of renewable energy self-sufficiency?

3. How accepted is local renewable energy self-sufficiency in the reviewed municipalities?

Introduction

Objective,
Theory,
Methods

First results

Conclusion

Theory

- the term „Acceptance“

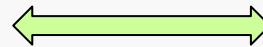


Acceptance as...

an attribute of a system consisting of

Context

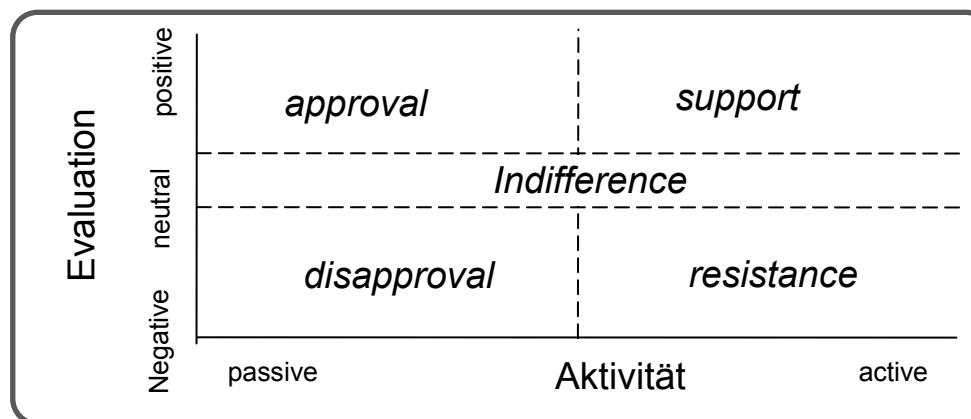
Subject



Object

Acceptance includes ...

- an evaluation component (positive / negative)
- an activity component (passive / active)



Introduction

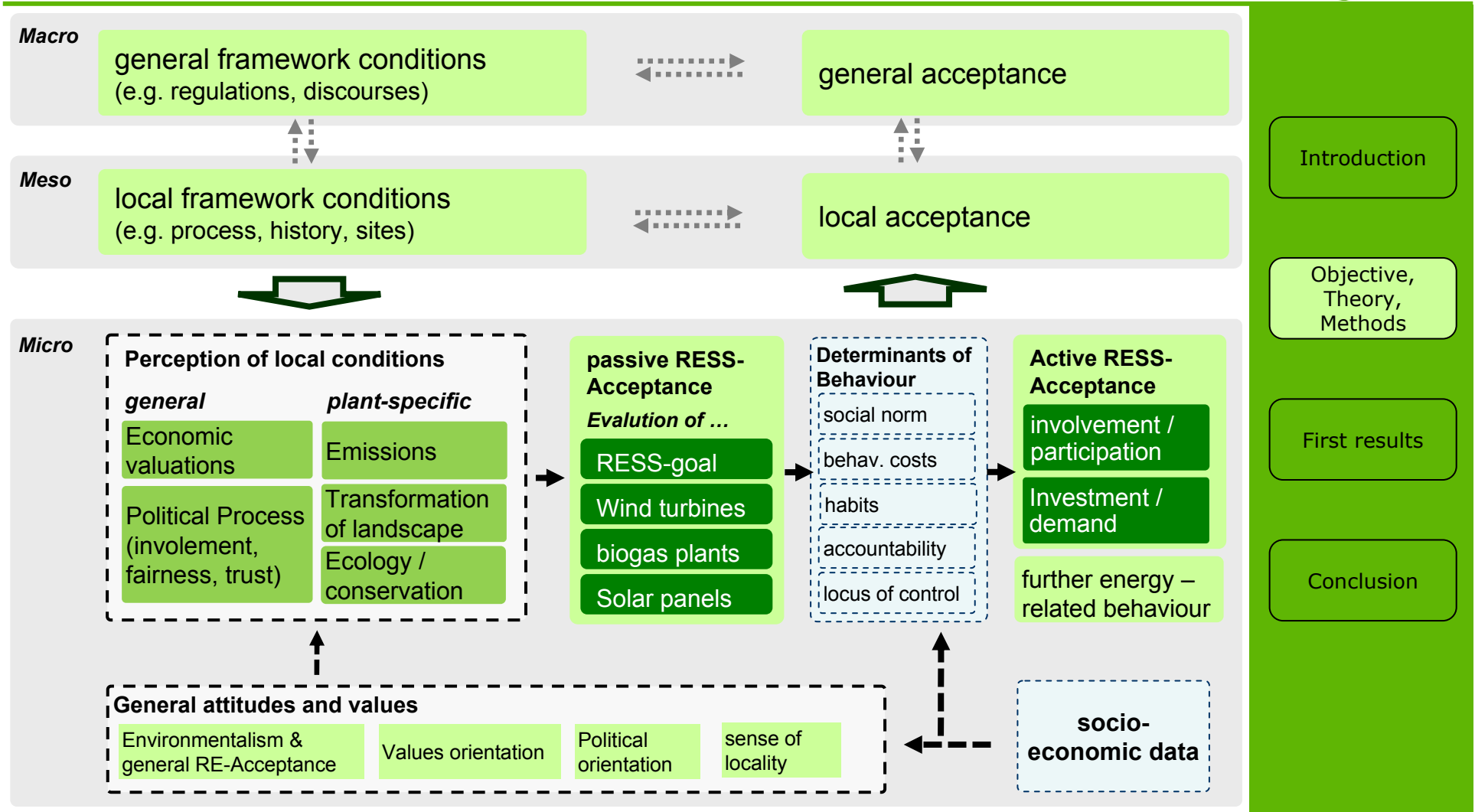
Objective,
Theory,
Methods

First results

Conclusion

Theory

- tentative of an explanatory model



Empirical methods



Qualitative Data

Analysis of documents

Problem focused guided interviews

Focus groups

Participative observation

Qualitative Data

Telephone survey

Introduction

Objective,
Theory,
Methods

First results

Conclusion

Telephone survey - Sample

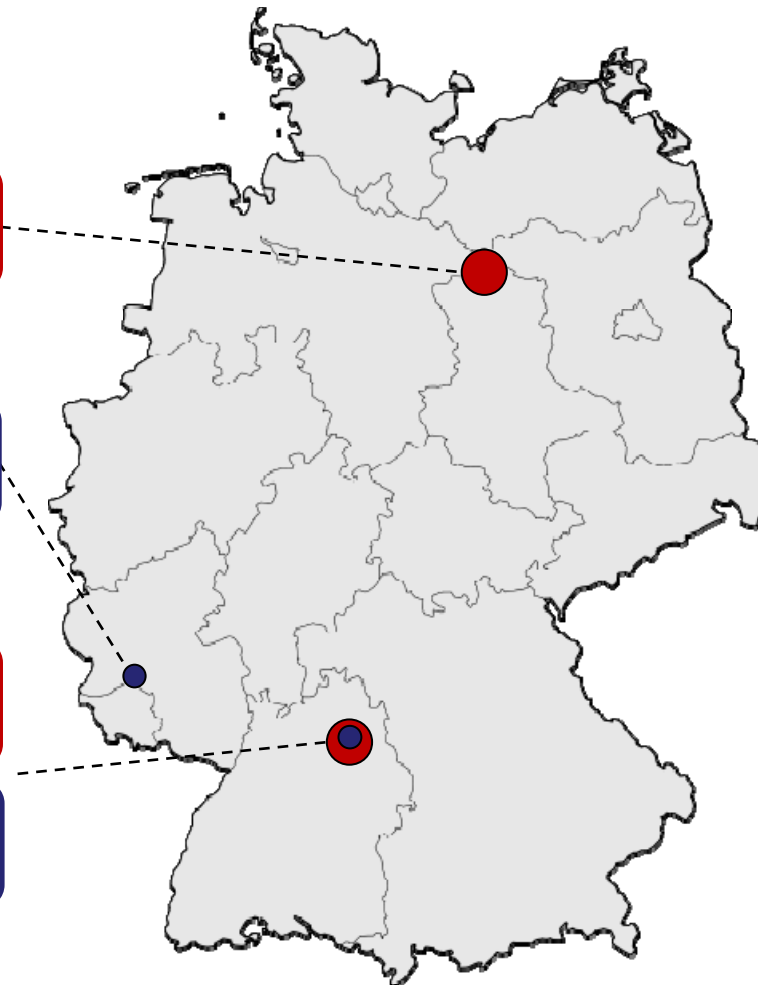


Lüchow-Dannenberg
50.000 inhabitants -> **sample: 800**

Morbach
11.200 inhabitants -> **sample: 400**

Schwäbisch Hall
190.000 inhabitants -> **sample: 1300**

Wolpertshausen
2.020 inhabitants -> **sample: 100**



Introduction

Objective,
Theory,
Methods

First results

Conclusion

Telephone survey - Sample of first findings



Introduction

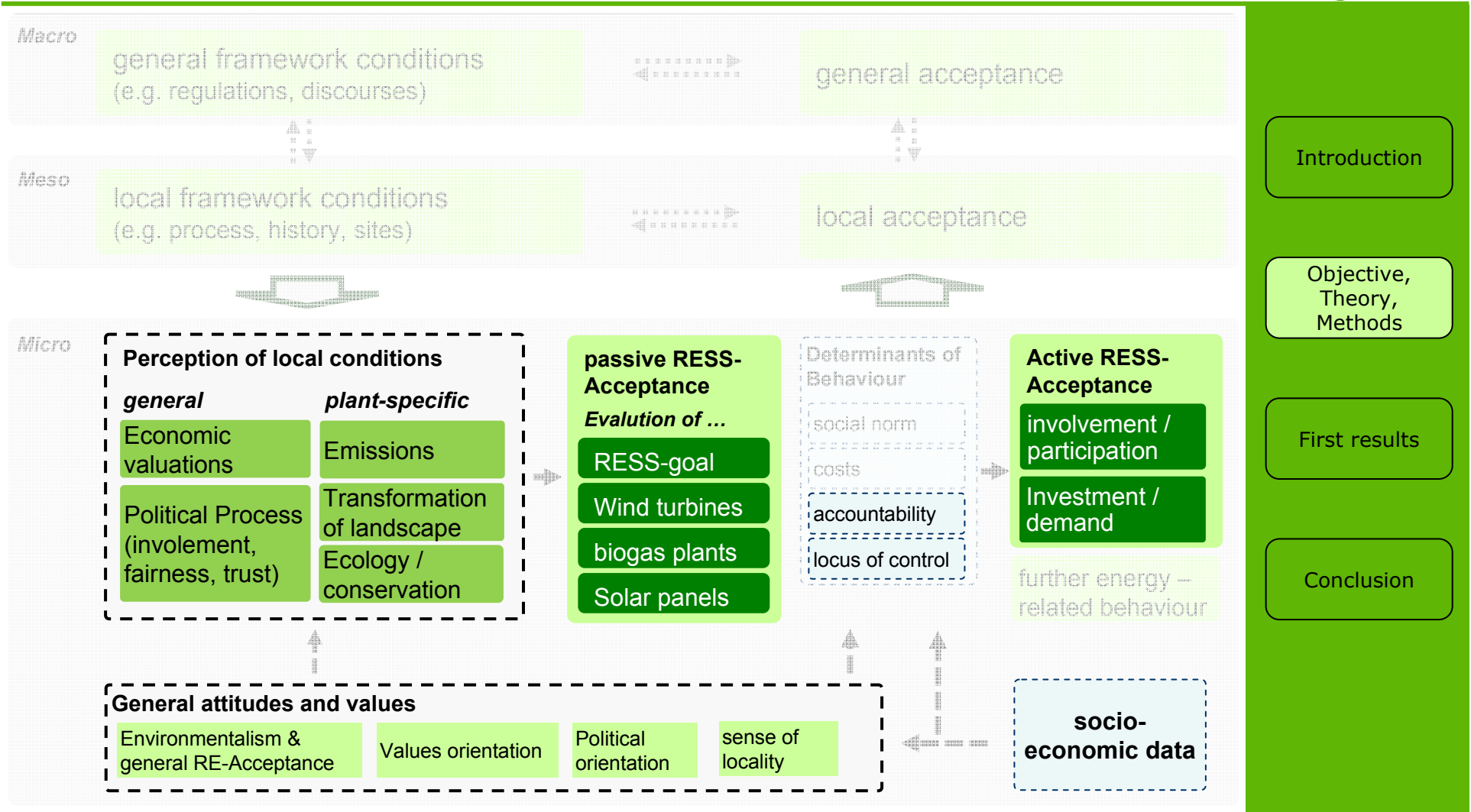
Objective,
Theory,
Methods

First results

Conclusion

Schwäbisch Hall
190.000 inhabitants -> **sample: 390**

Telephone survey - Content



1. Introduction

Introduction

2. Objective, Theory & empirical Methods

Objective,
Theory,
Methods

3. First Findings

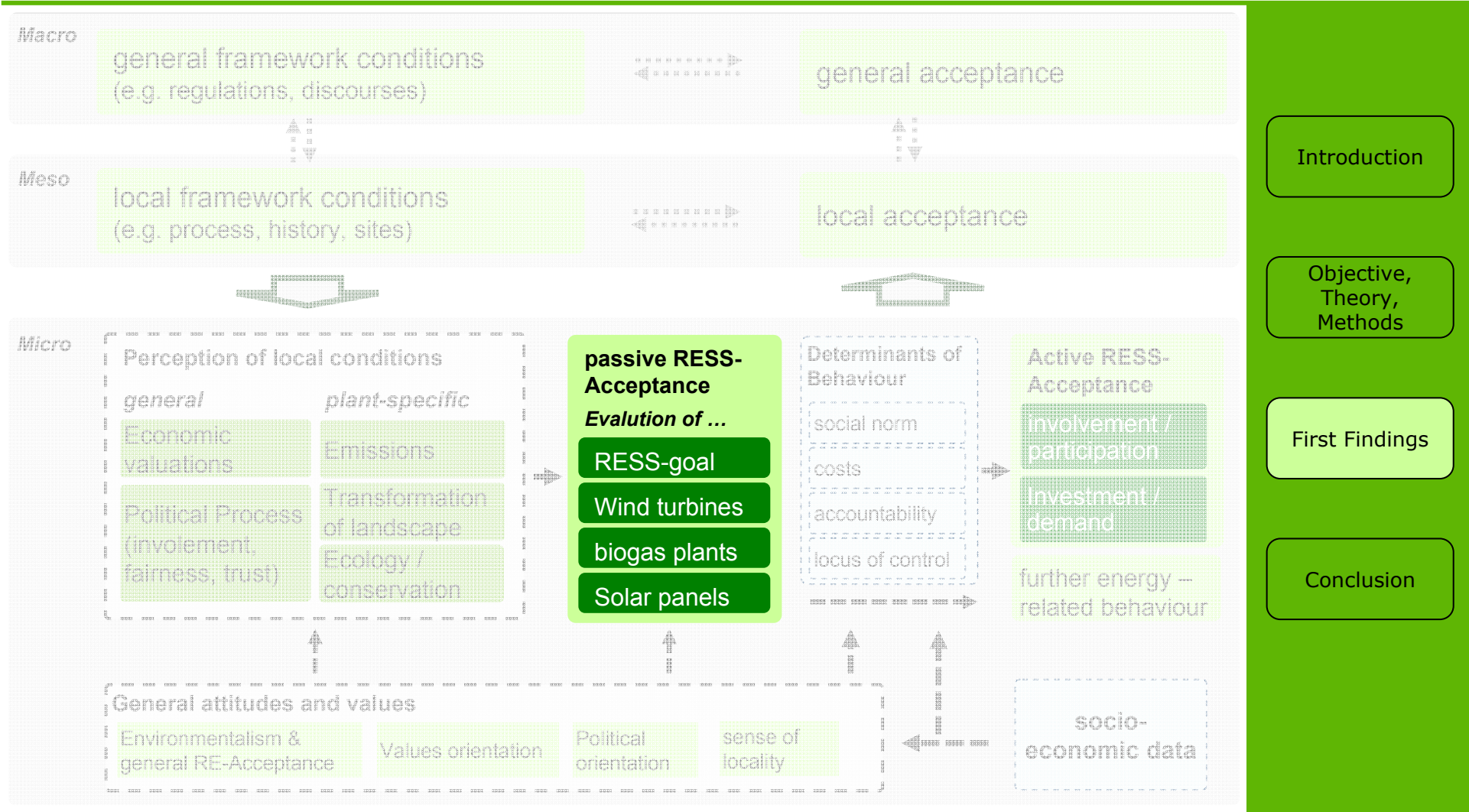
First Findings

4. Conclusions

Conclusion

Findings

- Passive Acceptance



Introduction

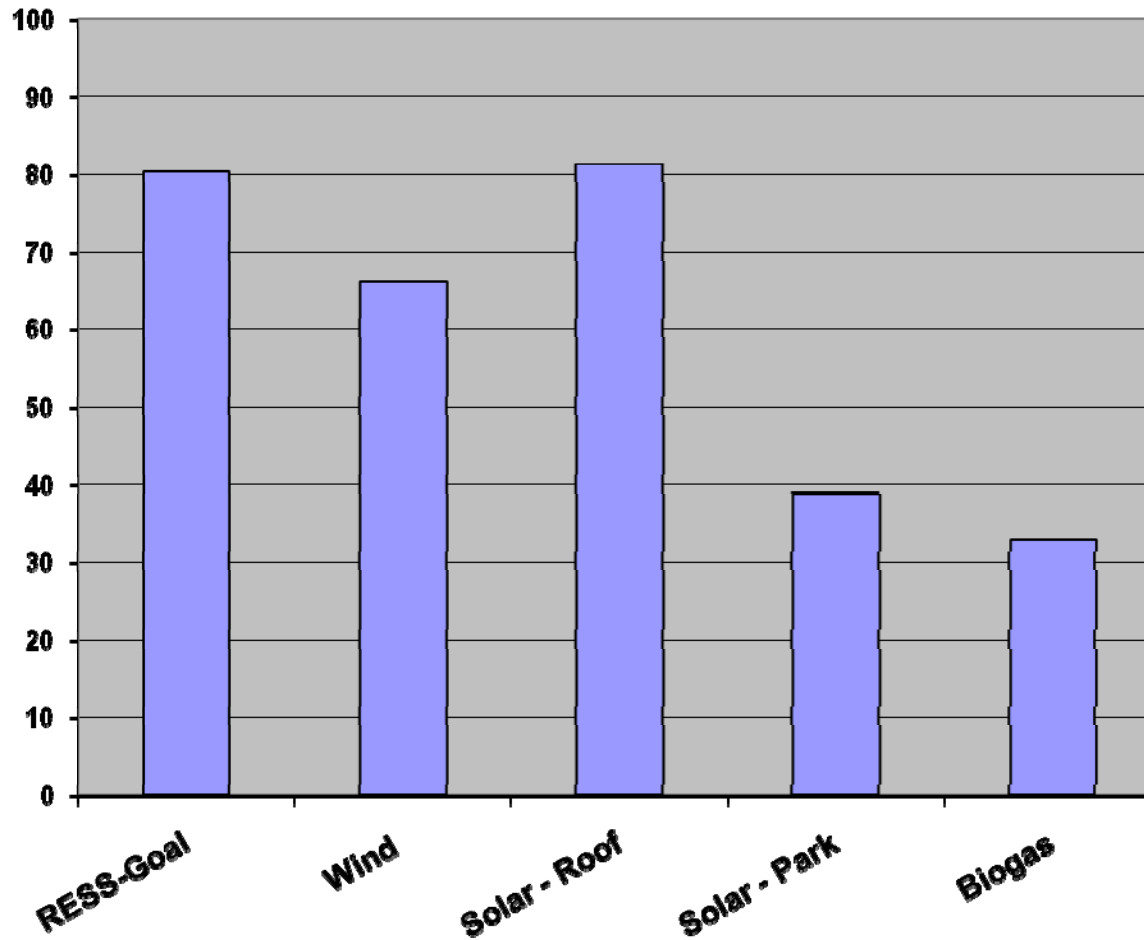
Objective, Theory, Methods

First Findings

Conclusion

Findings

- Passive Acceptance (Approval)



Introduction

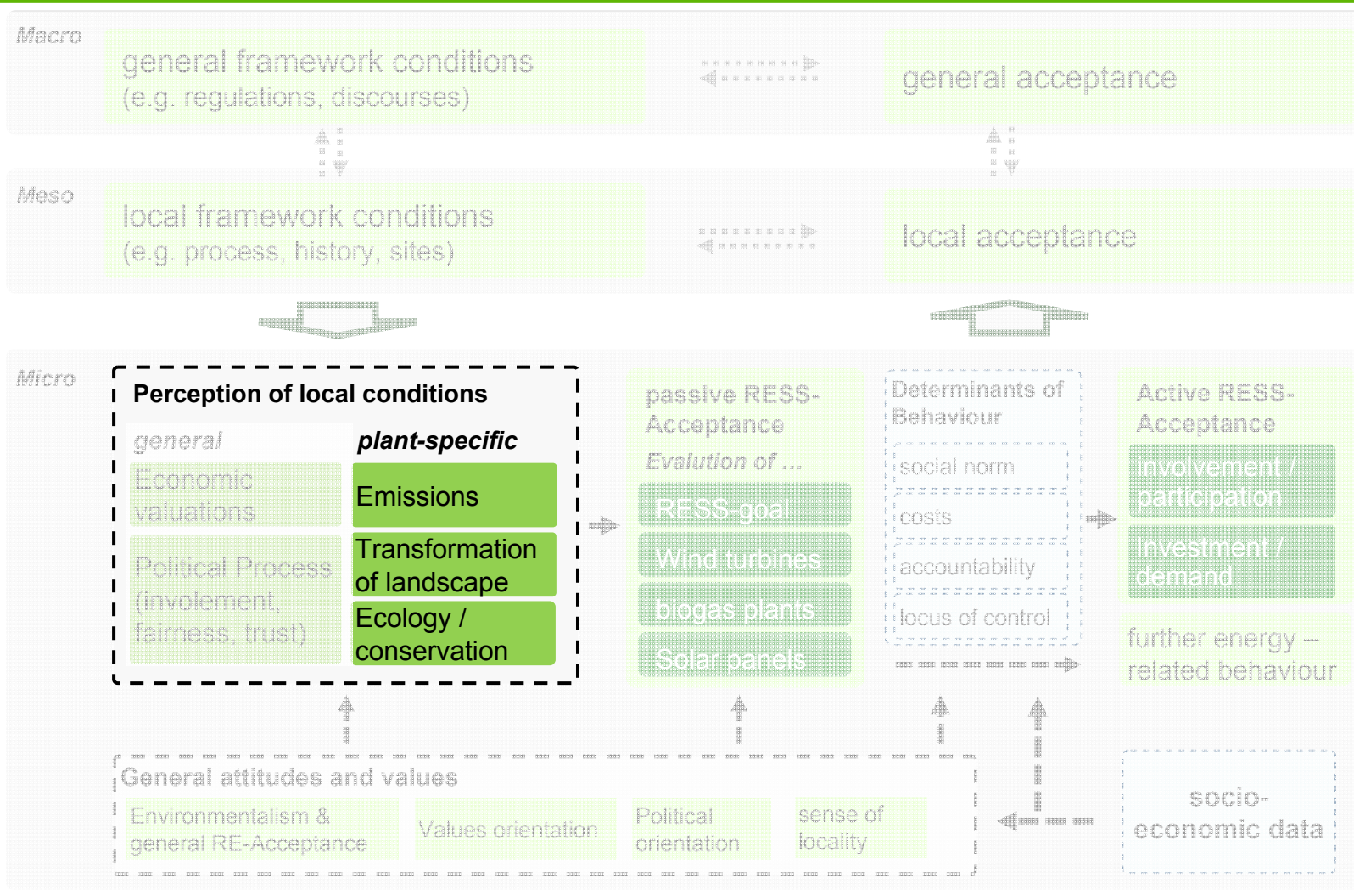
Objective,
Theory,
Methods

First Findings

Conclusion

Findings

- Plant-Specific Perceptions



Introduction

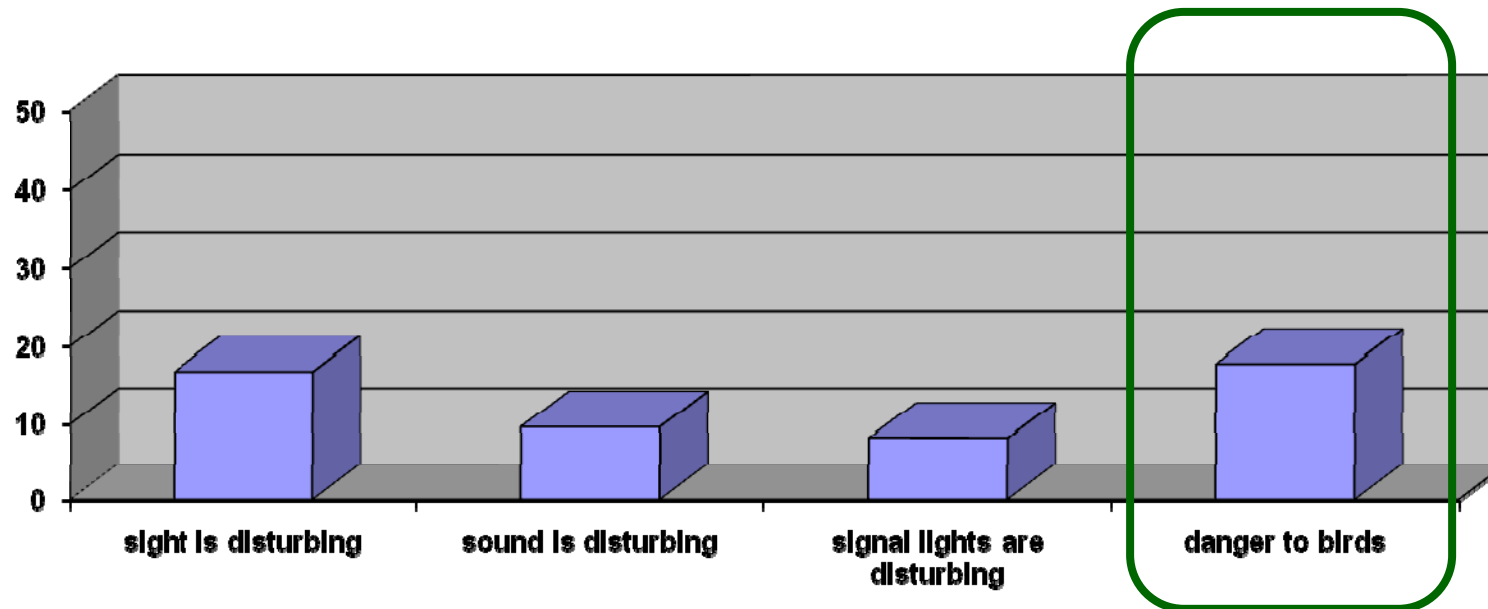
Objective, Theory, Methods

First Findings

Conclusion

Findings

– Concerns: Wind Turbines



Introduction

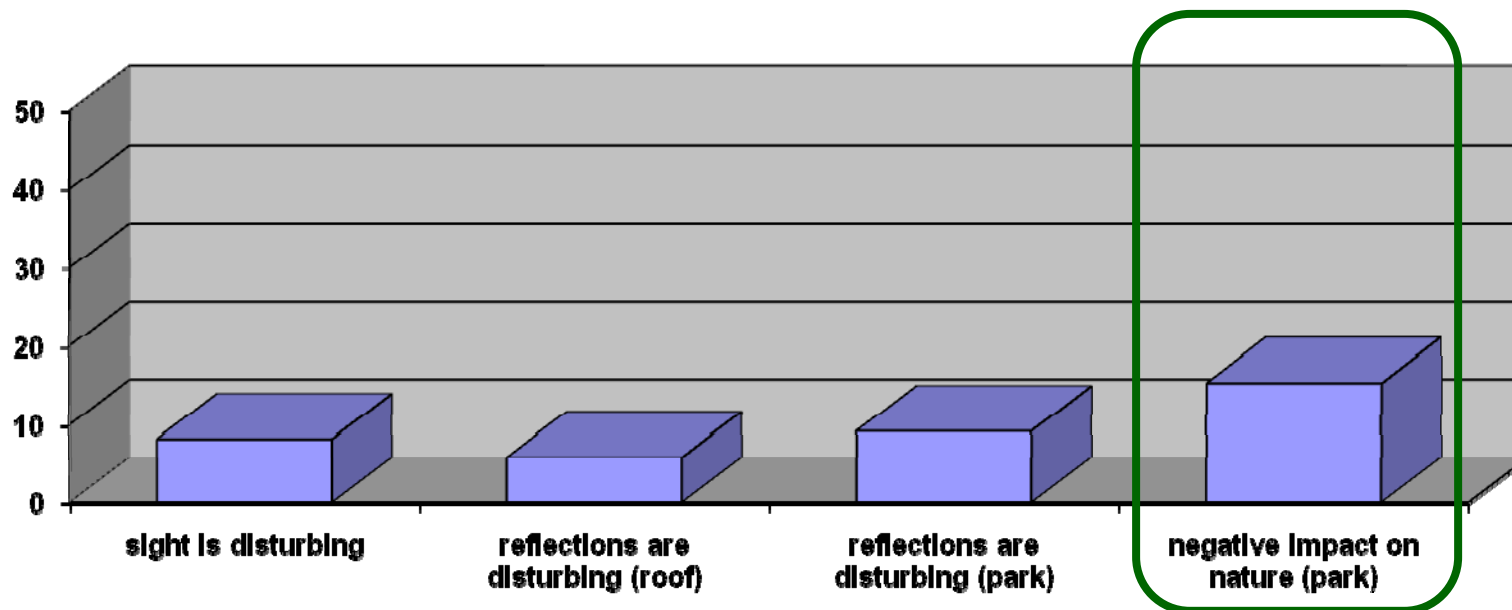
Objective,
Theory,
Methods

First Findings

Conclusion

Findings

- Concerns: Solar Plants



Introduction

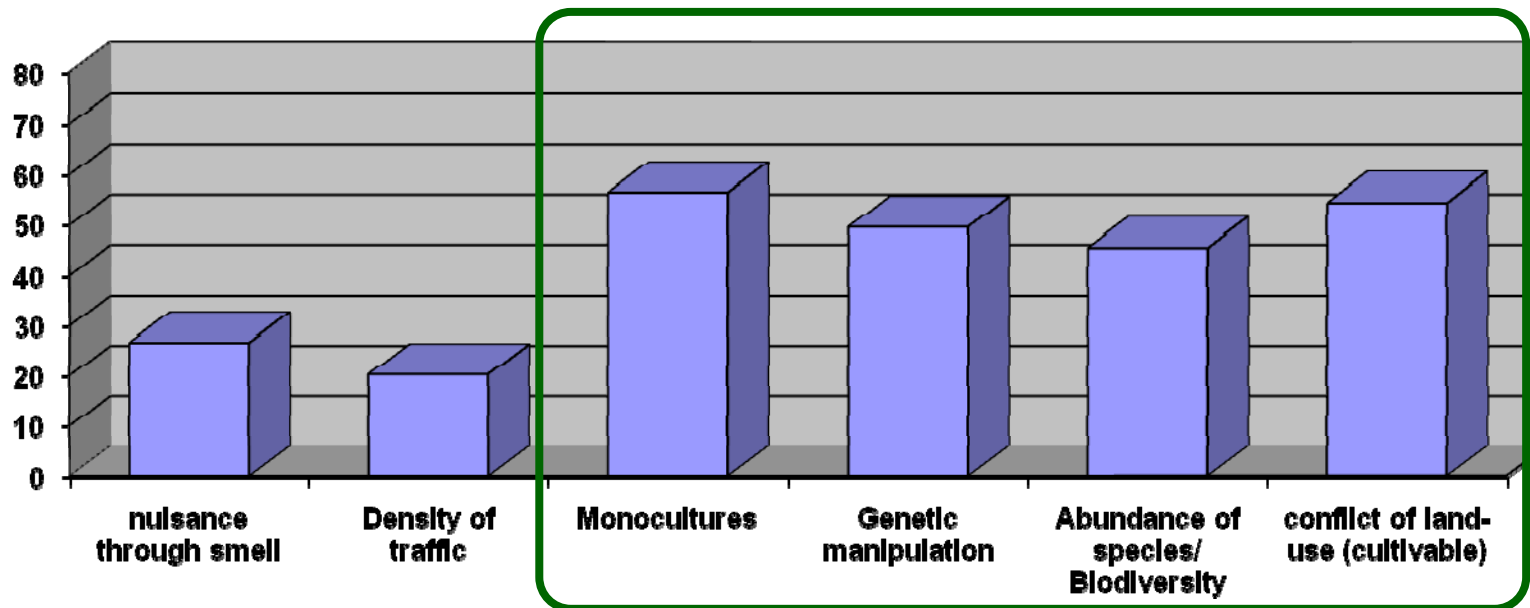
Objective,
Theory,
Methods

First Findings

Conclusion

Findings

– Concerns: Biogas Plants



Introduction

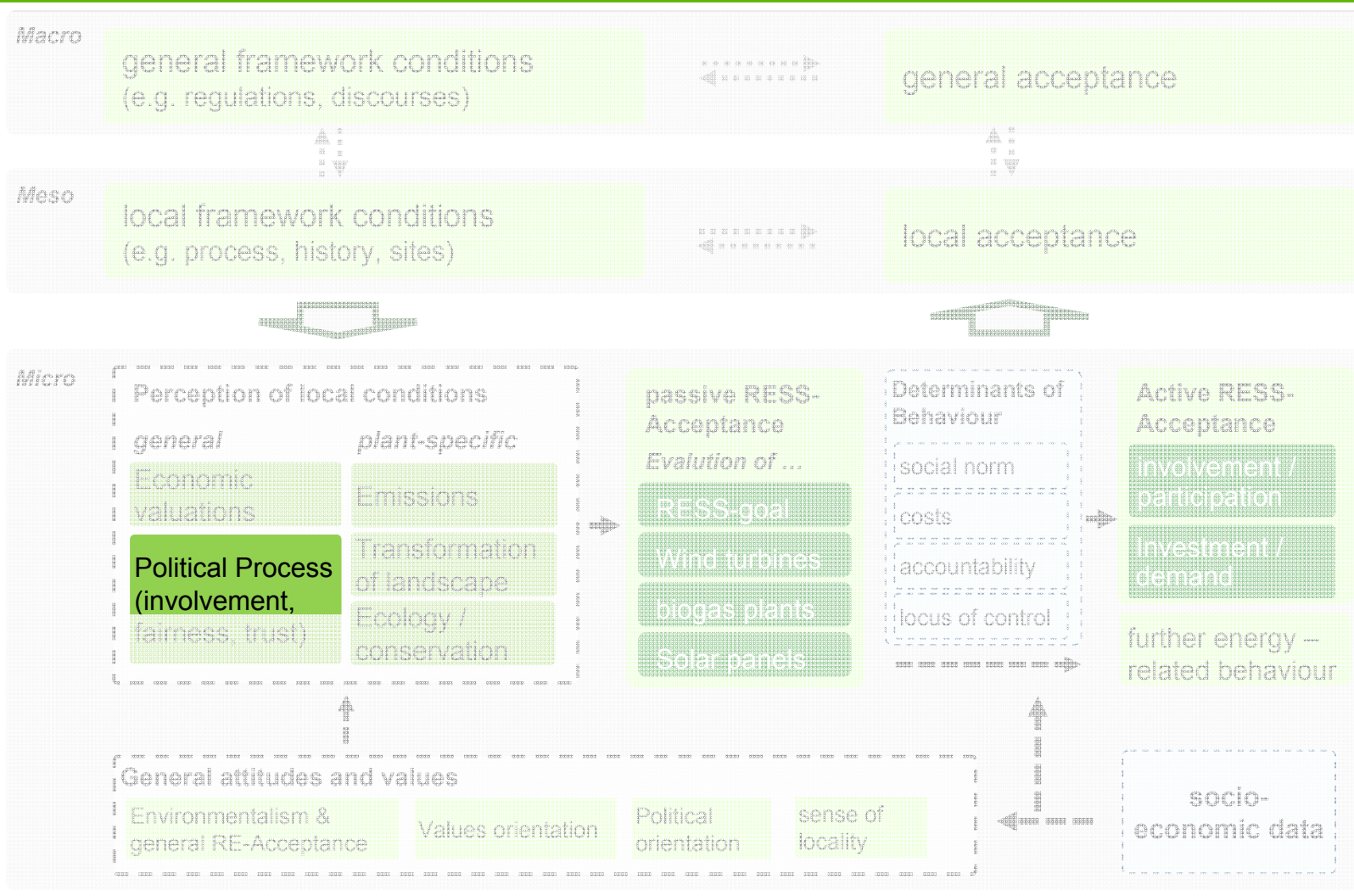
Objective,
Theory,
Methods

First Findings

Conclusion

Findings

- Involvement / Political Participation



Introduction

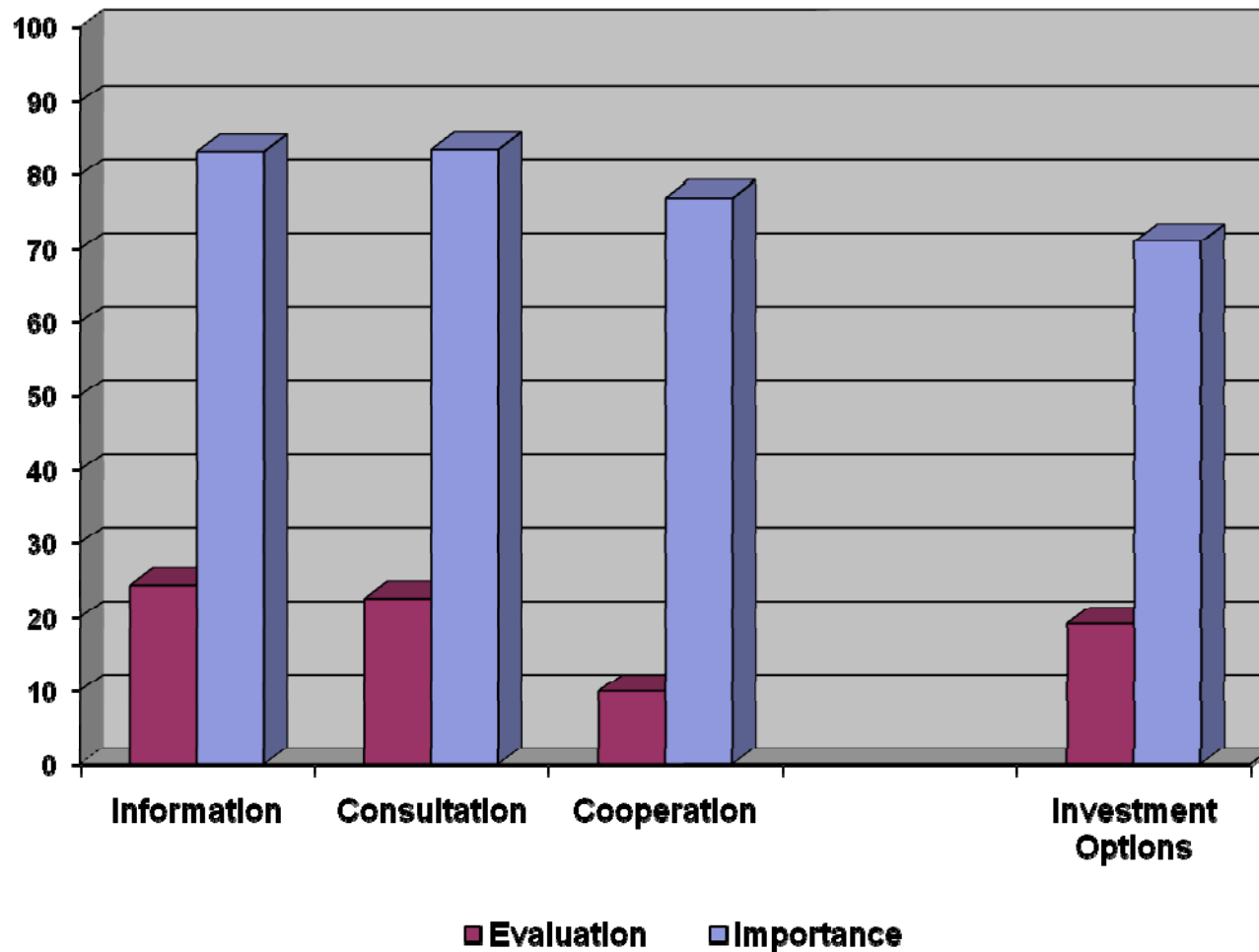
Objective, Theory, Methods

First Findings

Conclusion

Findings

- Involvement / Political Participation



Introduction

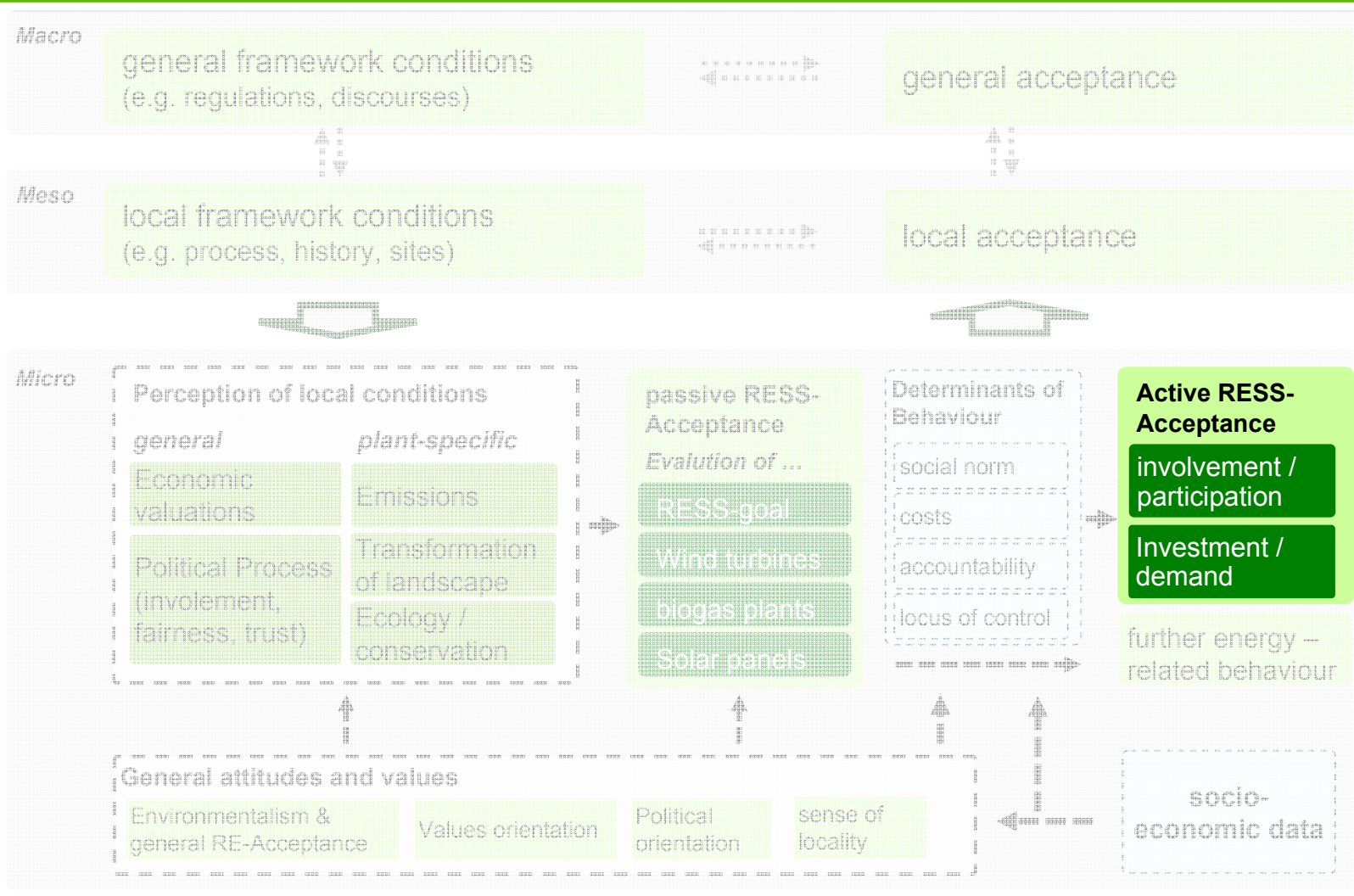
Objective,
Theory,
Methods

First Findings

Conclusion

Findings

- Active Acceptance



Introduction

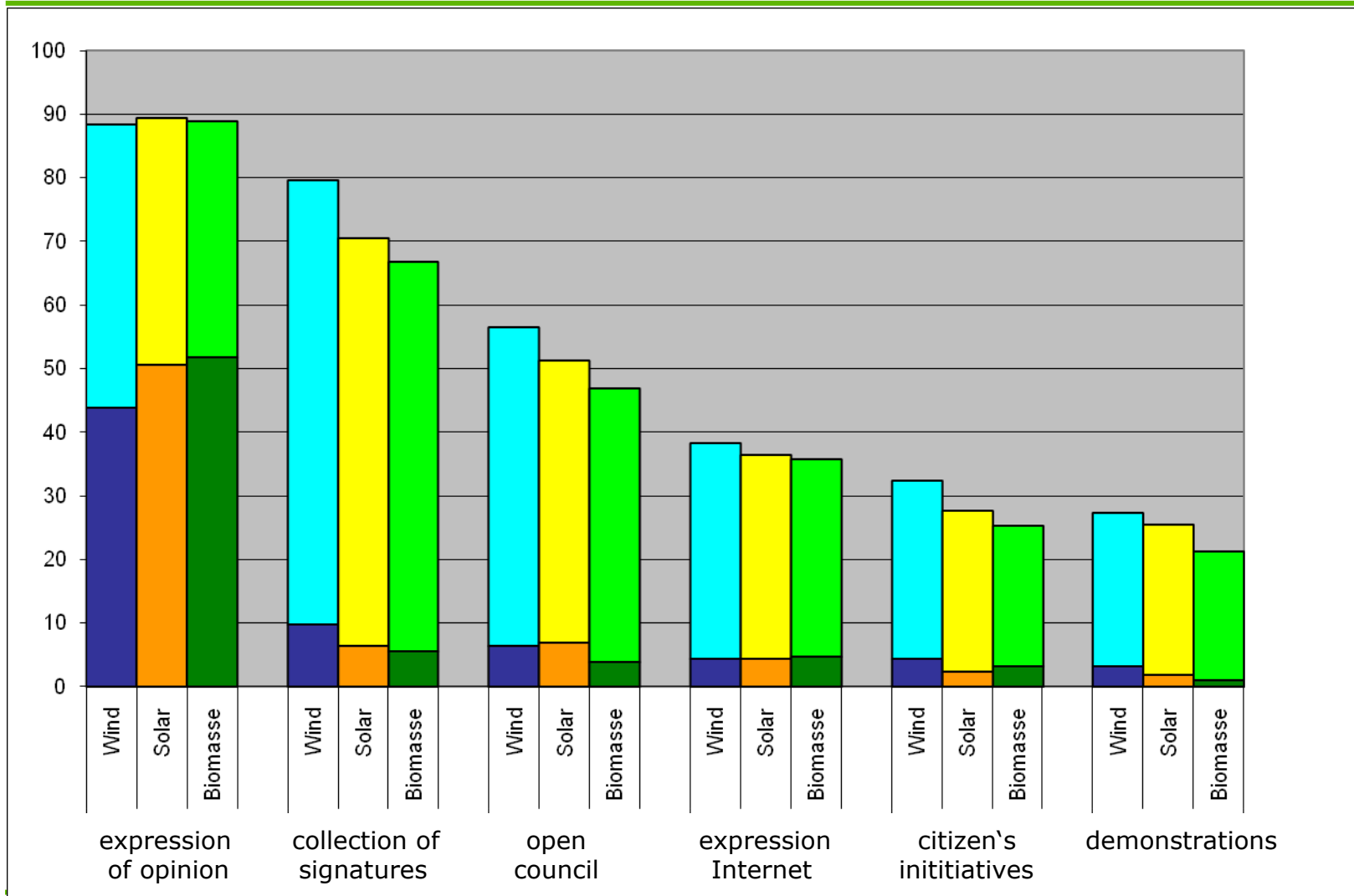
Objective, Theory, Methods

First Findings

Conclusion

Findings

– Political Participation



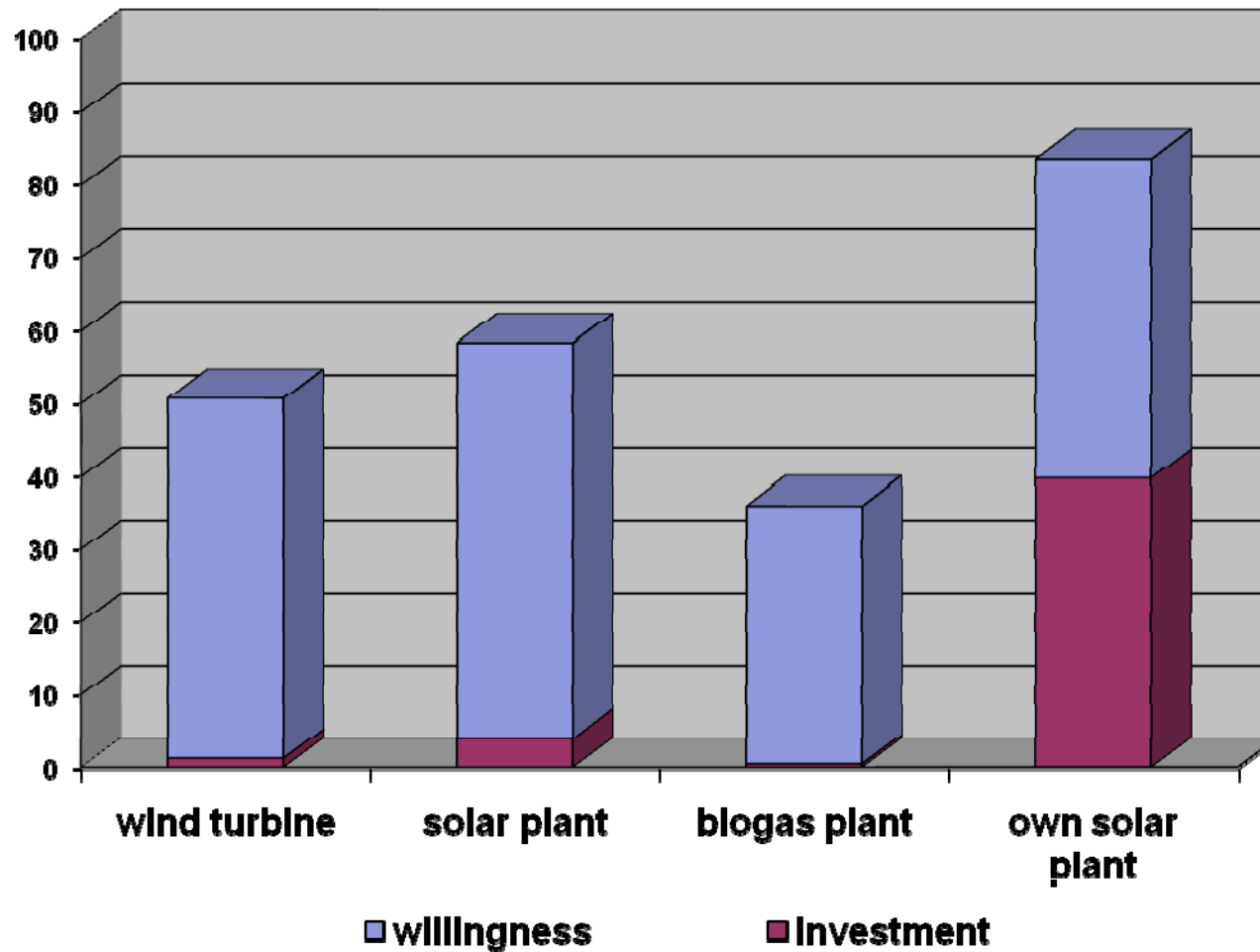
Introduction

Objective,
Theory,
Methods

First Findings

Conclusion

Findings – Investment



Introduction

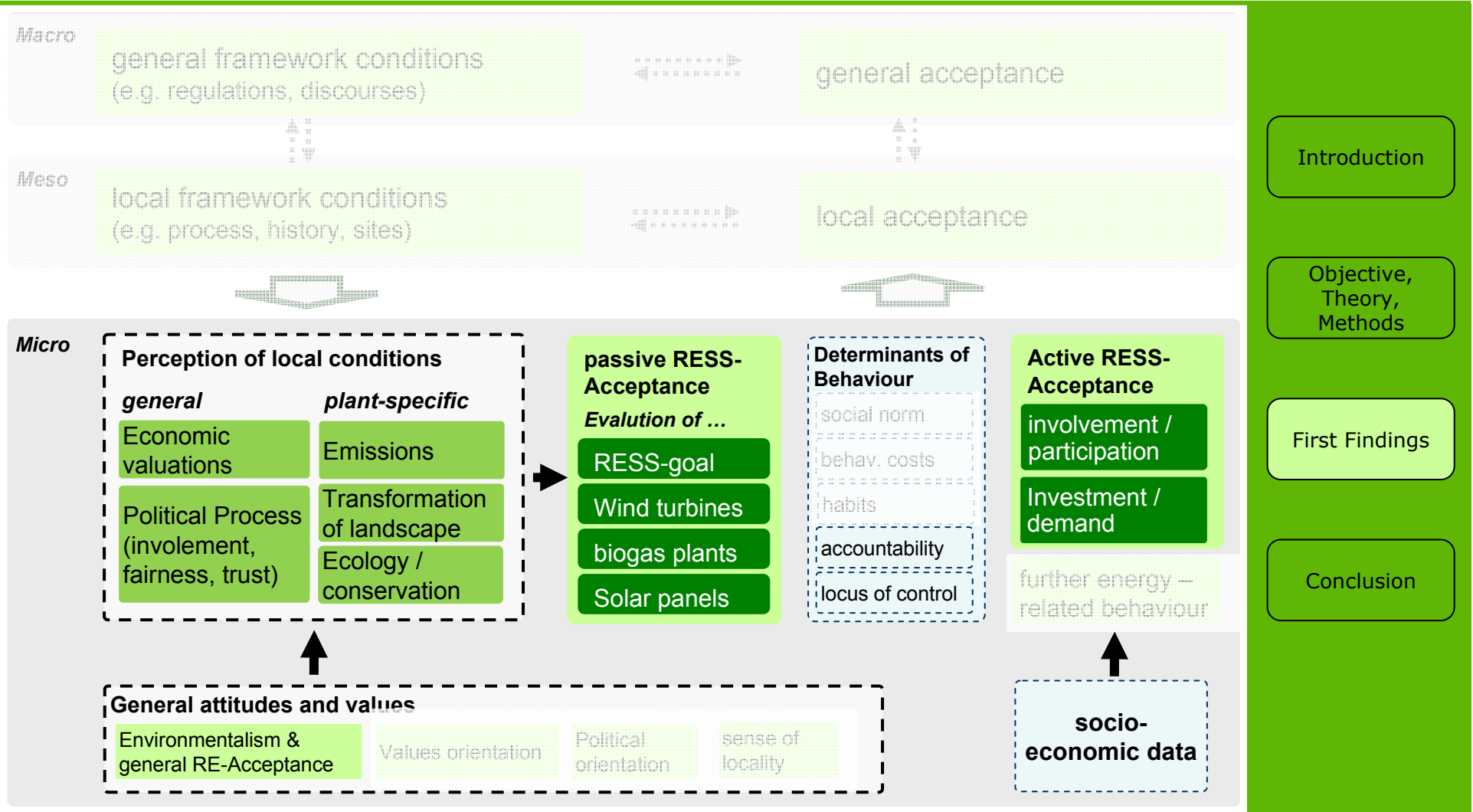
Objective,
Theory,
Methods

First Findings

Conclusion

Findings

- Influences / Correlations



1. Introduction

Introduction

2. Objective, Theory & empirical Methods

Objective,
Theory,
Methods

3. First Findings

First results

4. Conclusions

Conclusion

Conclusion



- High Passive Acceptance
 - High willingness to participate (politically and financially)
- **High Potential for Active Acceptance**
- Low level of Active Acceptance (real activity)
 - Gap in the citizens knowledge about the possibilities to participate
- **the municipalities have to tap the potential by communicate the possibilities of participation (addressing different target groups)**

Introduction

Objective,
Theory,
Methods

First results

Conclusion

**Thank you for your
attention!**

Michael Kreß
michael.kress@ioew.de

BackUp

BACKUP

Telefonische Befragung - Akzeptanzbegriff



	EE-SV-Ziel	Anlagen			Produkte / Dienstleistungen
		Windkraft	Biogas / -masse	Photovoltaik	
Bewertung	Befürw. / Ablehn.	Befürw. / Ablehn.	Befürw. / Ablehn.	Befürw. / Ablehn.	Befürw. / Ablehn.
Verhalten	Neutral	Information			
	Pro	Politische Beteiligung	Finanzielle Beteiligung		Nachfrage / Anschlussb.
	Contra		Protest / Widerstand		

BACKUP