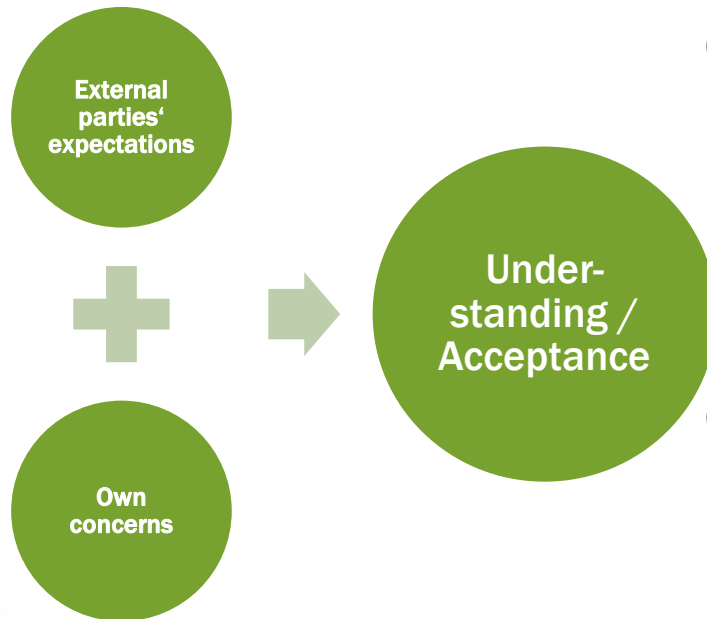


# How to build your strategy?

Discussion question for match-making process : What do you want? What do the others want?  
**How to create Win-Win?**

Input factors to achieve a Win-Win-Process:

- Initial engagement and feedback
- Understanding the community dynamics
- Managing expectations from very early on – explaining the planning process and the expected timescales
- Recognition of all elements in support and in opposition, including economic benefits, short and long term, direct and indirect effects.



**Goal:** Acceptance by all of a majority view, reach compromise: Accept that all stakeholders have a say.

**Risks:**

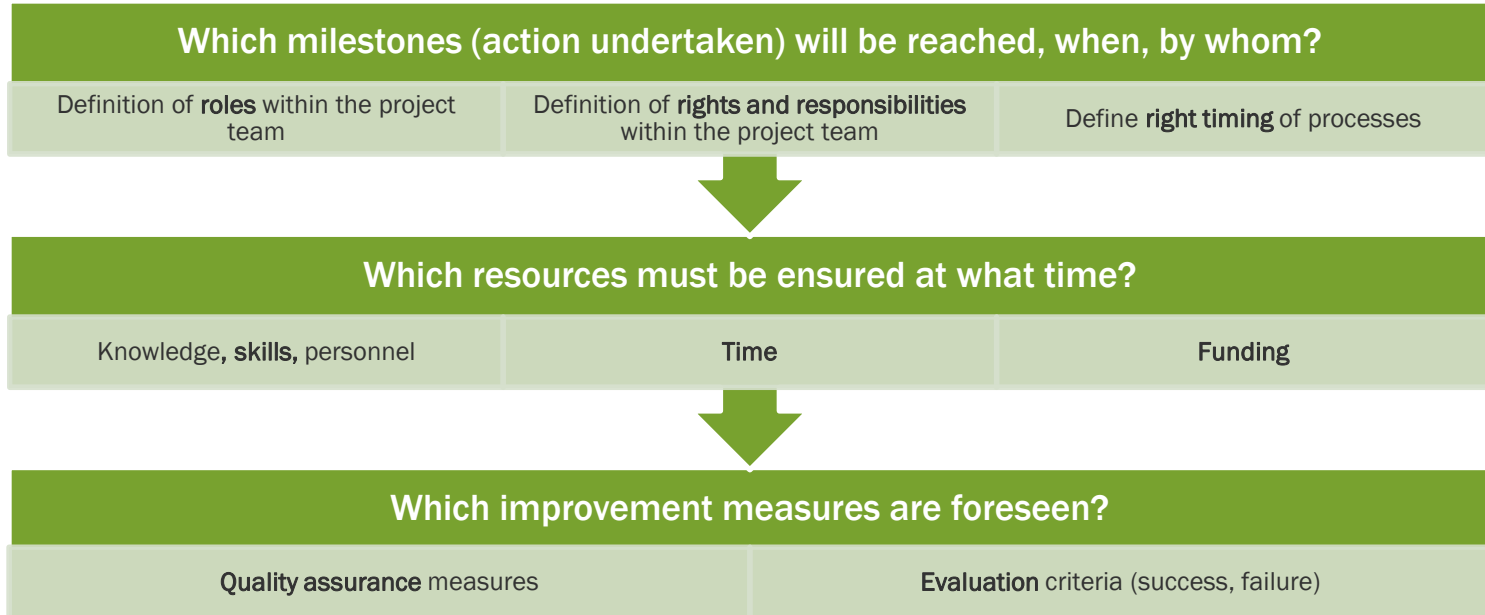
1. Own concerns (capacity constraints, economic factors) determine choice, not actual local needs & expectations.
2. Lack of understanding for stakeholders' expectations (see chart 7), need to manage expectations



**Challenge & Debate:** Which internal concerns may hinder the development of a consistent participation strategy in your context? Brainstorm how you can mitigate these risks (e.g. financial constraints, lack of flexibility).

# How to set up an implementation plan?

Define guidelines that **ensure implementation of your strategies** (ensuring continuous interaction with stakeholders):



**Timing is key:** The implementation plan must ensure early involvement measures for stakeholder groups, as this is a major success factor for wind projects. Time and effort is needed to communicate the **long-term benefits** of wind energy projects.



**Challenge & Debate:** Strategic planning within the development phase of a project is often skipped due to economic reasons. Where can one find supporters (internal / external) or funding for these initiatives? How can one ensure flexibility\*, inclusiveness\* and consistency when implementing social acceptance strategies?

**Further reading :** [VDI 7000 \(2015\)](#)