

# Advancing Community Engagement Practices in MRE Development

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Offshore Wind Forum

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# Overview

What We Seem to Know Well (and Are Doing)

Re-visit Social License and Social Acceptance

Considering Power and Justice

Recognizing Context

Moving with Intention



A photograph of an offshore wind farm in a blue sea under a clear sky. In the foreground, the yellow and white tower of a wind turbine is visible, with logos for 'SBM OFFSHORE' and 'ifp Energies nouvelles' on it. Several other wind turbines are visible in the distance.

What's new?  
What have we learned?

How have we  
Advanced Engagement  
Practices?

# Renewable Energy: Best Practices in Engagement

- Start early
- Transparency
- Respect
- Accountability
- Inclusive Participation
- Responsiveness
- Appropriate Timelines



*Whose Wind Is It?*

# Lessons from Offshore Wind

- + Early initial engagement
- + Inclusive
- + Opportunities to learn
- + Opportunities to be involved
- + Responsiveness
- + Importance of avoiding technical jargon
- + Community benefits



# Student Feedback Community and Energy

Engage youth  
(youth  
committee)

Avoid  
assumptions

Host  
information  
dinner/  
luncheon

Pop-up and  
mobile  
engagement  
opportunities

Virtual  
Workshops  
(build local/  
community  
capacity)

Website-one  
stop updates  
(broad reach  
including  
newcomers)

Trauma  
informed  
approach (staff  
with training)

Feedback loop



If OSW development occurs, communities want to see local opportunity for employment. Concern about experienced workers from other jurisdictions being brought in rather than a local labour force.

workers whose roles are connected to coal-powered generation. What opportunities would be available for training and skills realignment for this transition?

Questions about models for community benefits, including equity opportunities for communities. The idea of a fund set aside for accidents or damages connected to OSW development and operation

Cost implication for ratepayers was a concern in most communities. High capital cost of OSW and the economic feasibility compared to other energy sources was a concern for increased electricity rates.

For those who wanted to see OSW development happen, sightlines were of concern especially for the tourism industry. Most community members do not want to see the turbines from land.

Local businesses asked how they could become part of the supply chain for OSW. Is this a new opportunity or can they diversify their current services and products. Communities were also interested in learning more about manufacturing of turbine components and its costs/energy requirement.

**COMMUNITY FEEDBACK**  
**THEME 5:**  
**ECONOMIC & SOCIAL IMPACTS**



# OFFSHORE WIND

## Community Information Sessions

<b>February 5</b> Monday	<b>New Waterford</b> New Waterford Fire Hall 3336 Walsh Ave. <b>6 - 8 p.m.</b>	
<b>February 6</b> Tuesday	<b>Sydney</b> Holiday Inn Sydney – Waterfront 300 Esplanade <b>1 - 3 p.m.</b>	<b>Glace Bay</b> Glace Bay Fire Hall 87 Reserve St. <b>6 - 8 p.m.</b>
<b>February 7</b> Wednesday	<b>Chéticamp</b> Club des Retraités 15108 Main St. <b>1 - 3 p.m.</b>	<b>Port Hood</b> Port Hood Fire Hall 304 Main St. <b>6 - 8 p.m.</b>
<b>February 8</b> Thursday	<b>Ingonish</b> Ingonish Volunteer Fire Department 3593B Cabot Trail <b>12 - 2 p.m.</b>	

Come join us to learn the basics about offshore wind energy and how it could help Nova Scotia achieve a net zero future.

For questions or inquiries please email:  
[info@capebretonpartnership.com](mailto:info@capebretonpartnership.com)

# Tools to Support Engagement:

- Identify stakeholders
- Determine interest (level of power/influence)
  - Mapping
- Stakeholder Analysis
- Stakeholder list
  - Stakeholder info, up to date

## Mendelow's Power-Interest Matrix

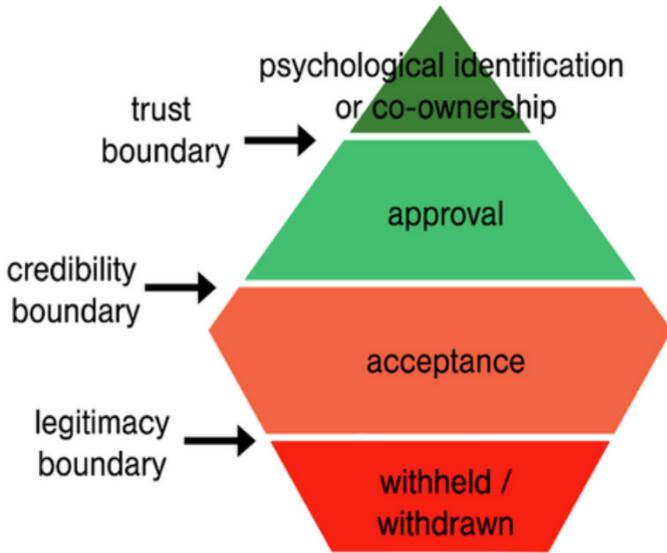


# Evolution of the Social License:

## Where Does "Social License" Come From?

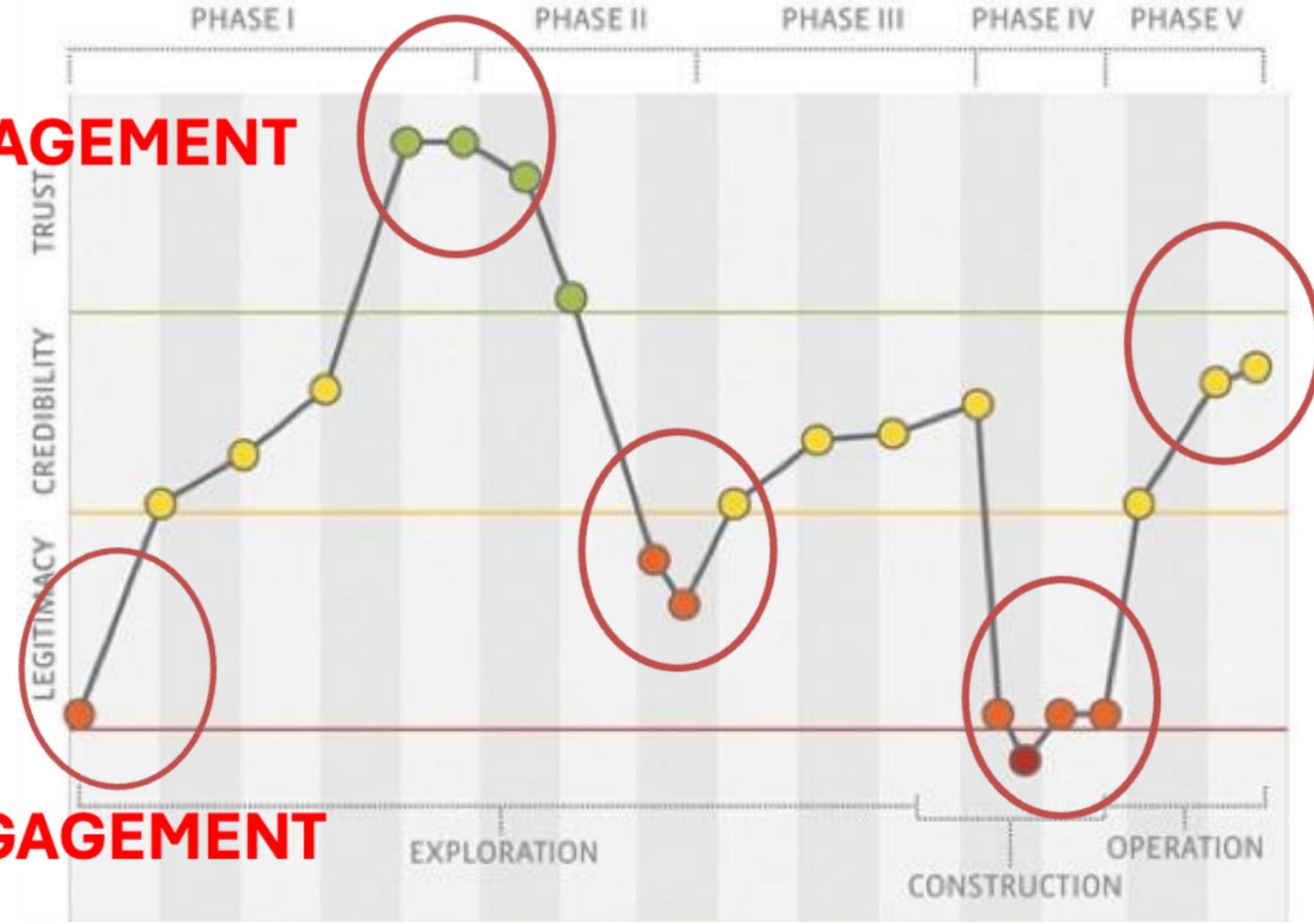


Adapted from Wustenhagen et al (2007)



Adapted from Boutilier and Thomson (2011: 1784)

## ENGAGEMENT



## ENGAGEMENT

Source: Ian Thomson, Robert G. Boutilier, 2011, Modelling And Measuring The Social License To Operate: Fruits Of A Dialogue Between Theory And Practice

# Elements of Social Acceptance:

## Well-being

- Standard of living
- Quality of life
- Health, lights, noise & shadow flicker
- Valuation of ecosystems

## Procedural Design

- Regulatory requirements
- Fair and transparent processes
- The role of public engagement
- Provisions for cultural history/local context

## Policies & Strategies

- National framework incentive programs
- Spatial planning
- Local implementation policy

## Distributional Justice

- Ownership models
- Regional welfare
- Creation of win-win situations

## Implementation Strategies

- Visualization
- Social marketing/communication
- Checklists/guidelines
- Practical application of scientific results

+ International Energy Agency Task 28

+ Social Science of Wind Energy Acceptance

# Considering Power, Justice, & Equity



International Renewable Energy Agency: World Energy Transitions Outlook 2024

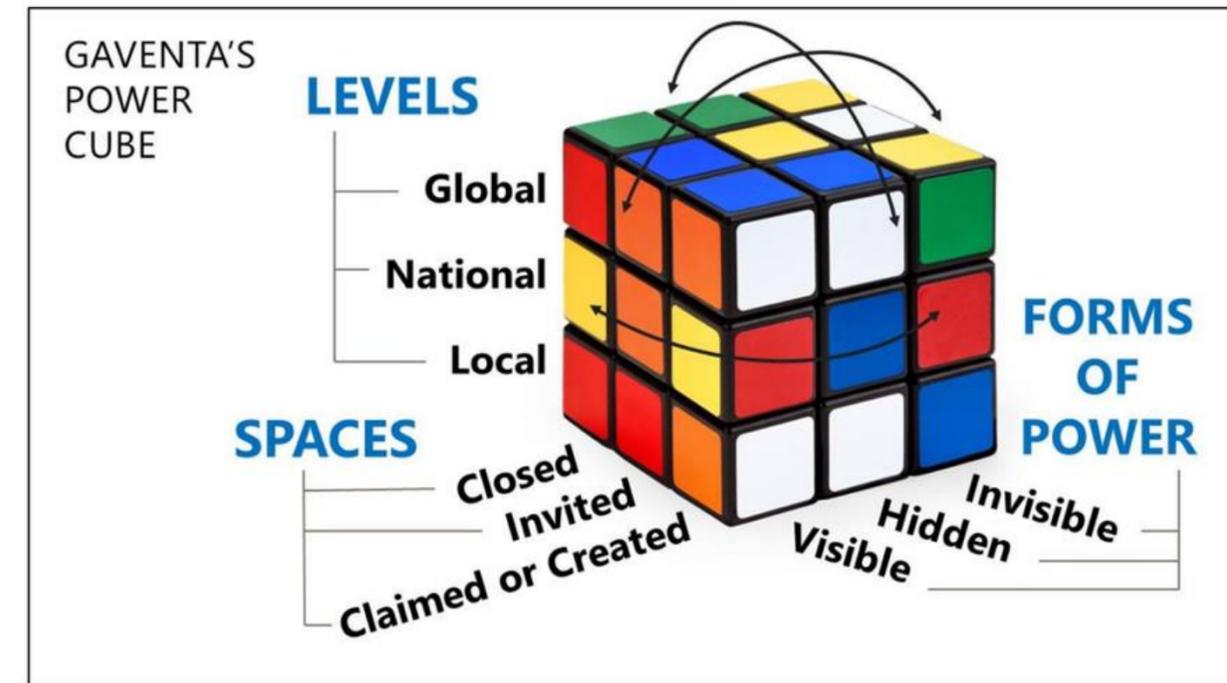


Figure 1: Gaventa's Power Cube (based on Gaventa, 2006)

# Energy Poverty:

# Context:

**A Way Forward:**  
**A MADE-IN-NOVA SCOTIA HOME ENERGY AFFORDABILITY PROGRAM**

Prepared by:  
**Roger D. Colton**  
for the Nova Scotia  
Energy Poverty Task Force



## Nova East Wind signs MoU with Assembly of Nova Scotia Mi'kmaw Chiefs

By Jeon Murray Local Journalism Initiative Reporter The Advocate Oct 28, 2024



## Offshore wind industry says 'misinformation' from foes is a strong headwind it must fight



In this Sept. 18, 2024 file photo, a billboard supporting offshore wind power projects sits on a roadside near land-based wind turbines in Atlantic City, N.J. (AP Photo/Wayne Parry, file)



*“Everyone wins when nobody gets left behind”*

**Building  
Social  
Acceptance  
of Offshore  
Wind Energy**

**Community Empowerment**

- Community pride
- Community ownership/partnerships
- Meaningful benefits
- Reconciliation
- Affirms sense of place/place attachment
- Affirms/values rural identities

**Community Economic Development**

- Jobs
- Taxes
- Supply chain
- Trade
- Investment
- Partnerships

**Community Wellness (Health)**

- Energy secure (Being)
- Alleviate/address energy poverty
- Mental health (livelihood)
- Ecological grief (esp. w/youth)

**Community Learning**

- Skill development
- Career development
- NSCC and Universities
- Transition (just)
- Offshore Wind Challenge (Cove)

# Advancing Engagement Practices in Offshore Wind

- + How can we build an offshore wind energy industry that supports a *Just Transition*?
- + How can we build an offshore wind energy industry that is *cognizant* of context and affirms identity, sovereignty, and community pride?
- + How will the offshore wind energy industry develop deliberately and with intention?



Bill C-50: The Sustainable Jobs Act



# Thank You

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