



# Social acceptance of the Mollendruz wind farm project.

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# Nice landscape?







Chaotic?





Fake news  
and fears

# Wind farm project Mollendruz.



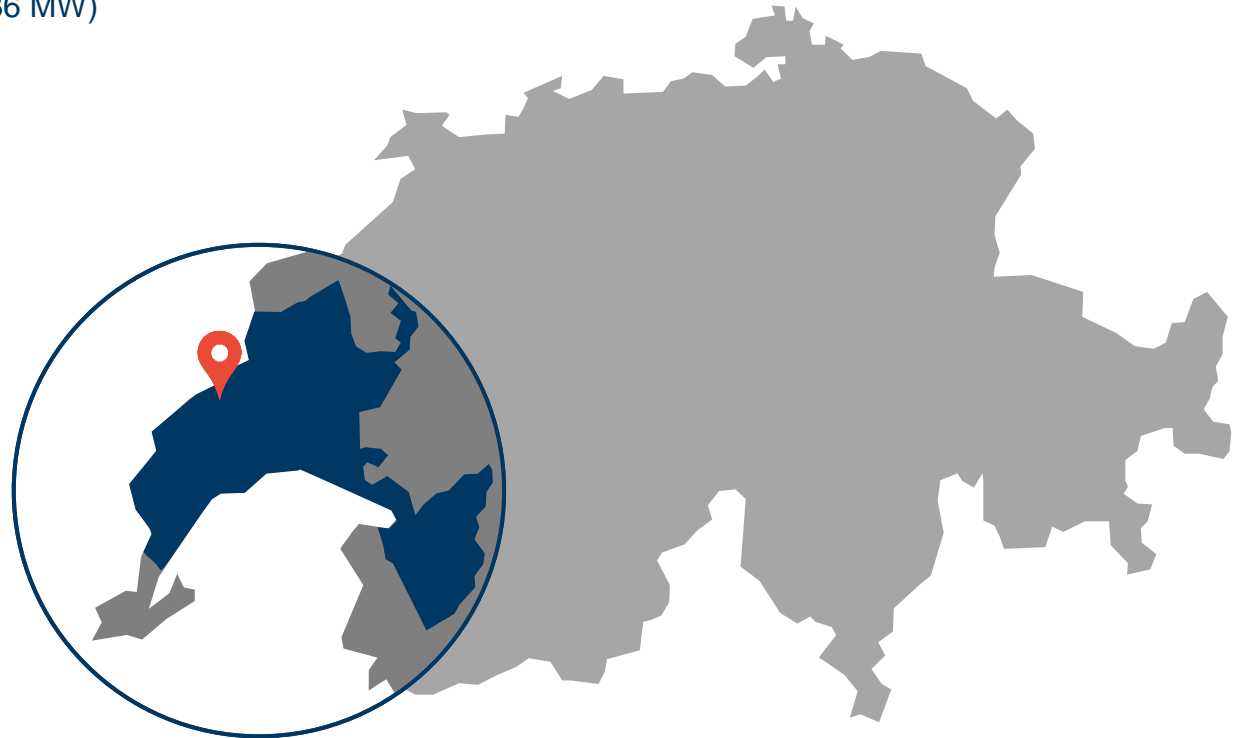
12 wind turbines (36 MW)



70 GWh/yr.

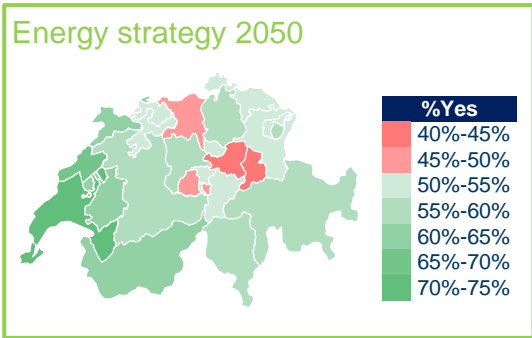


ewz (50%)  
Juriens (10%)  
La Praz (10%)  
Mont-la-Ville (10%)  
Vaulion (10%)  
Yverdon-les-Bains (10%)



2007: Project planning  
2023: Commissioning

# Indications of social acceptance.



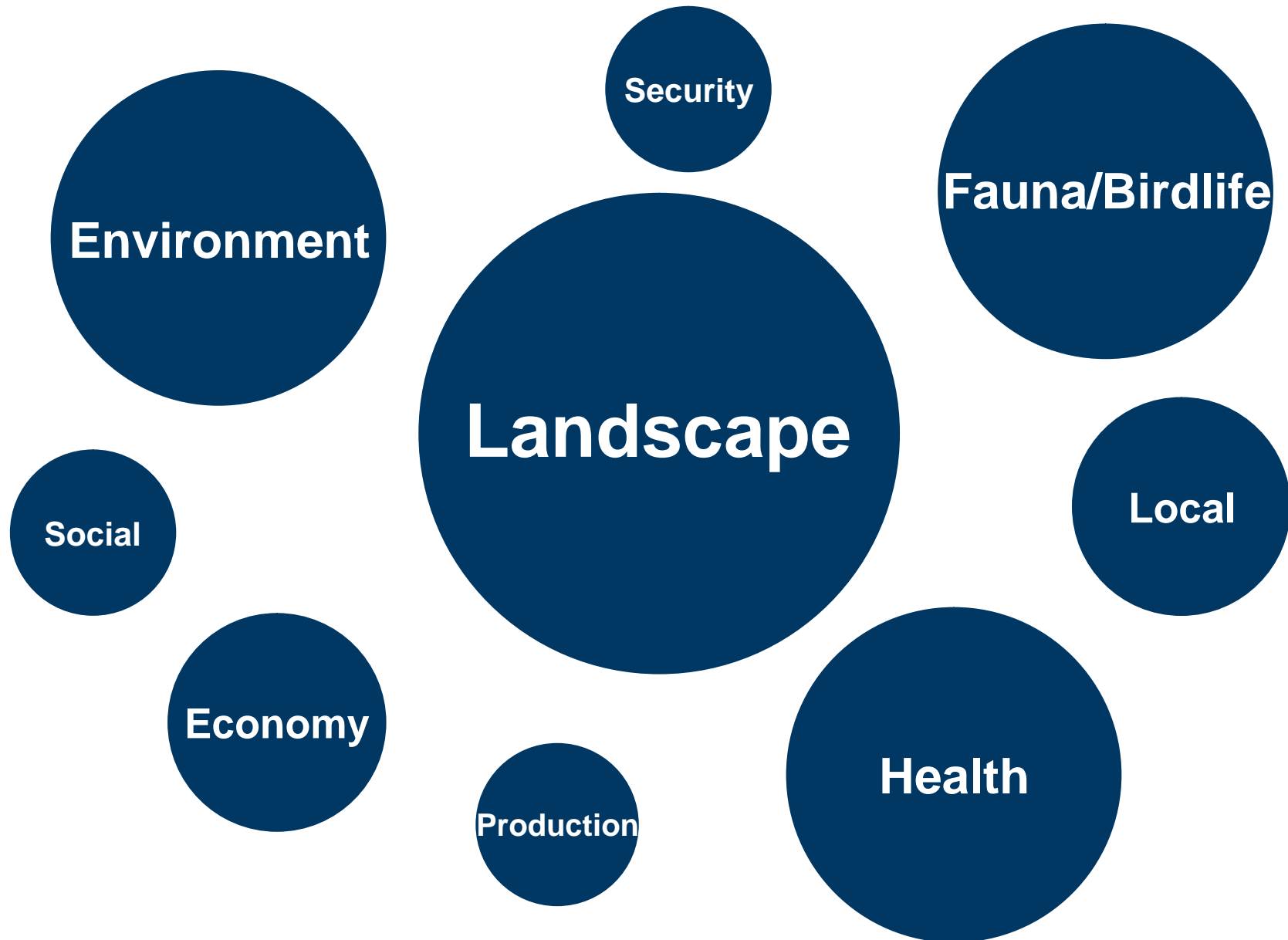
Complaint to the Cantonal Court against the prior approval of the land use planning

SL, Helvetia Nostra, Pro Natura, BirdLife, SOS Jura, Paysage Libre Vaud, WWF

Petition against wind projects in a neighboring region

13'619 signatures

## Mapping of arguments.



# Mapping of arguments.





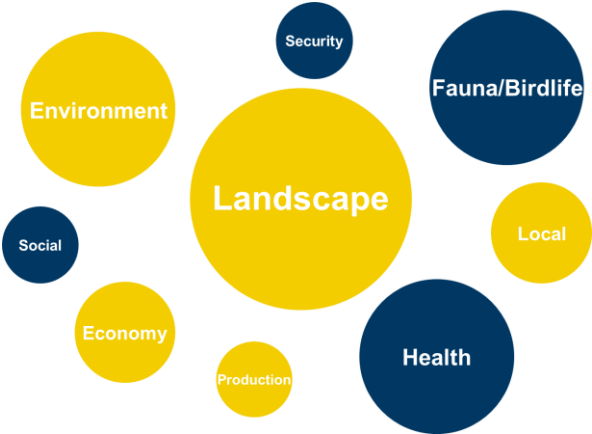
# Mapping of arguments.



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# Mapping of arguments.



The image shows a large-scale construction site for a circular concrete structure. A concrete pump truck is pouring concrete into the structure. In the background, there are green fields and trees. An inset image labeled 'Artist's view' shows a tall, thin windmill tower in a similar landscape. Below the images is a red banner with white text.

**NO to @EWZ\_Energie to destroy protected area #Mollendruz #Switzerland with 12 x 210 m (690 feet) industrial windmill for only 0.1 % of #Swiss electricity & pay peanuts to localities just to light the luxury of the city of #Zurich ?**

**NO/NEIN/NON/NA**

# Mapping of identified groups (press review).

## Opponents

### Associations/Organisations

#### Local



#### National



### Haters (social media)

**Sauvons Le Mollendruz**  
@SauvezMollendruz

## Supporters

### Associations



### Cantonal politicians



### Promoters

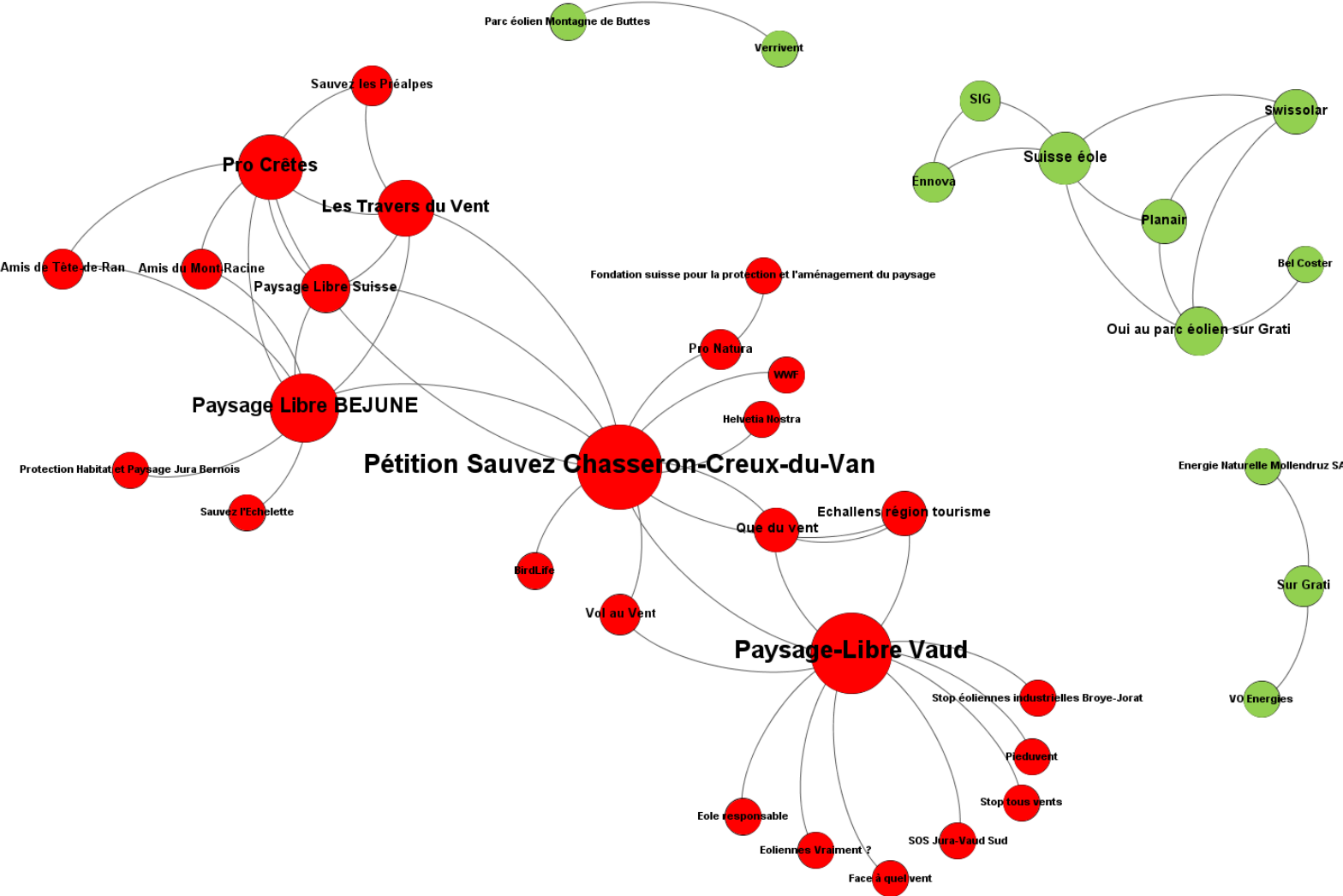


### Partner villages

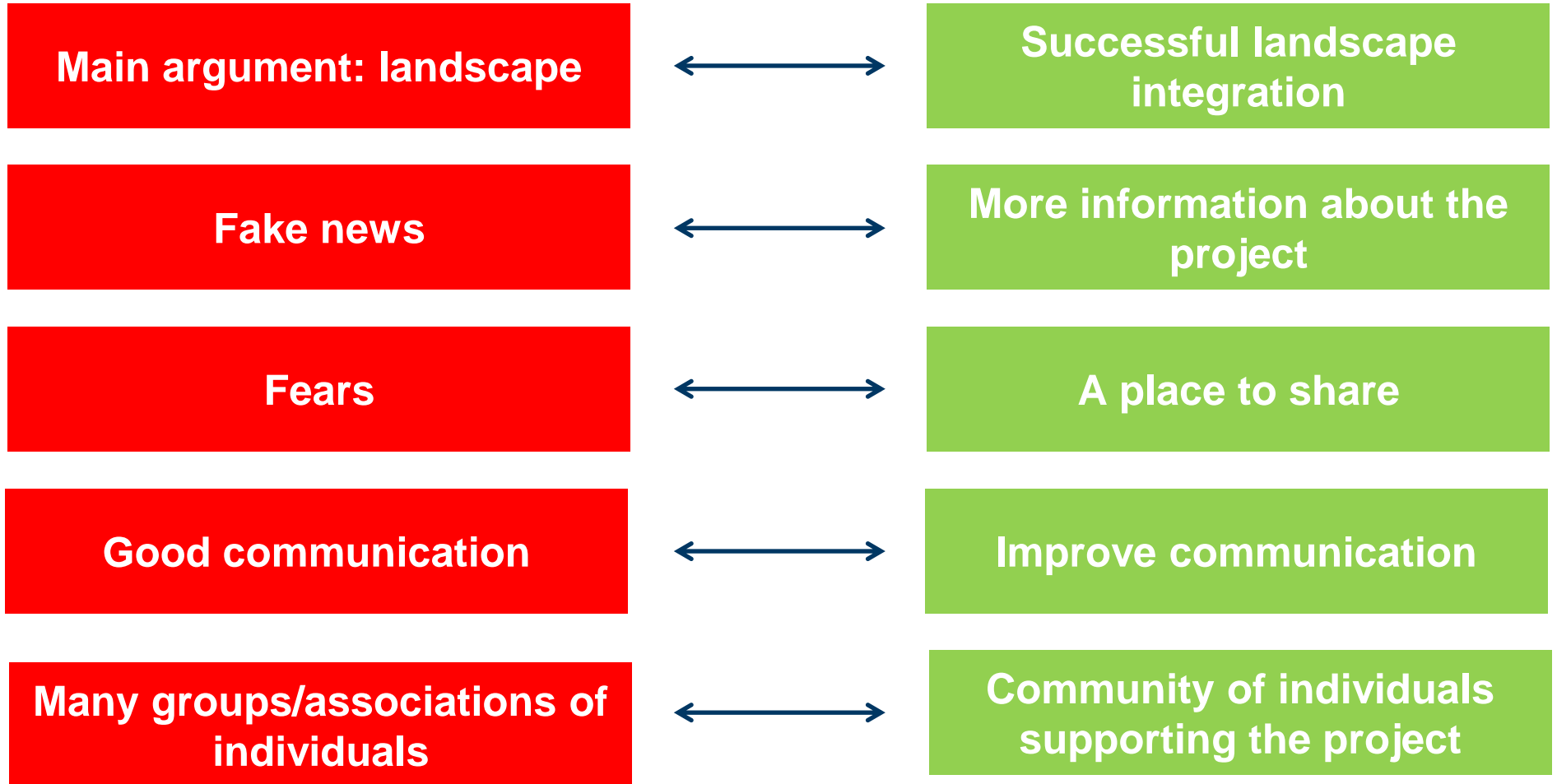




# Common communication and actions of identified associations.



# Findings and needs for us.



# Building a community.

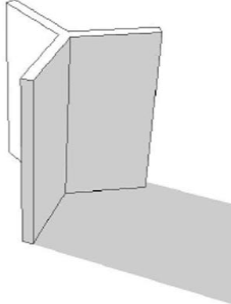
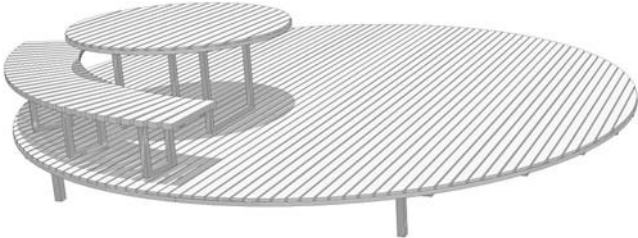


# An approach with a focus on aesthetics and dialogue.



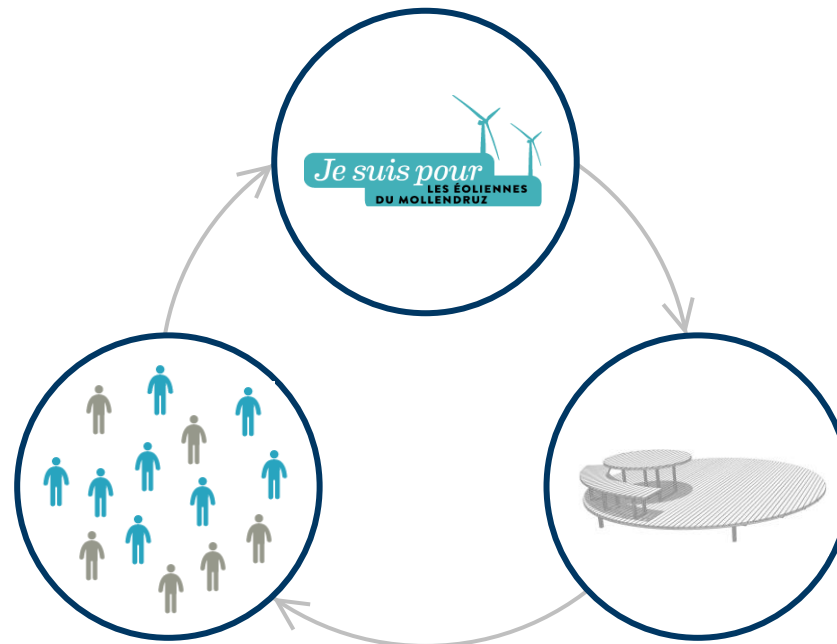


# Recreational site as information support.



# An innovative concept to create social acceptance.

- A modern vision to increase visibility
- New values centred on aesthetics and dialogue to generate trust
- A community of wind energy supporters to materialize social acceptance





*Je suis pour*  
LES ÉOLIENNES  
DU MOLLENDRUZ

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