



Scotian WindFields Inc

Developing Stakeholder Partnerships

*Dan Roscoe, Chief Operating Officer
Renewable Energy 2008
Westin Halifax – June 4, 2008*



Stakeholder Partnerships in Renewable Energy Dev't

- What are they
- How to develop and maintain
- Significance
- Lessons learned
- Moving forward



Defining Stakeholder Partnerships

- Who can influence development
- Who is influenced by development



Types of Partnerships

- Community – public outreach
- Ownership – formal partnership structures
- Special interest groups – resource and information sharing
- Political / bureaucratic – relationship building and shared interests



Building community partnerships

- Develop formal structures
 - contract relationships
 - CEDIF structure
 - governance structures
- Develop informal relationships
 - public information meetings
 - event sponsorships
 - personal connections with decision makers



Benefits

- networking
- advocacy
- sales and marketing
- mitigate nimby-ism
- maximize economic spinoffs
- land lease leads



Lessons Learned

- communicate, communicate, communicate
- communicate early
- communicate often
- maintain networks of communication
- take every opportunity to educate about RE
- partnerships are a foundation for success in NS



Moving Forward

- Increased involvement in/by NS Communities
- Strengthening partnerships with other community and environmental groups
- Responding to stakeholder needs by providing a wider range of renewable energy applications and models



Thank-you

Contact:

Dan Roscoe, COO

droscoe@scotianwindfields.ca

1-877-798-5085

www.scotianwindfields.ca

