



Building a zero carbon Ireland

Wind Energy Ireland Strategy 2022 - 2025

Version 1.1 - Revised May 2023



www.windenergyireland.com



Wind Energy Ireland

Our Vision

We will lead Ireland to a zero-carbon electricity system by 2035.

Wind Energy Ireland

Our Mission Statements

We will sustainably deliver the Government's 2030 onshore and offshore wind targets at the best possible value for Irish consumers.

We will put wind energy and supporting technologies at the centre of decarbonising Ireland and promote the delivery of a cleaner environment which supports sustainable jobs and rural communities.



Wind Energy Ireland Our Values

INTEGRITY

We will always act with integrity when engaging our people, our stakeholders, and communities. We will be honest, trustful, respectful, transparent, and collaborative.

SUSTAINABILITY

We will deliver a sustainable future for the people of Ireland. We will develop our projects sustainably and with sensitivity for the local environment and actively work to reduce our emissions footprint.

LEADERSHIP

We will demonstrate leadership in the energy sector by producing and promoting ambitious, trusted, evidence-based research to support the delivery of a zero-carbon energy future for our society. We will be an authoritative, pioneering voice in championing policy initiatives which deliver a sustainable future at the best value for the consumer.

SAFETY

We will always prioritise the health, safety, and wellbeing of the people we work and interact with. Safety is never compromised in our actions.

Wind Energy Ireland

Our Strategic Goals

Our strategy will be delivered through four strategic goals. These are:

We will build a secure zero-carbon energy system

We will deliver this by:

- Building evidence to support a sustainable and economic transition.
- Building support for enabling policy and regulatory decisions.
- Building knowledge to help people make the right choices.
- Building a roadmap for delivery of renewable generation and supporting technologies.

We will build powerful communities

We will deliver this by:

- Building our story to tell Ireland about the benefits of renewable energy.
- Building advocates to champion our story at national and local levels.
- Building partnerships with communities and bodies to enable a just sustainable transition.
- Building education programmes to equip the next generation to continue tackling climate change.

We will build our members' capability

We will deliver this by:

- Building industry resources through partnerships with education and training bodies.
- Building member training capability to up-skill and re-skill for the jobs of tomorrow.
- Building our services to support our members' needs throughout the transition.
- Building an understanding of enabling technologies to deliver a zero carbon Ireland.

We will build a stronger Wind Energy Ireland

We will deliver this by:

- Building influence with key stakeholders to deliver decarbonisation across the economy.
- Building our membership to represent all aspects of the growing energy sector.
- Building opportunities to support other technologies needed to deliver our vision.
- Building sustainable revenue streams to fund the delivery of our vision for our members.





Wind Energy Ireland Our Strategic Objectives

We will build a secure zero-carbon energy system

1. WEI will develop a roadmap for the delivery of a secure zero-carbon electricity system in Ireland and Northern Ireland by 2035, with the purpose of establishing this as a Government endorsed target by 2025.
2. WEI will advocate for all options available to increase grid capacity in Ireland and to deliver cost-effective and speedy grid connections which allow for the targets of 8,000 MW of onshore wind and 5,000 MW of offshore wind, together with the necessary supporting technologies, to be achieved by 2030.
3. WEI will seek to monitor and minimise the dispatch down of wind generation, its impact on the commercial viability of renewable generation projects, and the associated increased costs to the electricity consumer.
4. WEI will work to ensure a fit-for-purpose planning regime for the development of onshore and offshore wind and supporting technologies in Ireland.
5. WEI will continue to promote excellence in Health & Safety standards across the wind industry and the sharing of best practice and learnings from our members.
6. WEI will work to ensure the creation and evolution of well-functioning routes to market for renewable generation, and supporting technologies needed to deliver a secure zero-carbon power system, which deliver the best value to the electricity consumer including securing greater revenue certainty and appropriate risk allocation for development.
7. WEI will promote the continued use and evolution of sustainable and environmentally friendly development practices and uses for wind energy and supporting technologies in Ireland.



We will build a secure zero-carbon energy system

8. WEI will advocate for legislation, policy and the most suitable design for energy markets in Ireland and Europe to support the transition to a secure zero-carbon electricity system by 2035 including the design of the energy, capacity and system services markets.
9. WEI will plan for the long-term potential of offshore and onshore wind energy in Ireland and its ability to contribute to decarbonising the domestic and European electricity, heat, and transport sectors, including the planning of floating offshore wind energy, interconnection and alternative routes-to-market, and its contribution to supporting EU security of supply policy and delivering European energy independence.
10. WEI will work to improve the planning, grid and route-to-market policies needed to streamline the repowering and life-extension of Ireland's wind generation fleet.
11. WEI will promote the growth of a strong and resilient supply chain for offshore and onshore wind energy and supporting technologies in Ireland and will support the development of a strong international supply chain for the delivery of Ireland's offshore wind ambitions.
12. WEI will continue to support the development of energy storage to minimise emissions, minimise dispatch down, support security of supply and further the delivery of an energy independent Ireland through our partnership with Energy Storage Ireland.
13. WEI will progress the development of policy and strategy to deliver on the potential of Green Hydrogen in Ireland and meet the Government's target of 2 GW of Green Hydrogen by 2030.
14. WEI will progress the development of policy and strategy to enable greater proliferation of electrification of heat and transport at domestic, business, and industrial levels, and support the decarbonisation of large energy users by championing enabling measures such as direct wires and Corporate PPAs.
15. WEI will position leading energy research at the centre of national policy formation and trends.





We will build powerful communities

1. WEI will tell the story of the positive impact wind energy is having on Ireland's economy, energy system, climate ambition and for Ireland's electricity consumers.
2. WEI will build alliances with strategically important organisations, groups, academia, and individuals, including other energy associations which share a similar vision.
3. WEI will expand our education programme and integrate it with our research workstreams to educate young people in schools about wind energy and to encourage them to pursue careers in the renewable energy sector.
4. WEI will support communities to be part of a truly Just Transition of Ireland's energy sector including through the use of community benefit funds and supporting the development of community-owned projects.
5. WEI will develop and resource national marketing strategies for wind energy aimed at the wider general public and particularly audiences uncertain of wind energy.
6. WEI will work with our members to ensure wind energy projects are developed sustainably in a manner which supports land and marine biodiversity.
7. WEI will expand our regional affairs programme of work to additional counties and deepen relationships with the counties that have been identified.
8. WEI will support and seek to influence the development of renewables at EU level to deliver the REPowerEU plan, particularly through close collaboration with colleagues in Wind Europe and engagement with other key EU-level stakeholders.





We will build our members capability

1. WEI will actively listen to understand our members requirements, work to support their current and future needs, and establish regular education sessions for new and existing members on the structures of Wind Energy Ireland and how best to maximise membership benefits.
2. WEI will continue to be a leader in education for our members through GreenTech Skillnet and other strategic partners - facilitating lifelong learning opportunities, promoting diversity in our sector, collaborating on innovative research and development projects, and providing evidenced-based information for our members to the wider public in support of a just, zero-carbon energy system.
3. WEI will support our members needs for the optimisation and understanding of renewable energy and emerging technologies in the short, medium, and long term through research, impactful learning and workforce design, development initiatives and networking events.
4. WEI will support our members to develop leaders and specialists within the renewables sector through graduate and re-skilling training programmes, together with partnerships with third level institutions to develop talent and the next generation of employees for our industry, to promote diversity in our sector, and to provide opportunities for graduates/young professionals to interact and socialise through WEI.



We will build our members capability

5. WEI will organise and hold communications and messaging fora for members, and their supporting agencies, to develop coherent messaging around wind energy, and will actively facilitate best-in-class sharing practices amongst members for biodiversity and sustainable development initiatives and health & safety practices.
6. WEI will support our members in ensuring the highest standards are achieved in supply chain sustainability and equality for wind energy and the supporting technologies needed to deliver a zero-carbon electricity system.
7. WEI will advocate at a national level for the increases in funding and focus on the skills and resources required to deliver a zero-carbon power system by 2035 and support decarbonisation initiatives under the National Development Plan.
8. WEI will identify and develop methods to get members more involved in community energy projects and community engagement.
9. WEI will support our members who are seeking to reduce and eliminate their business' carbon footprint through the provision of training and services on this topic, along with increasing our provision of remotely accessible member activities.





We will build a stronger Wind Energy Ireland

- 1.** WEI will maintain best-in-class organisation structures, governance oversight models and organisation capability to support the delivery of WEI's strategy and ensure value is delivered through the WEI Board and Council.
- 2.** WEI will ensure the CEO and Management Team have the necessary level of resources, supports and skillsets needed to achieve the goals and vision of the organisation and to ensure excellent value is delivered to members.
- 3.** WEI will enable a work environment that supports the daily activities of the WEI staff and allows staff to prosper by maintaining productive and effective IT systems, cyber security procedures, health and safety practices, and working practices.
- 4.** WEI will maintain and grow a sustainable and resilient revenue model across a diversified revenue portfolio, including membership, events, training, and grant-funded research, which mitigates financial risk, operates within the approved financial framework, and enables the delivery of WEI's strategy.
- 5.** WEI will continue to deliver best-in-class events for the Irish renewable sector and seek to grow our events and networking offerings to support the development of onshore wind, offshore wind, energy storage, other supporting technologies, and Ireland's renewable sector supply chain.
- 6.** WEI will ensure that the correct structures are in place to ensure onshore and offshore wind members collaborate as closely as possible to solve common areas of concern for the industry and maximise benefits to both technologies.
- 7.** WEI will commit to achieving a net zero-carbon footprint as a business by 2025 and lead by example in delivering sustainable and eco-friendly services and events for our members.
- 8.** WEI will work in partnership with our colleagues in RenewableNI, Energy Storage Ireland, and any future affiliate associations to deliver services and progress policy across the island to deliver a zero-carbon electricity system by 2035.



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