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Straubing Center of Science

Weihenstephan-Triesdorf University of Applied Sciences

Chair of Marketing and Management of Biogenic Resources

*Energy turnaround in Germany -
Public perception of external effects of biogas technology
by German inhabitants in their roles as citizens, residents
and consumers under economic, ecologic and social viewpoints*

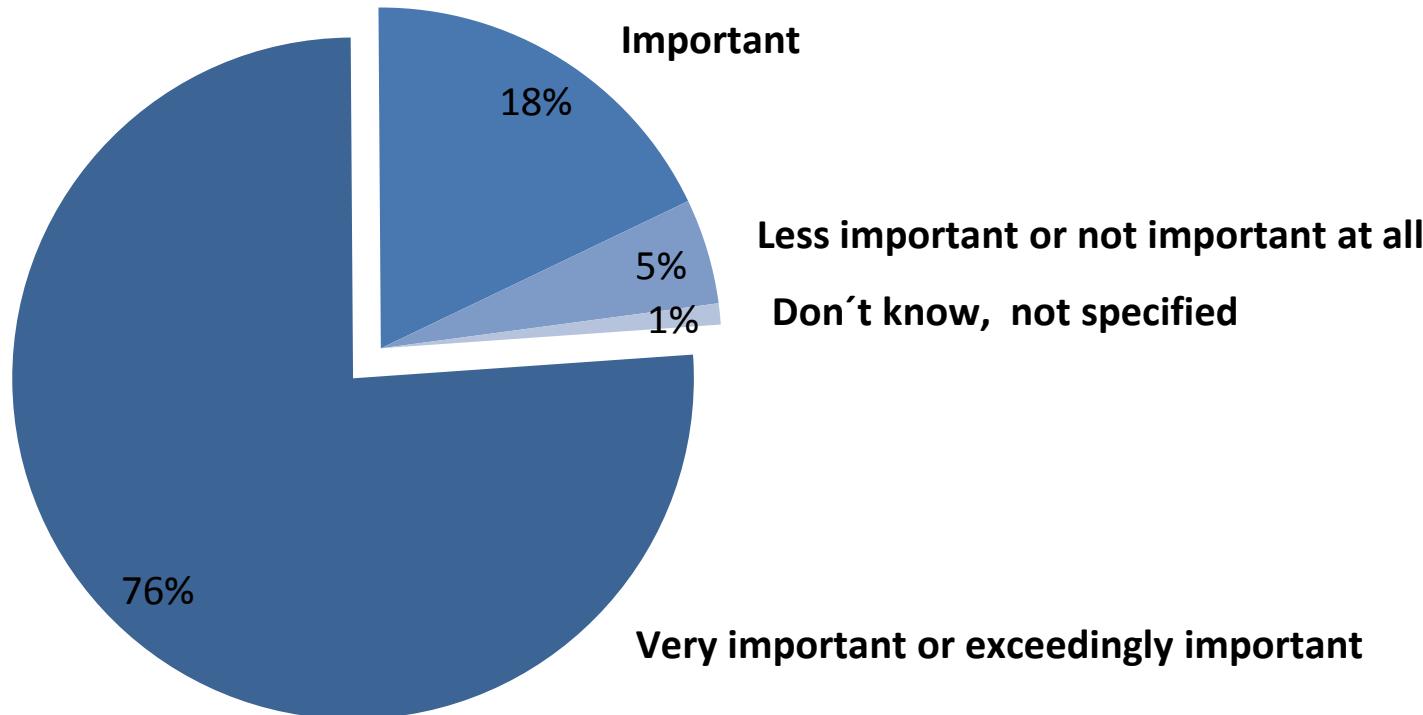
- 1. Introduction**
- 2. Media analysis about the topic „biogas“**
- 3. Online survey about side effects of biogas plants**
- 4. List of references**

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Energy turnaround in Germany:

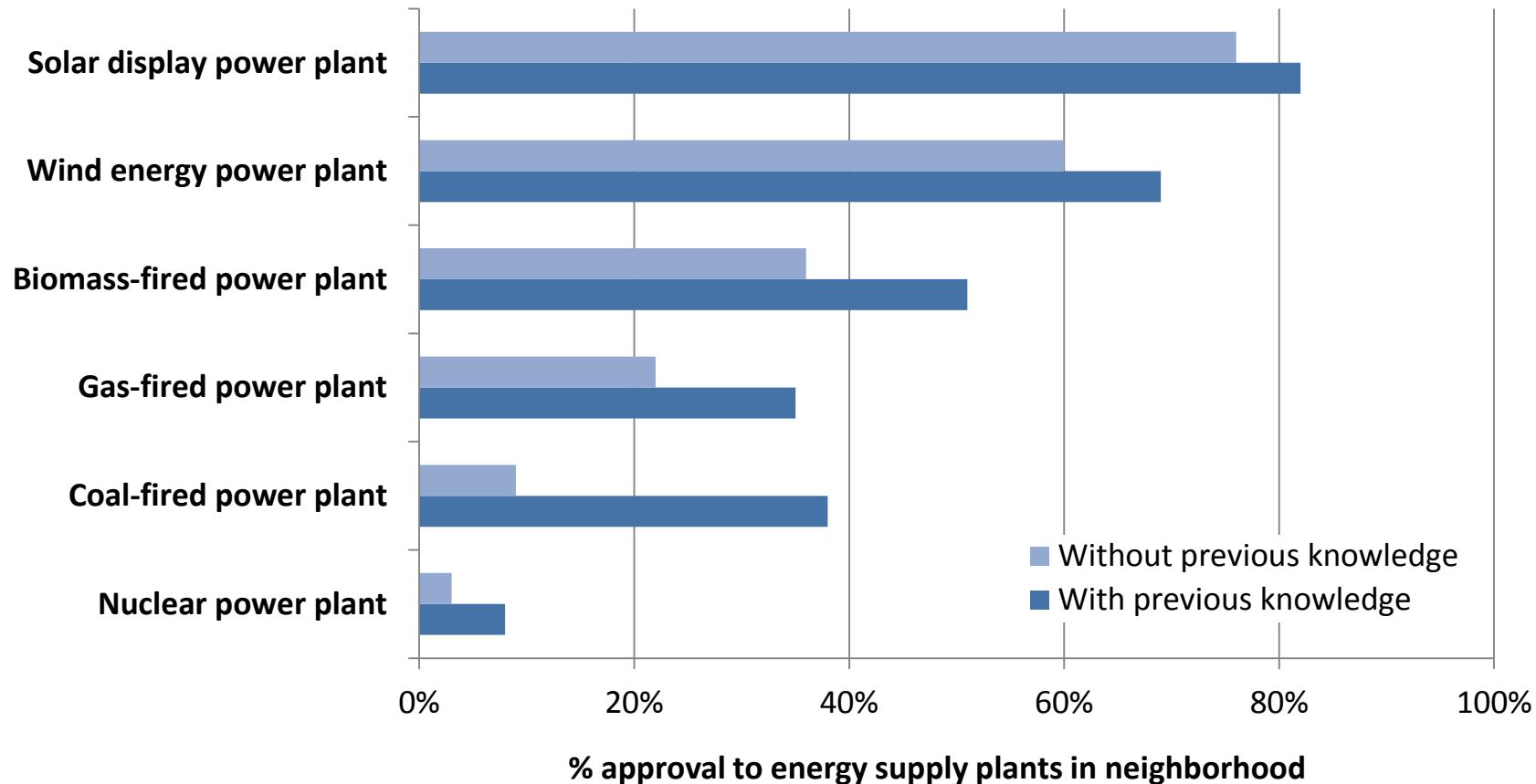
- March 11th 2011: Fukushima nuclear desaster → June 06th 2011: decision on **definitive nuclear phaseout** for Germany until 2022 → 7 shutdown plants stay shut down; 10 residual plants will be shut down successively until 2022
 - Simultaneously: expansion of renewable energies and electrical power supply lines PLUS increased saving of energy
- **2020:** coverage of **35 %** of German electric energy demand by renewables
2030: coverage of **50 %** of German electric energy demand by renewables
2040: coverage of **65 %** of German electric energy demand by renewables
2040: coverage of **80 %** of German electric energy demand by renewables

German citizens: „Use and development of renewable energies are...“



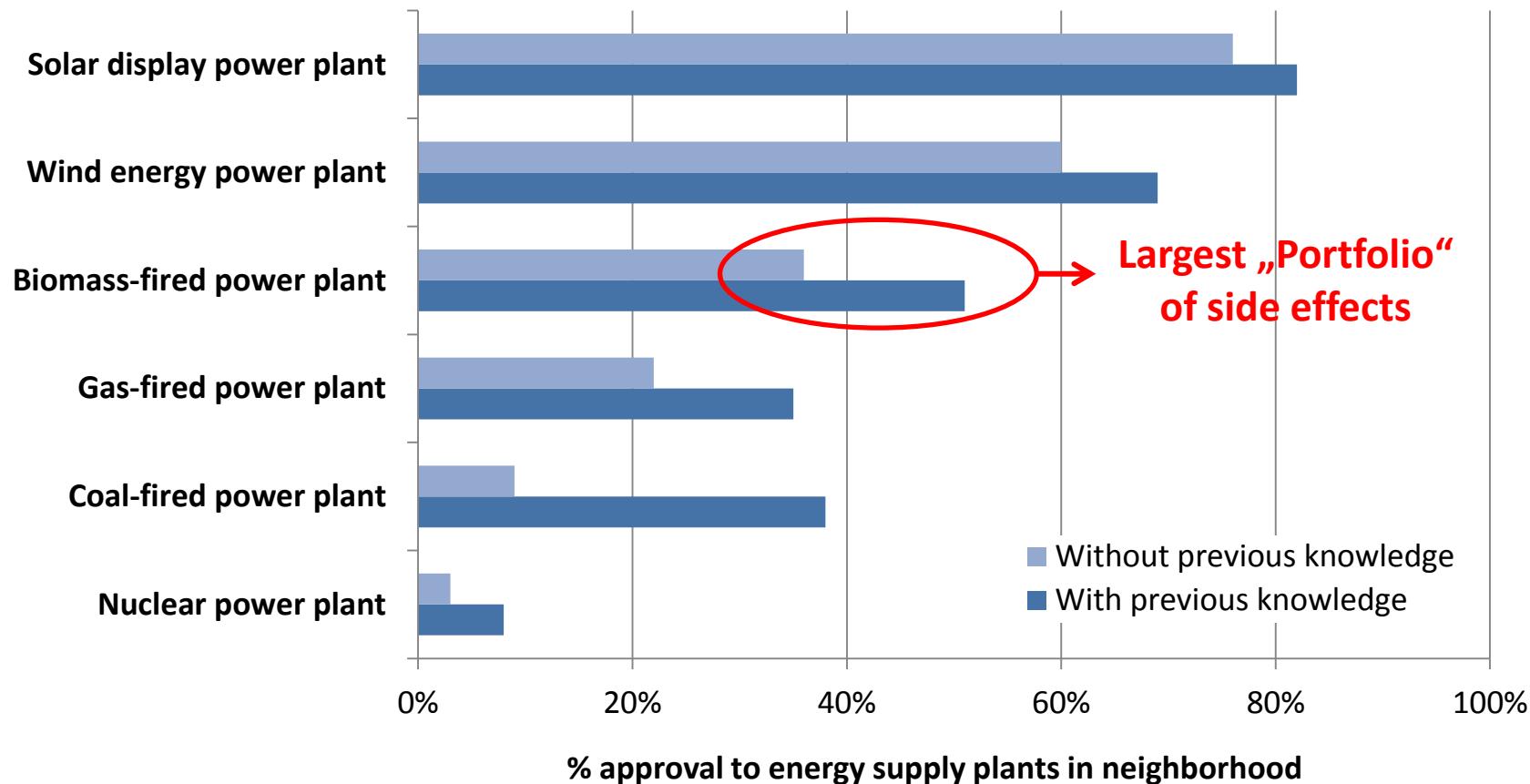
Own diagram, modified according to: Renewable Energies Agency (2011)

German citizens: Approval to energy supply plants in neighborhood



Own diagram, according to: Renewable Energies Agency (2011)

German citizens: Approval to energy supply plants in neighborhood



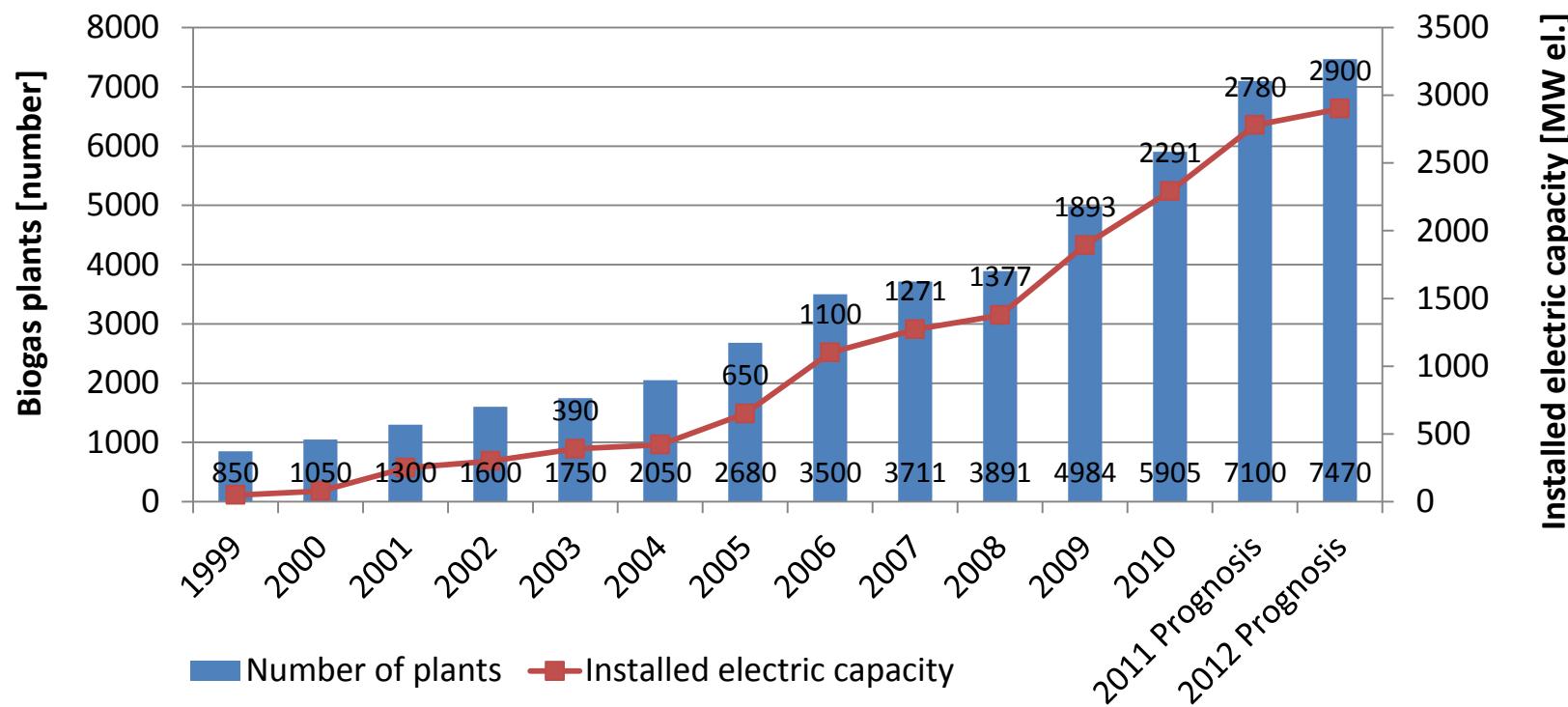
Own diagram, according to: Renewable Energies Agency (2011)

Impressions of biogas plants in Germany...



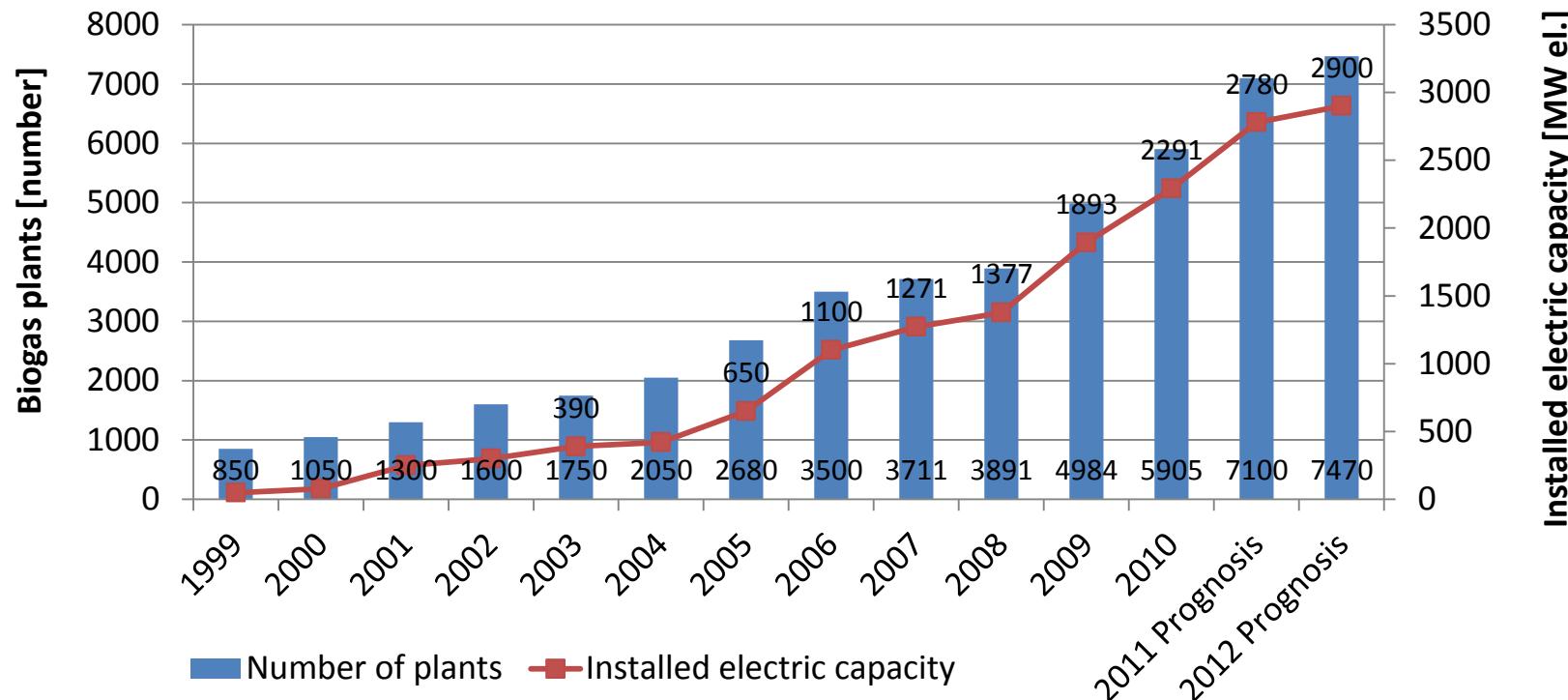
Own photographies (2011)

Number of biogas plants in Germany and installed electric capacity



E.ON AG (2012), German Biogas association (2012); Own diagram, according to: German Biogas Association (2012)

Number of biogas plants in Germany and installed electric capacity



- 1 single nuclear power plant „Isar II“: **11.62 Mio. MWh** in 2011;
- all German biogas plants together: **18.40 Mio. MWh** in 2011

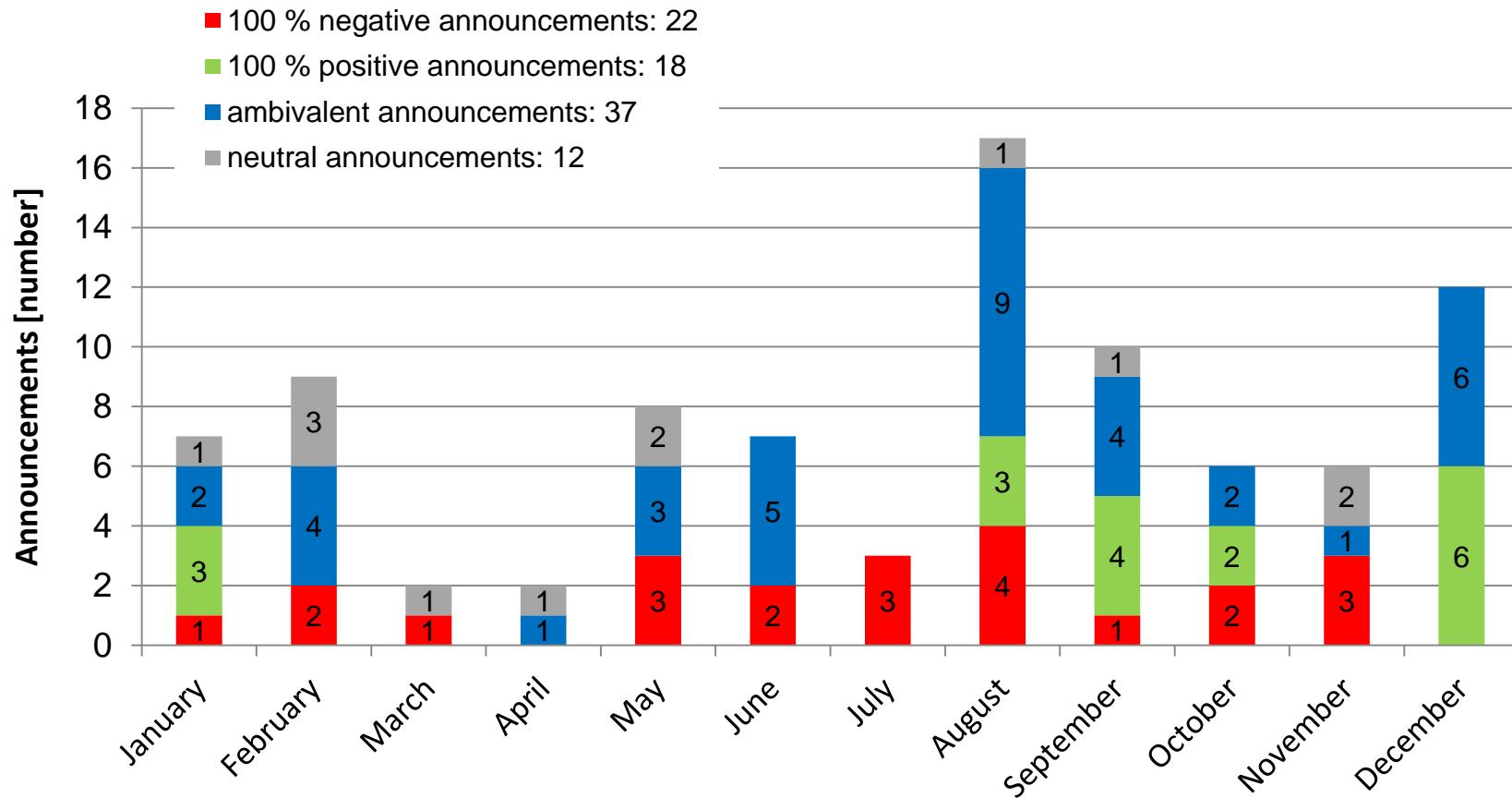
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Media analysis about the topic „biogas“ - approach:

1. Observation of german media concerning the topic „biogas“
(with help of german biogas association)
2. Circuit of professional journals at Straubing Center of Science
3. Frequent use of search engines
4. Google alert „biogas“
5. Different newsletters about the topic „renewable energies“

→ Collection of almost 400 general / widespread contributions about the topic „biogas“ in German media from 2004 - 2011

89 announcements in 2011 - 7.5 articles monthly on average



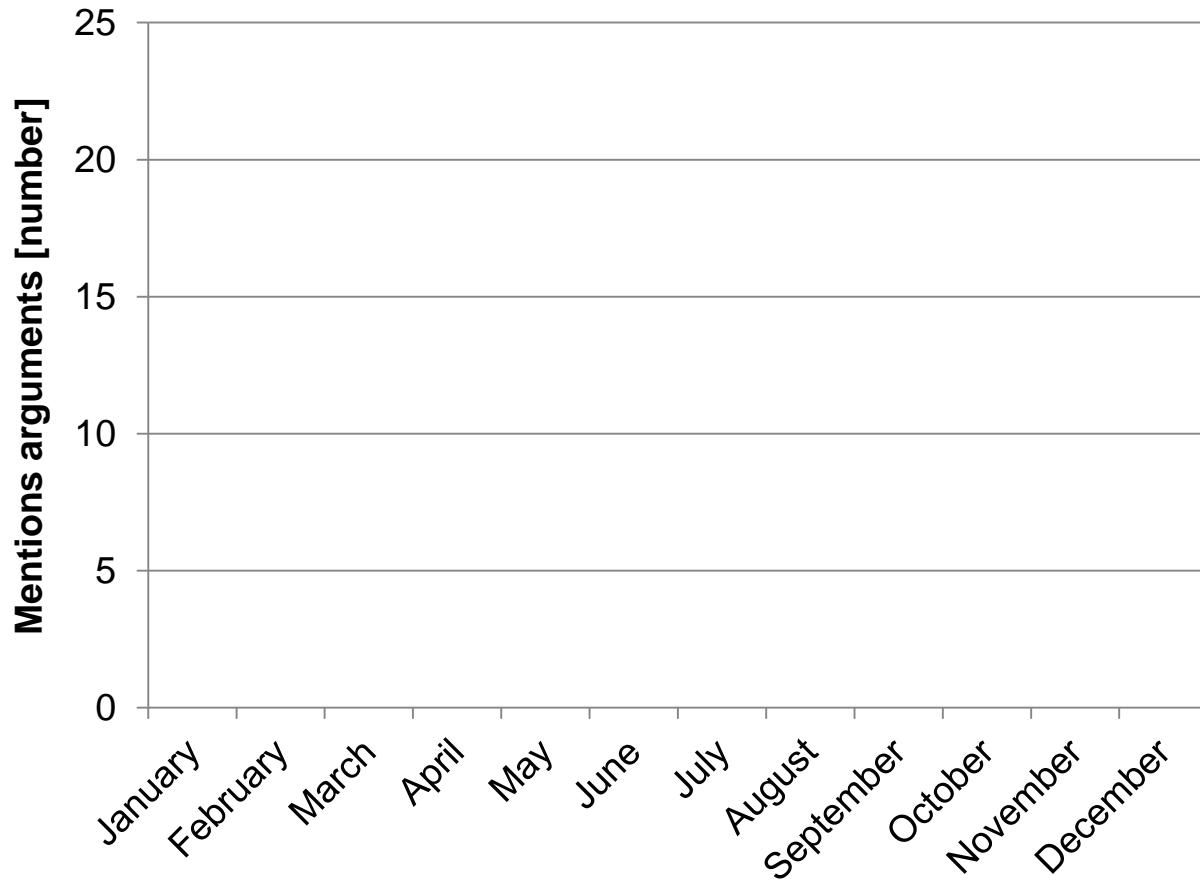
Own source (2011)

89 announcements in 2011 - 7.5 articles monthly on average

Within the 89 announcements in 2011 are:

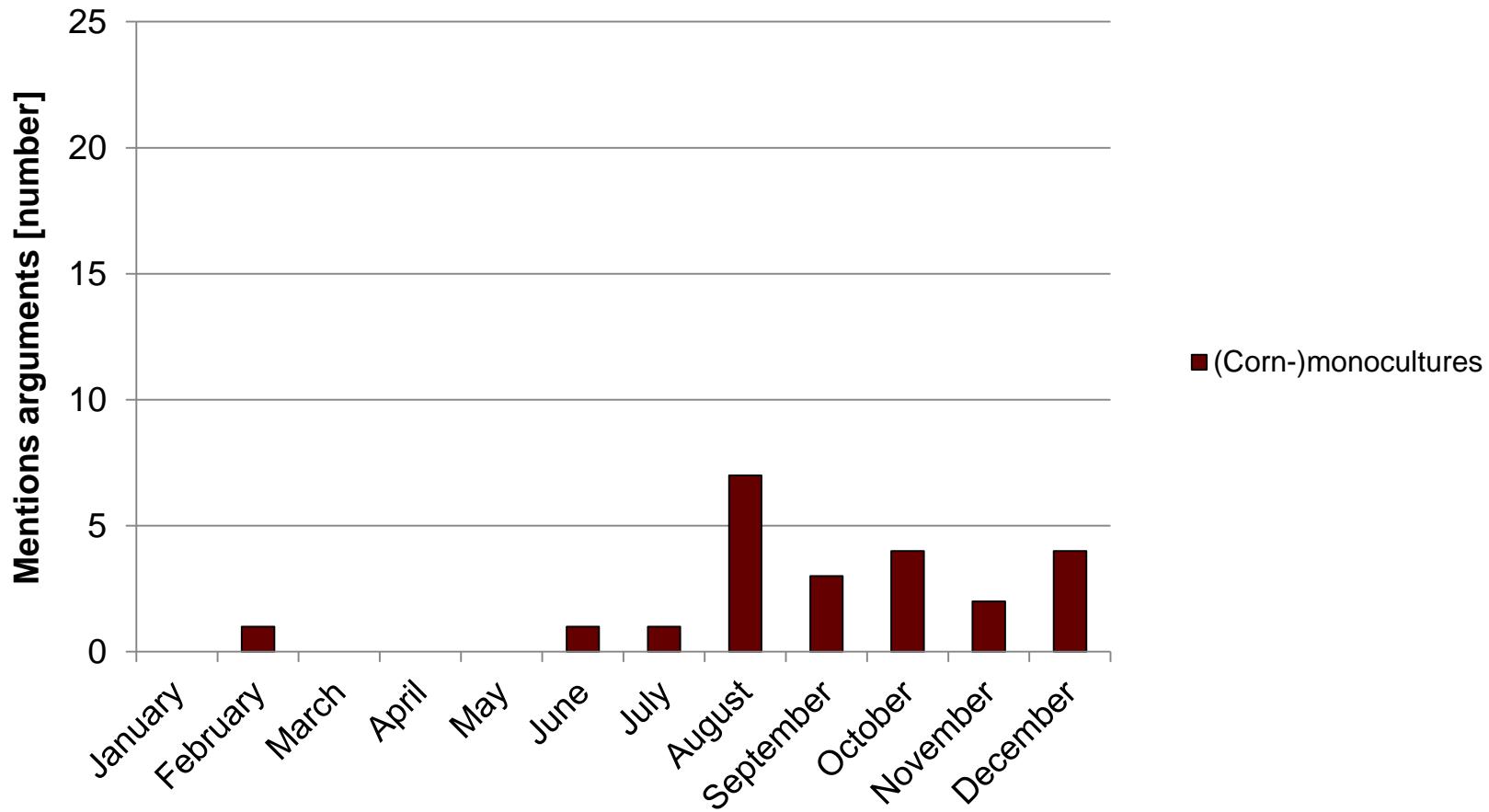
- 57 different arguments **CONTRA** biogas
- 55 different arguments **PRO** biogas

„TOP 10“ of arguments 2011



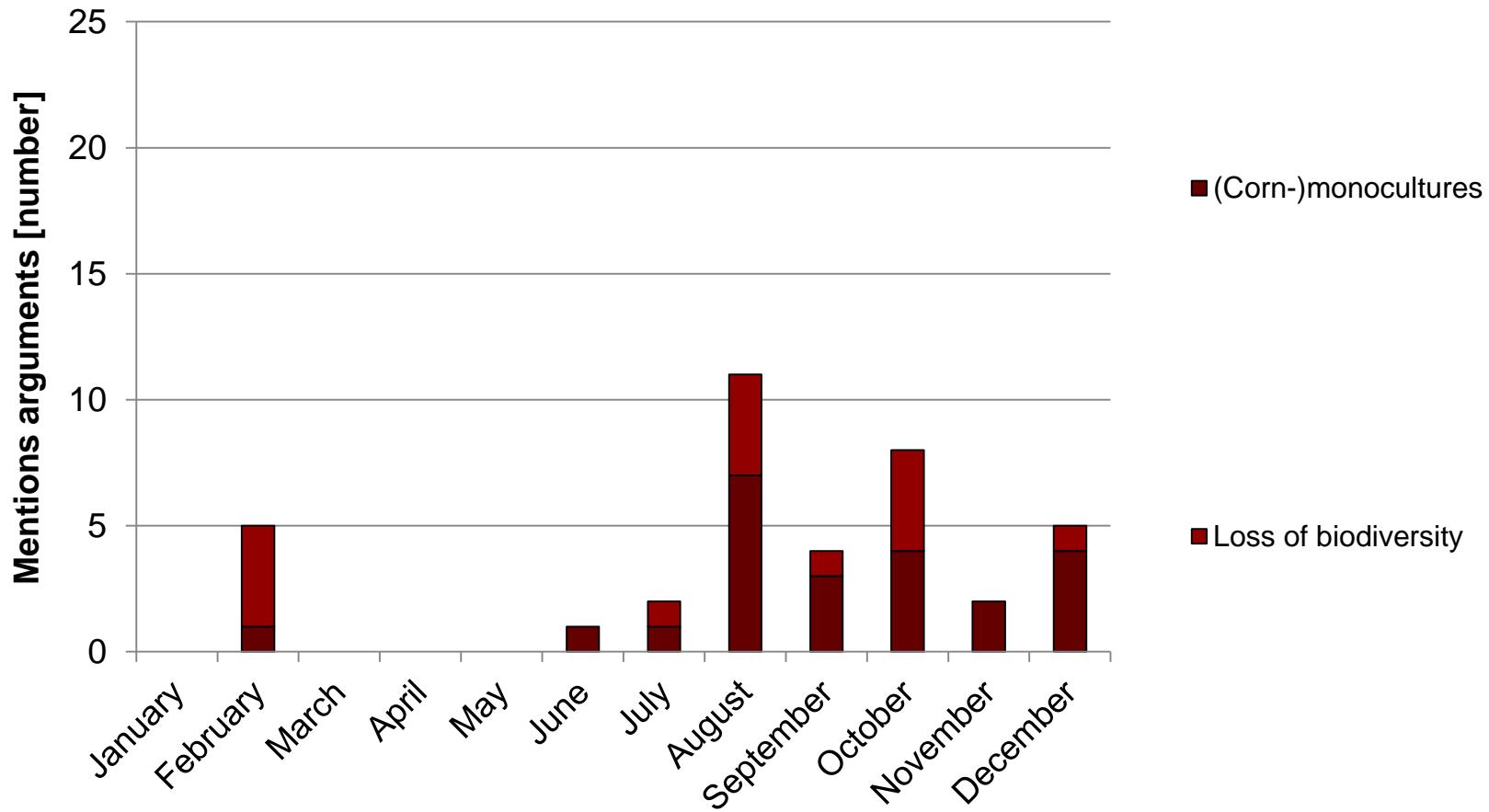
Own source (2011)

„TOP 10“ of arguments 2011 - rank 01. „(Corn-)monocultures“



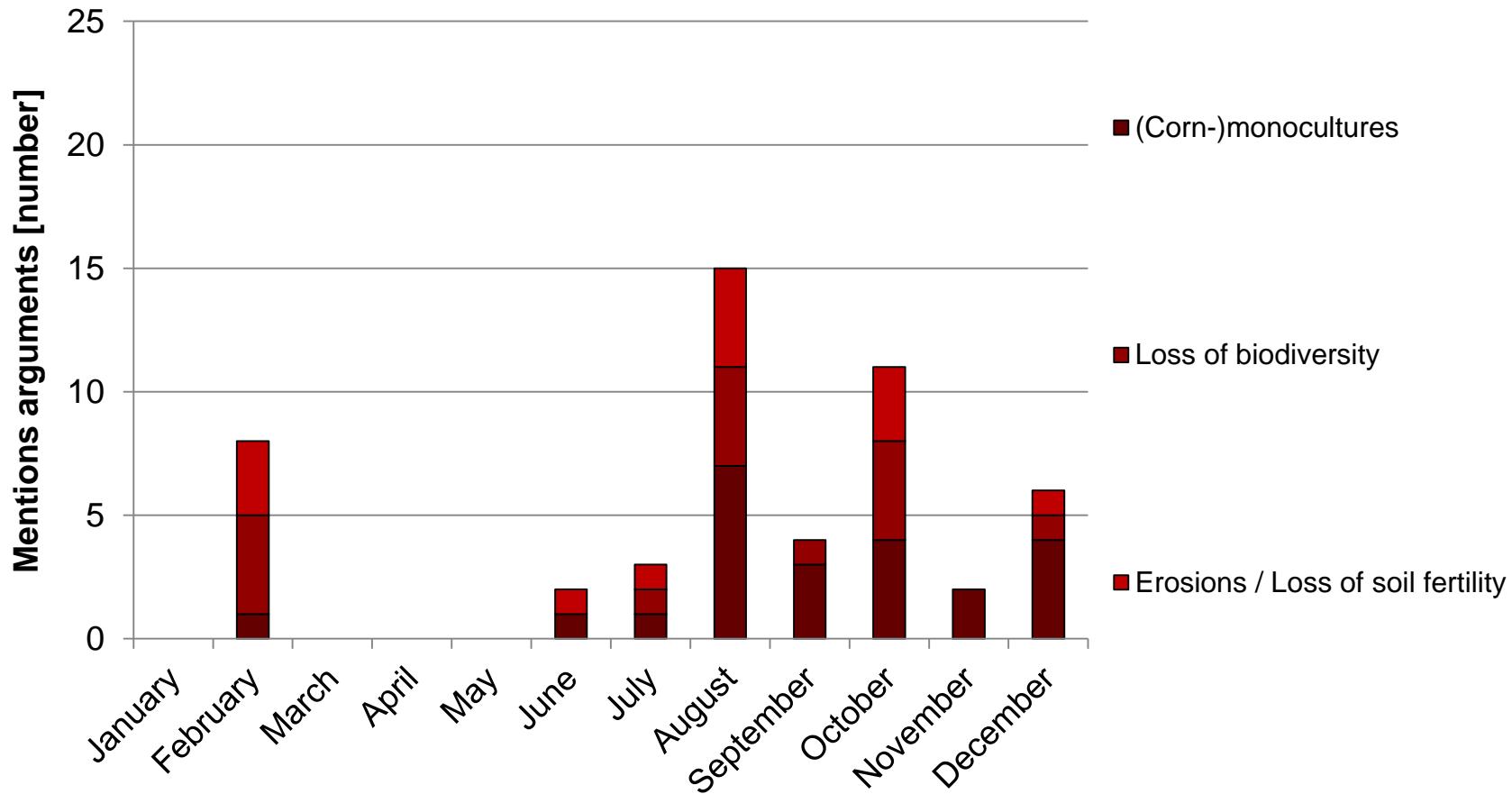
Own source (2011)

„TOP 10“ of arguments 2011 - rank 02. „Loss of soil fertility“



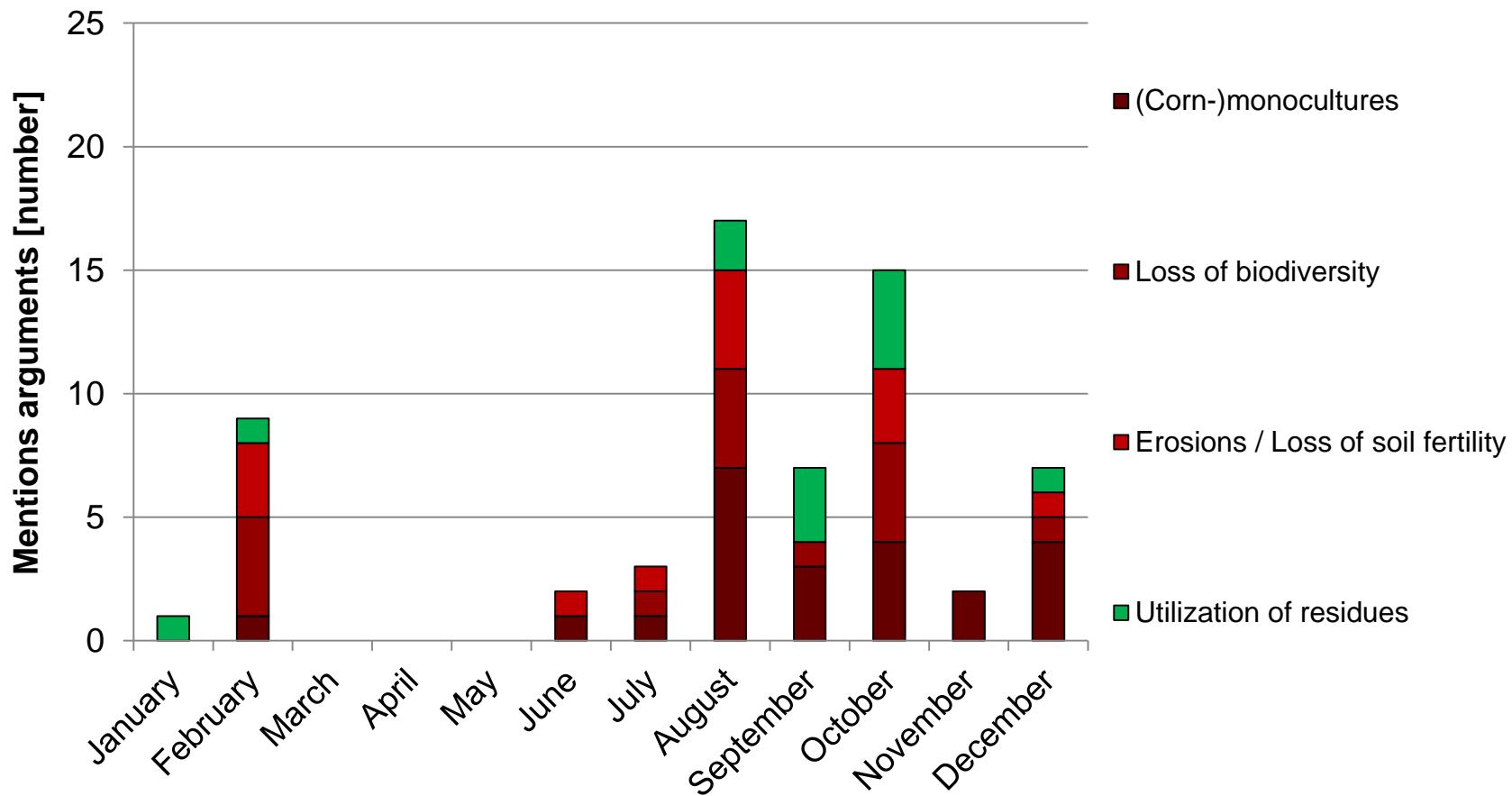
Own source (2011)

„TOP 10“ of arguments 2011 - rank 03. „Erosions / Loss of soil fertility“



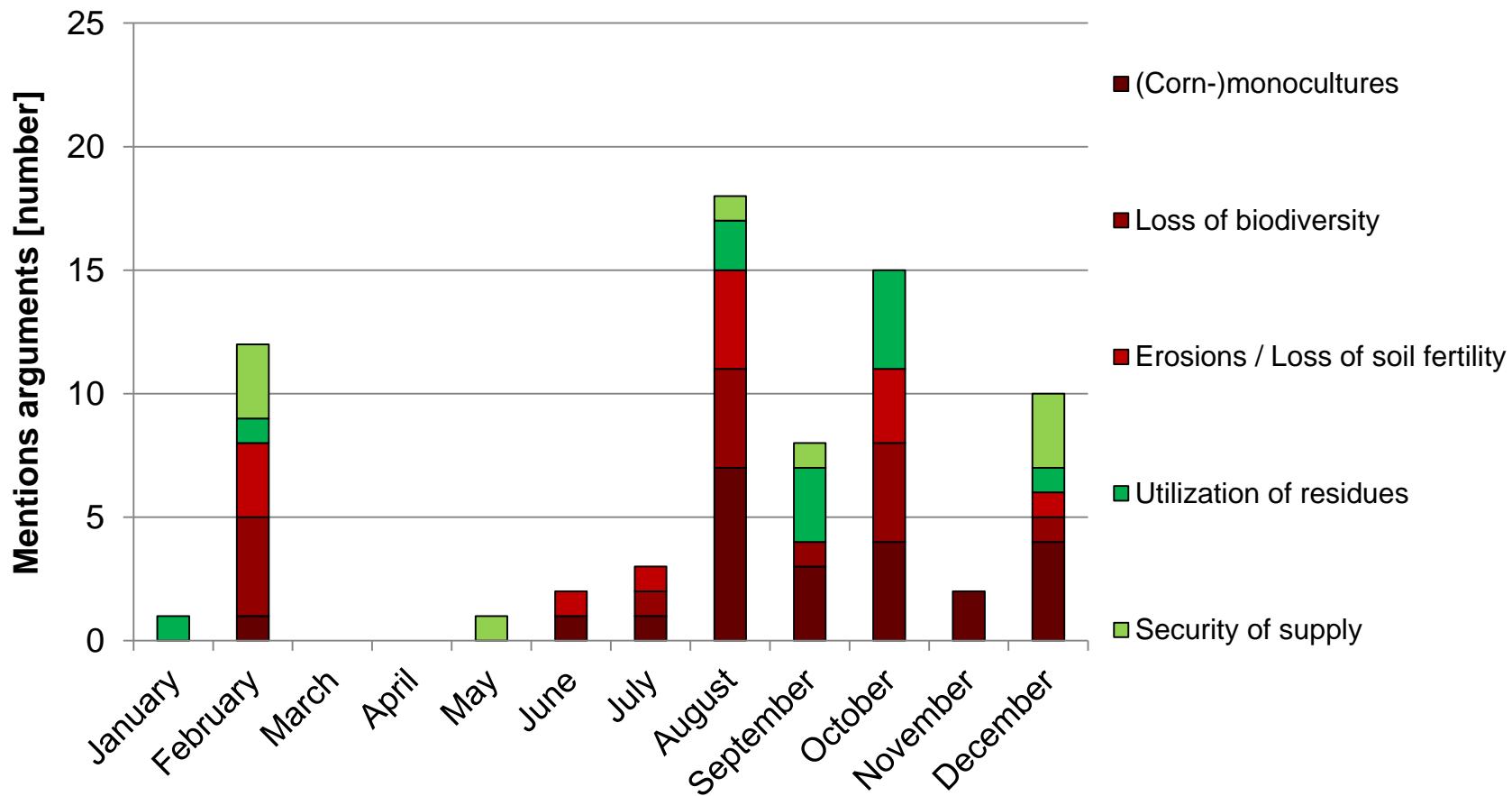
Own source (2011)

„TOP 10“ of arguments 2011 - rank 04. „Utilization of residues“



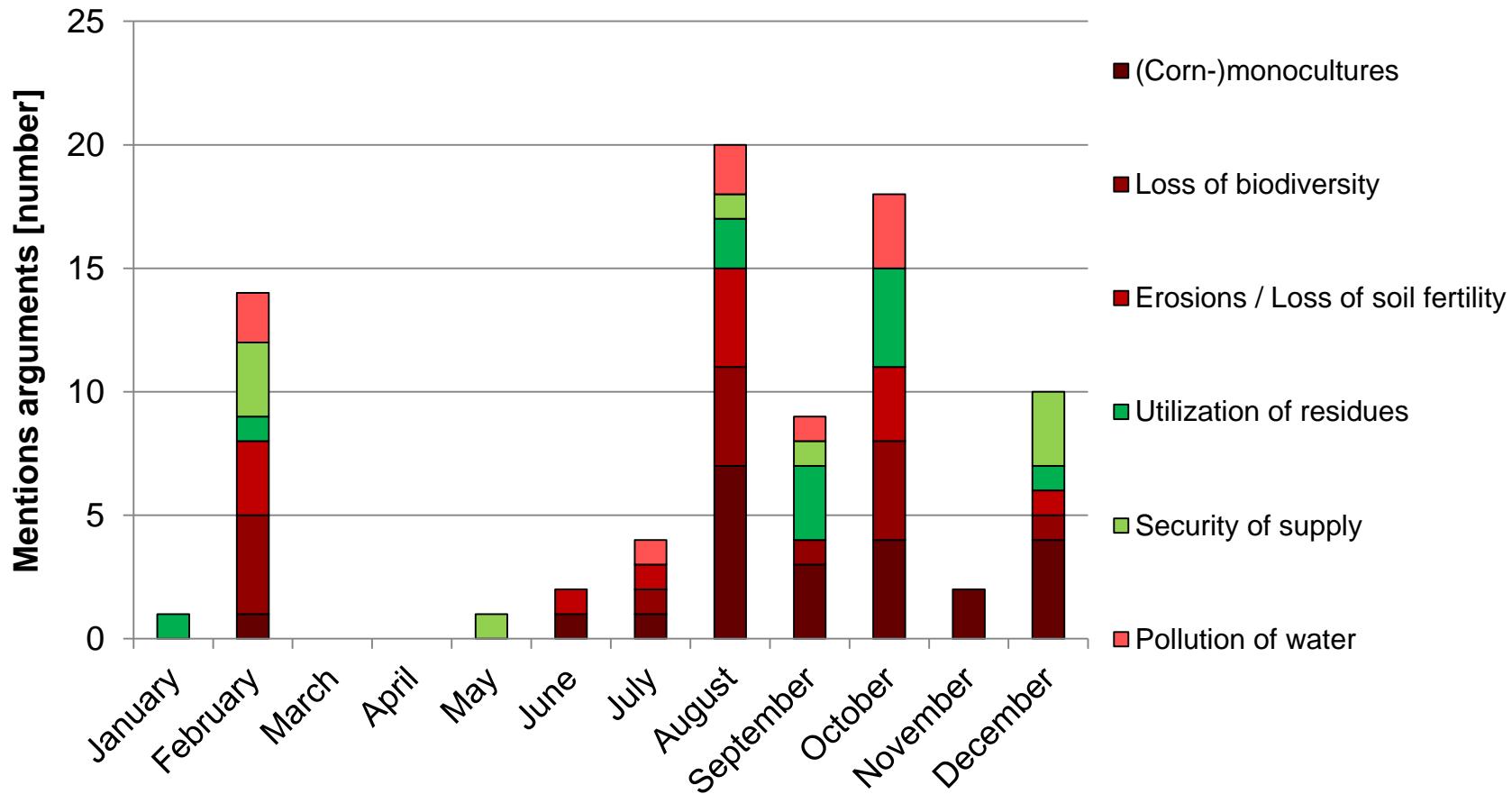
Own source (2011)

„TOP 10“ of arguments 2011 - rank 05. „Security of supply“



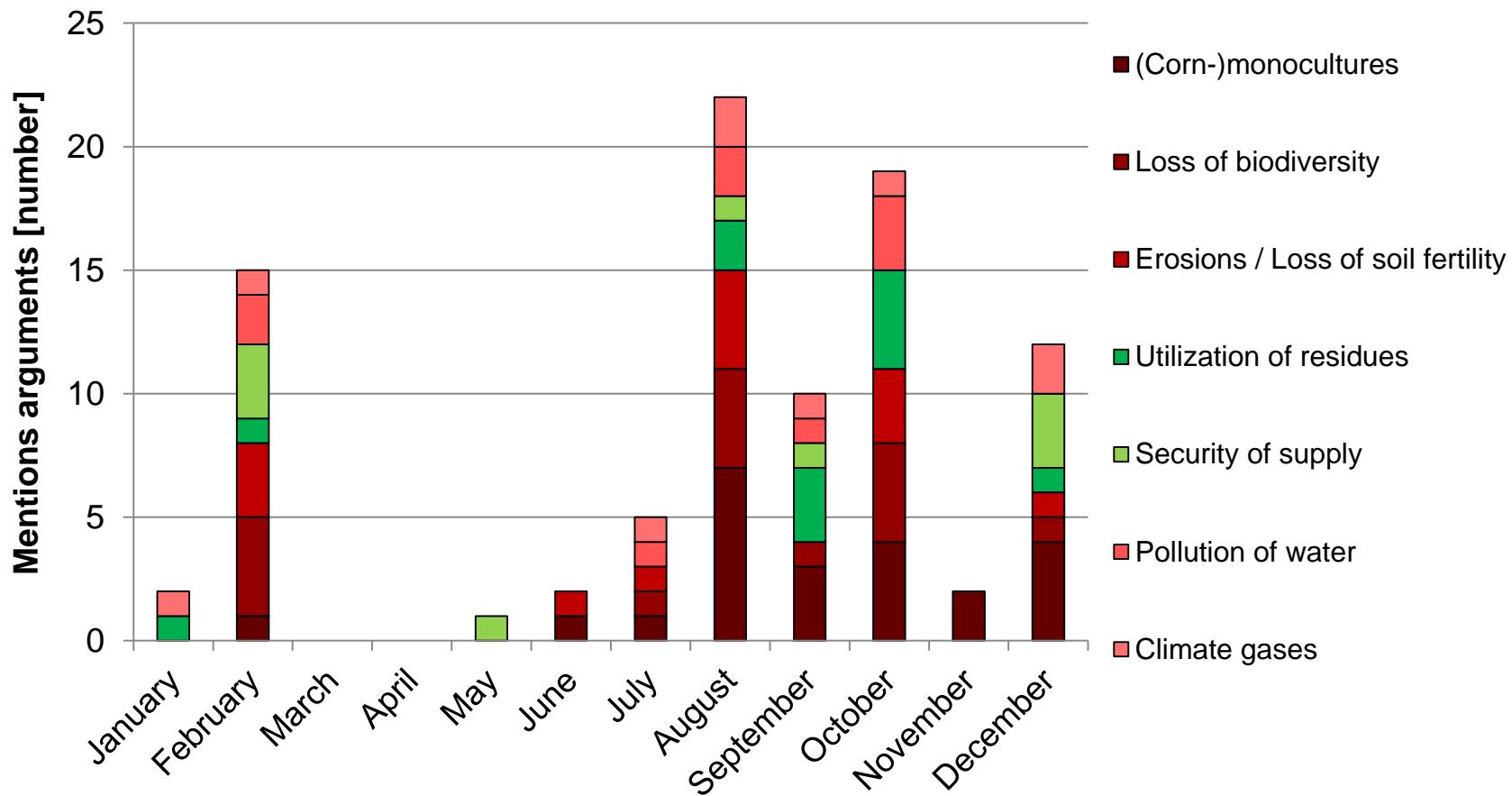
Own source (2011)

„TOP 10“ of arguments 2011 - rank 06. „Pollution of water“



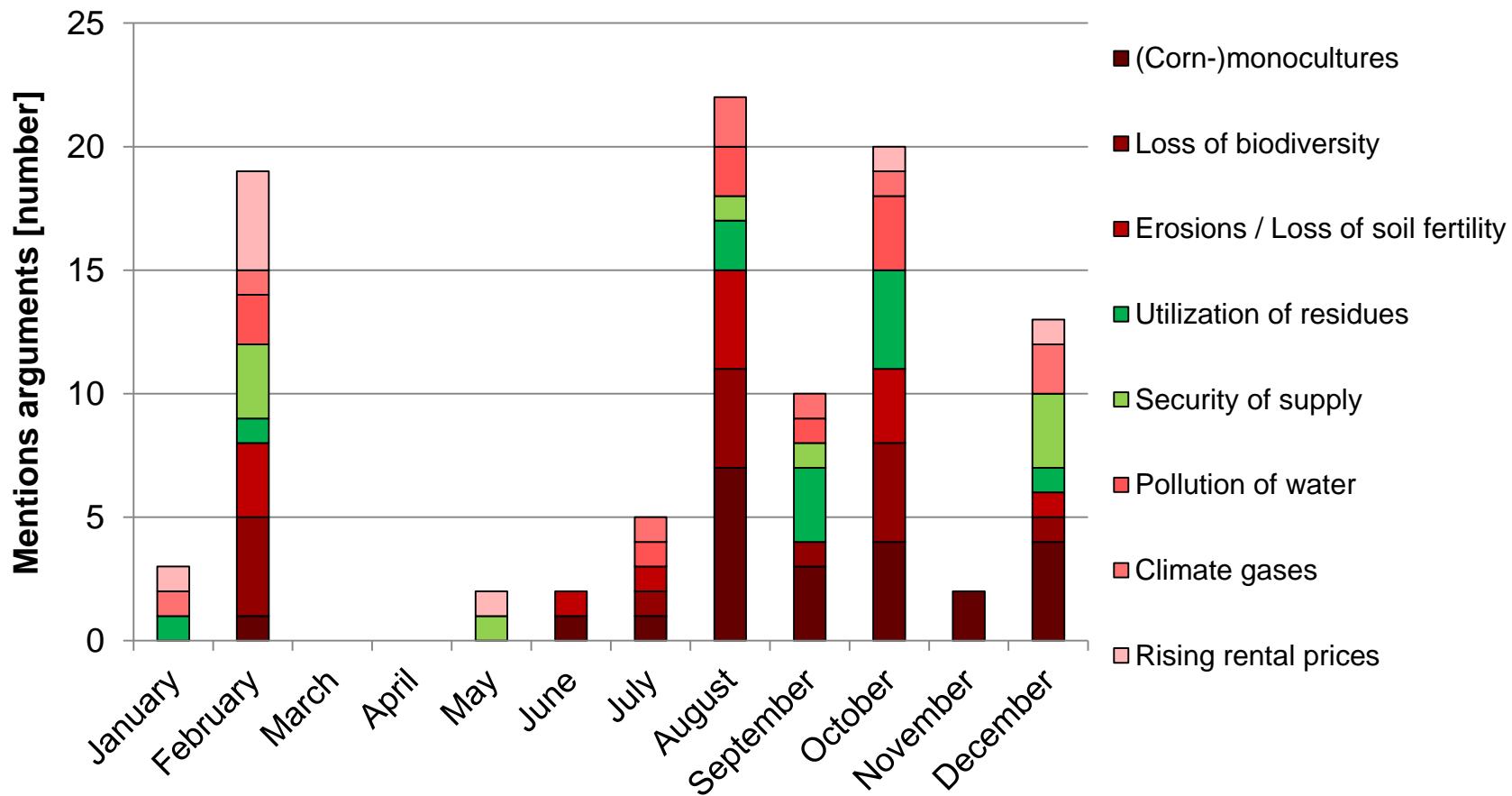
Own source (2011)

„TOP 10“ of arguments 2011 - rank 07. „Climate gases“



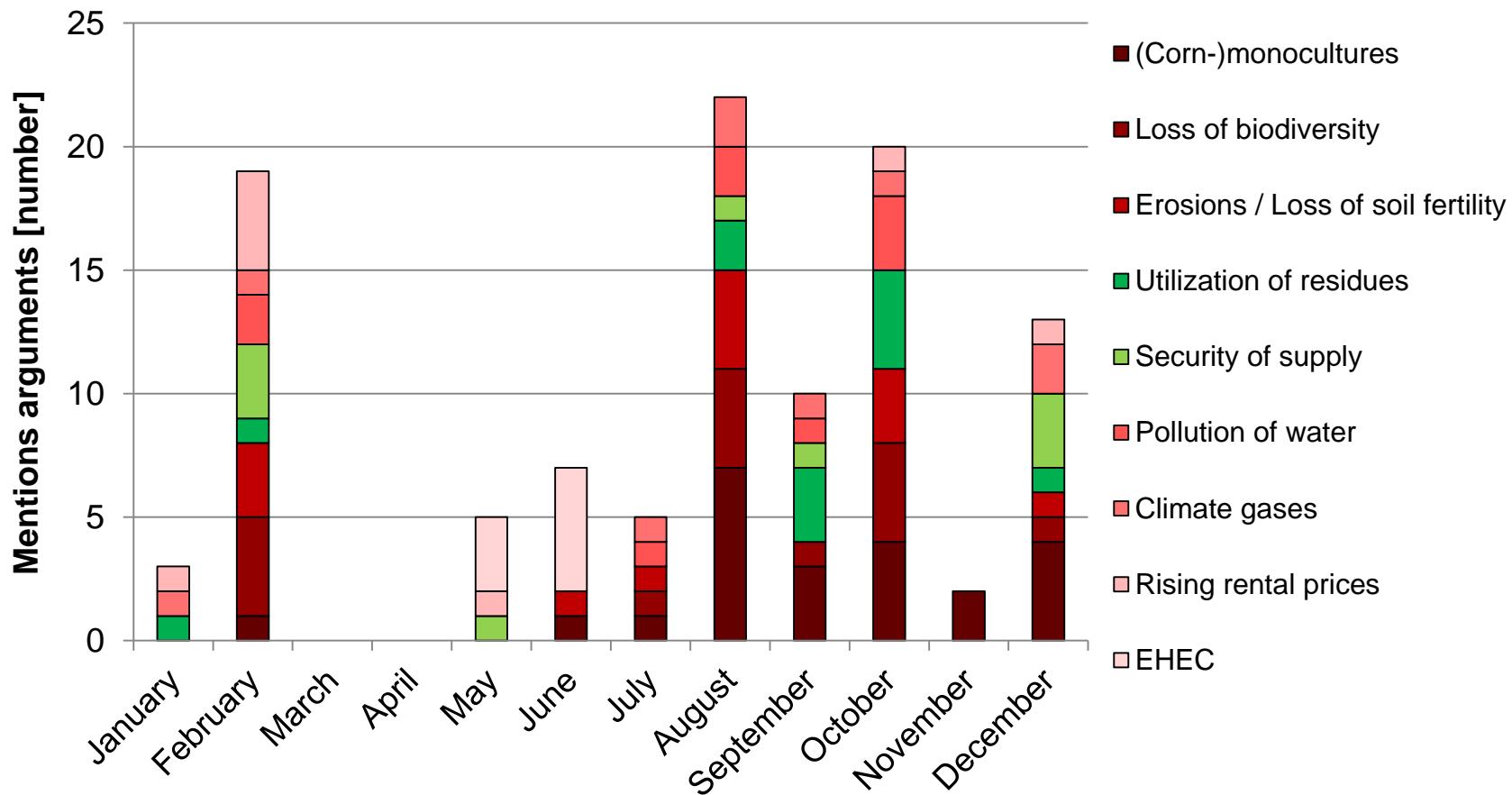
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„TOP 10“ of arguments 2011 - rank 08. „Rising rental prices“



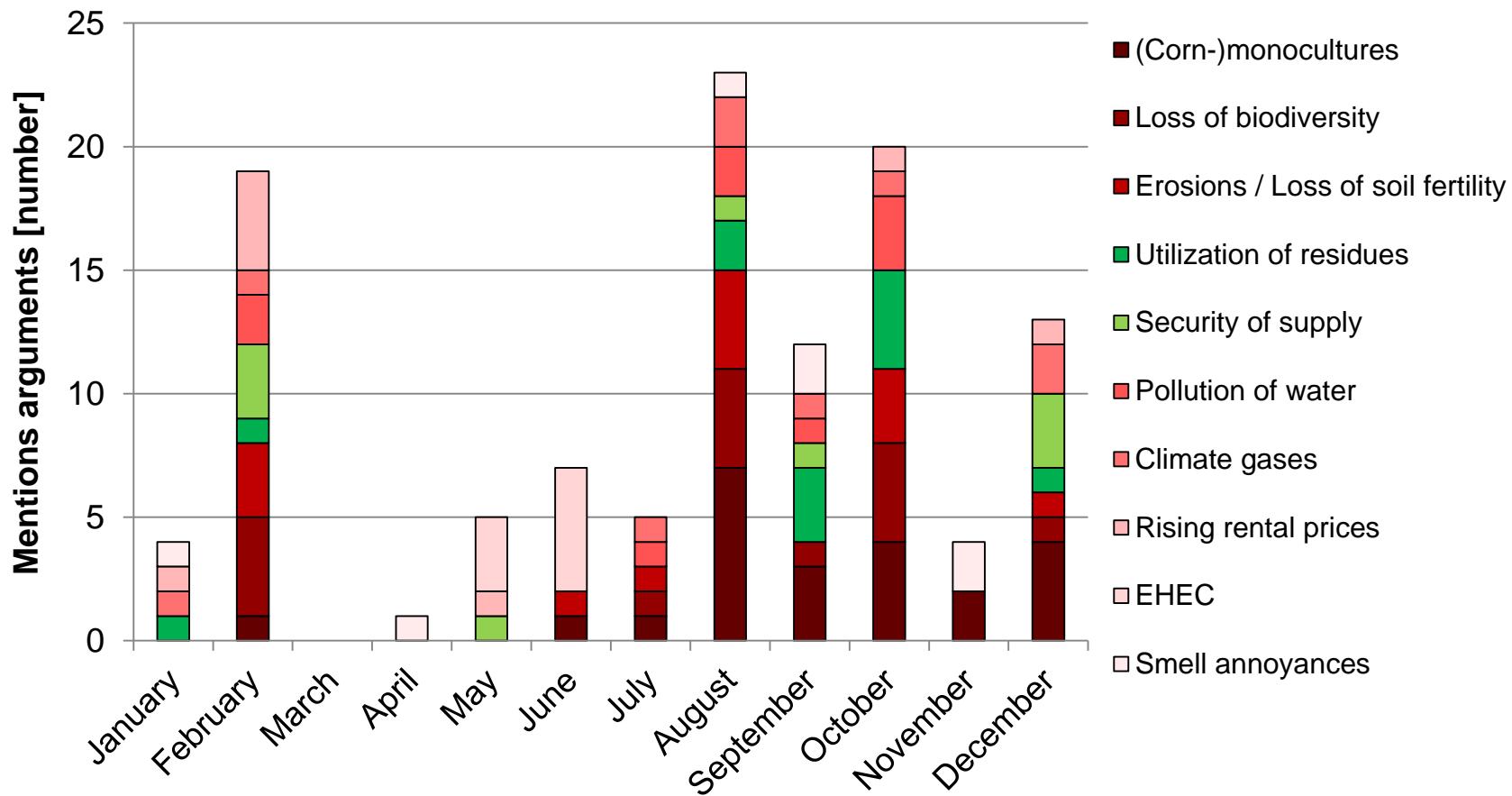
Own source (2011)

„TOP 10“ of arguments 2011 - rank 09. „EHEC“

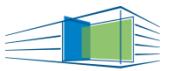


Own source (2011)

„TOP 10“ of arguments 2011 - rank 10. „Smell annoyances“



Own source (2011)



Categories of arguments (≥ 10 mentions) in contributions from '04 bis '11

	Global Aspects/Motives	Regional Aspects/Motives	Local Aspects/Motives
Ecology			
Economy			
Social matters			

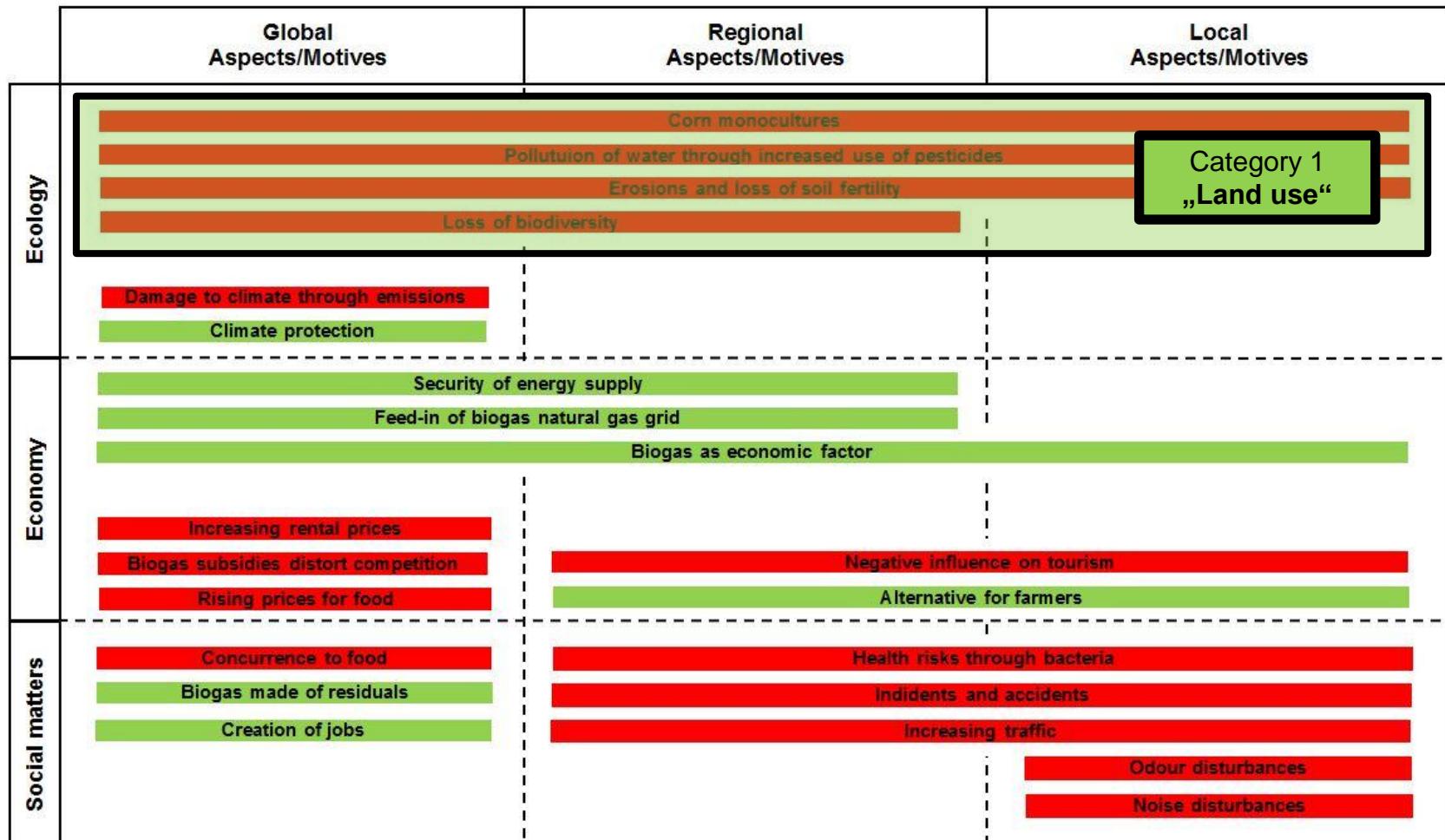
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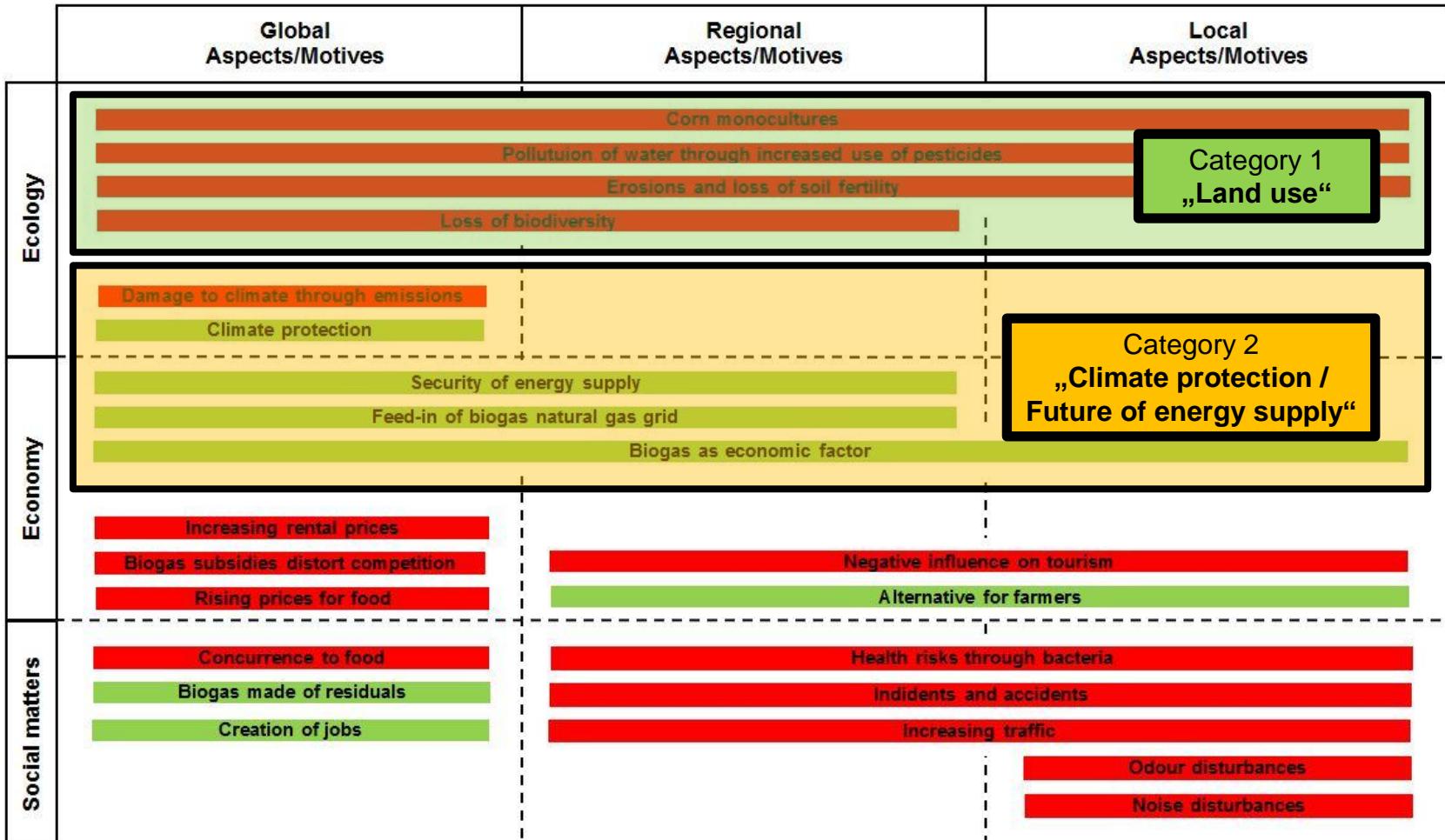
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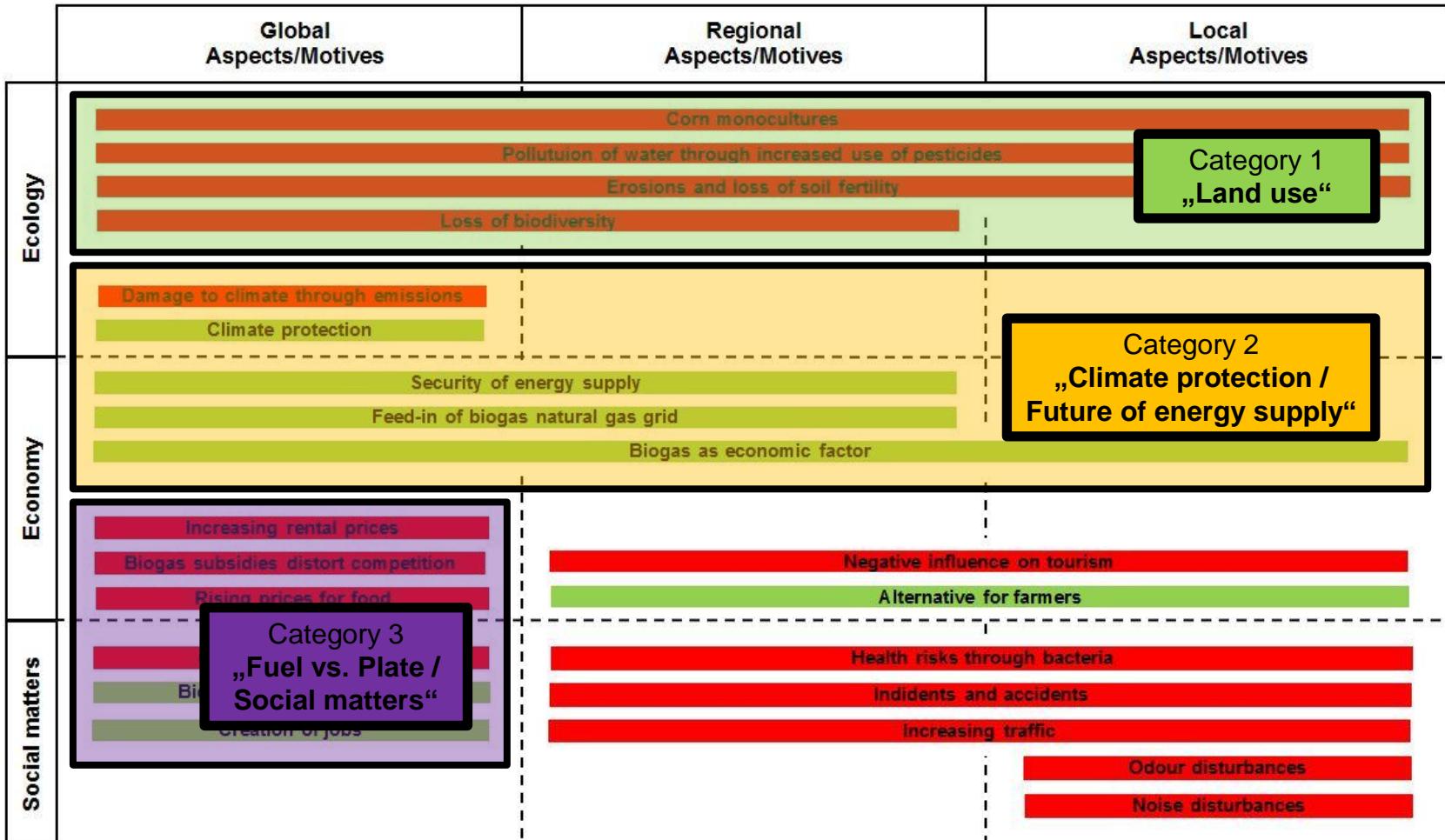
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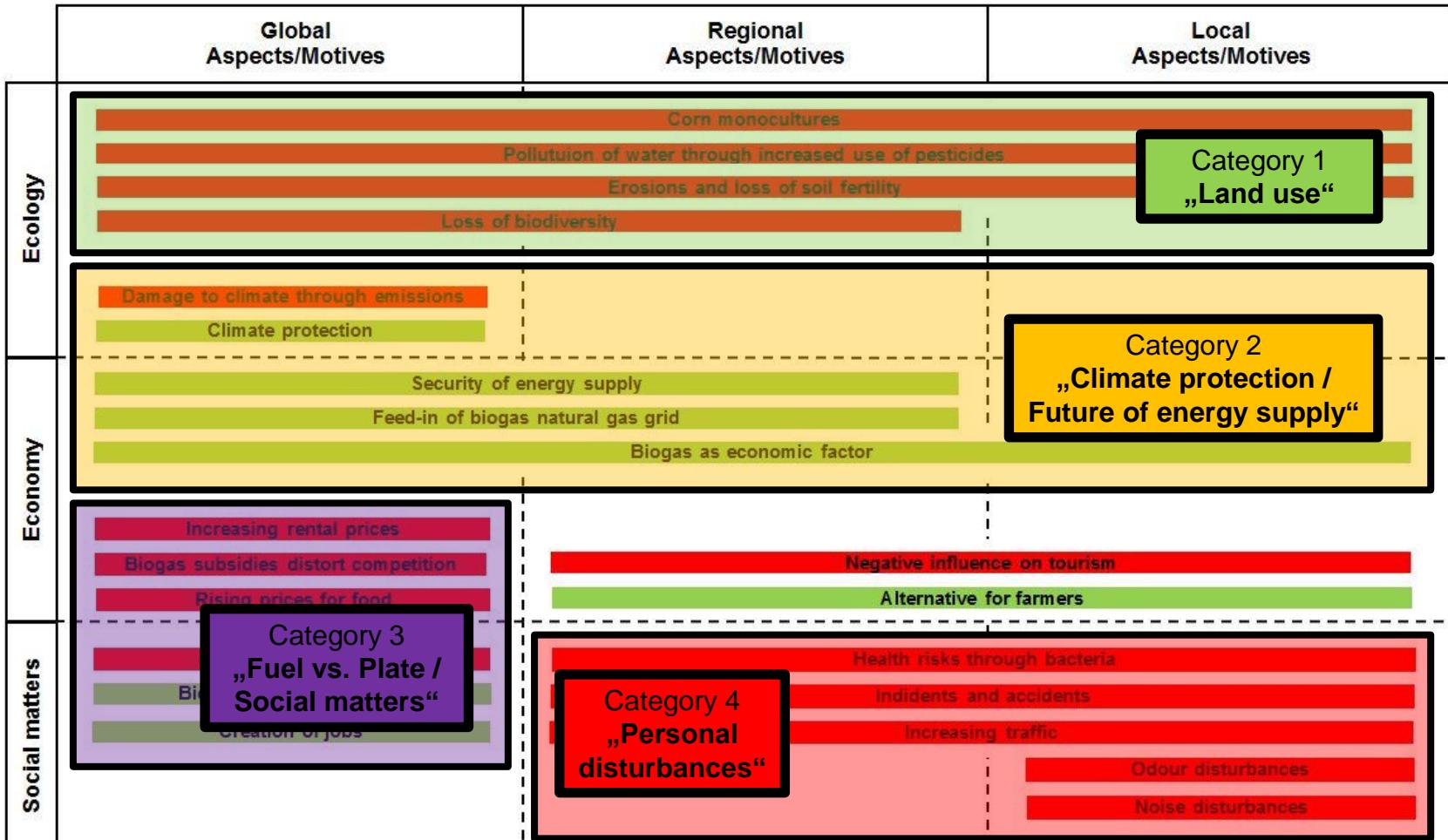
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3. Online survey about side effects of biogas plants

Online survey about side effects of biogas plants - approach:

1. Detailed material collection, expert interviews, pre-tests
 2. Realization with online survey tool „LimeSurvey“; distribution via Facebook, emails, professional web pages and press releases in regional newspapers („Straubinger Tagblatt“ and „Passauer Neue Presse“)
 3. Duration: 70 days (27th of July 2011 - 04th of October 2011)
- 274 data sets were evaluated

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3. Online survey about side effects of biogas plants

Open question: 274 data sets

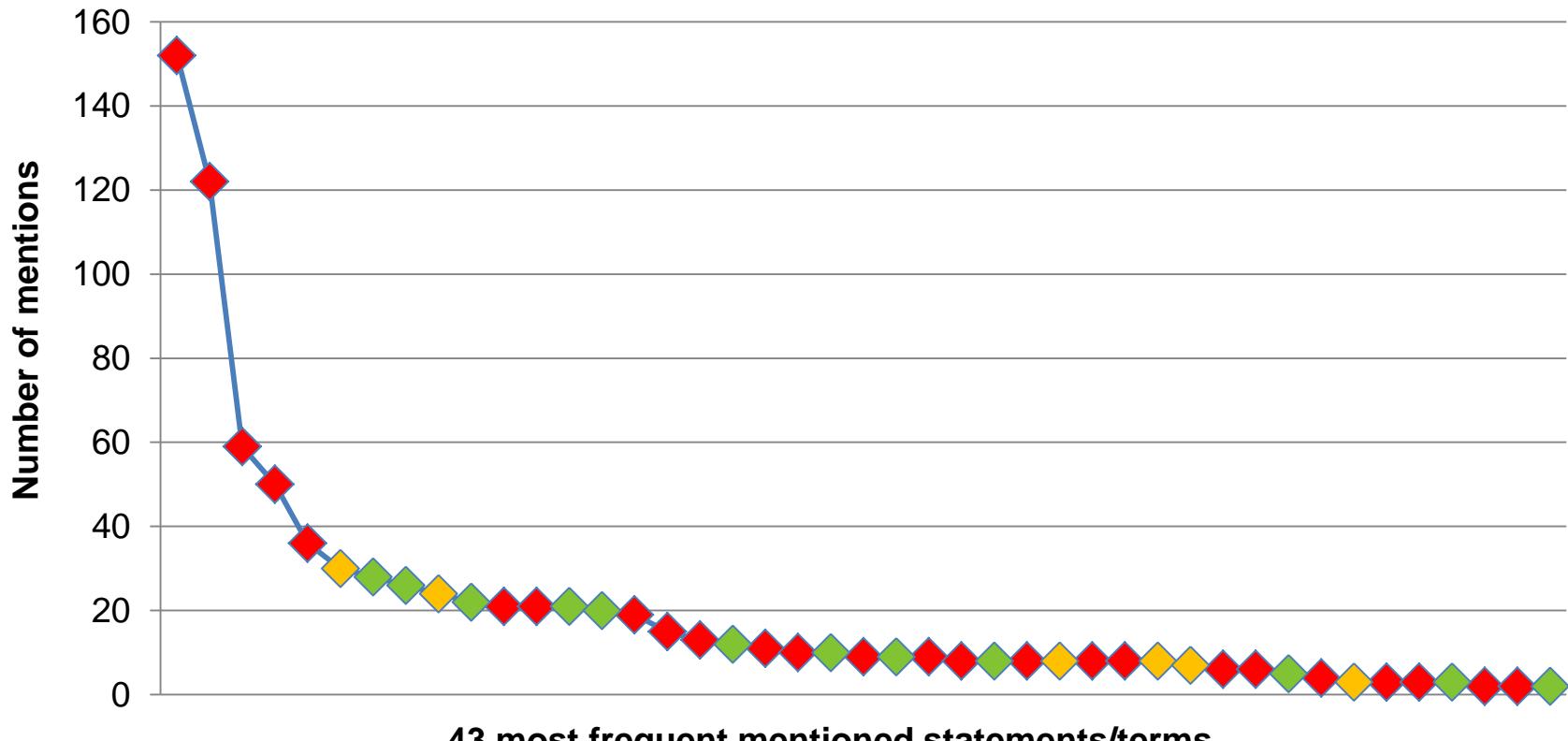
3. Online survey about side effects of biogas plants

*„Tell us five side effects of biogas plants
that come spontaneously in your mind!“*

3. Online survey about side effects of biogas plants

Open question:

„Tell us five side effects of biogas plants that come spontaneously in your mind!“ (n=274) → 851 of 1.370 terms / associations

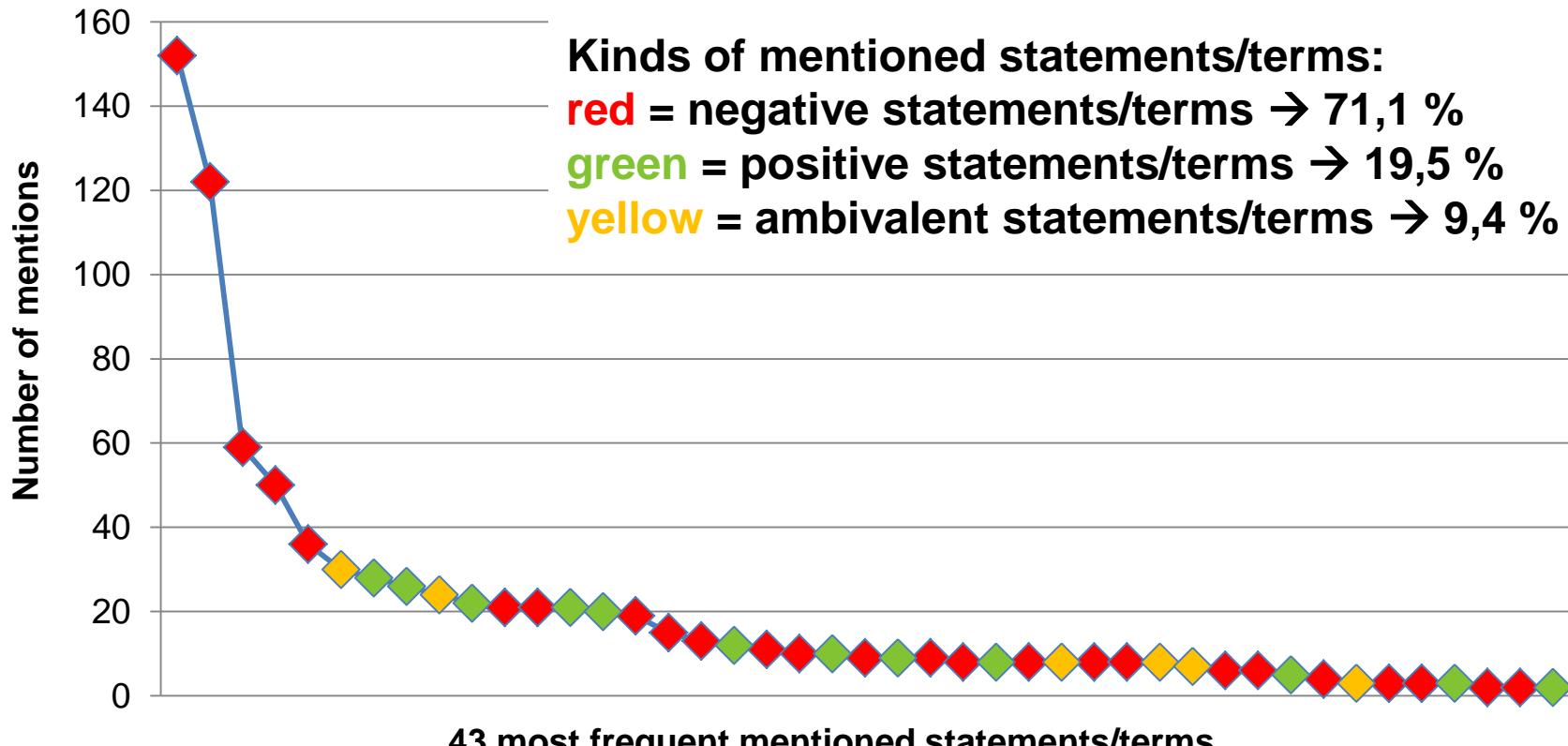


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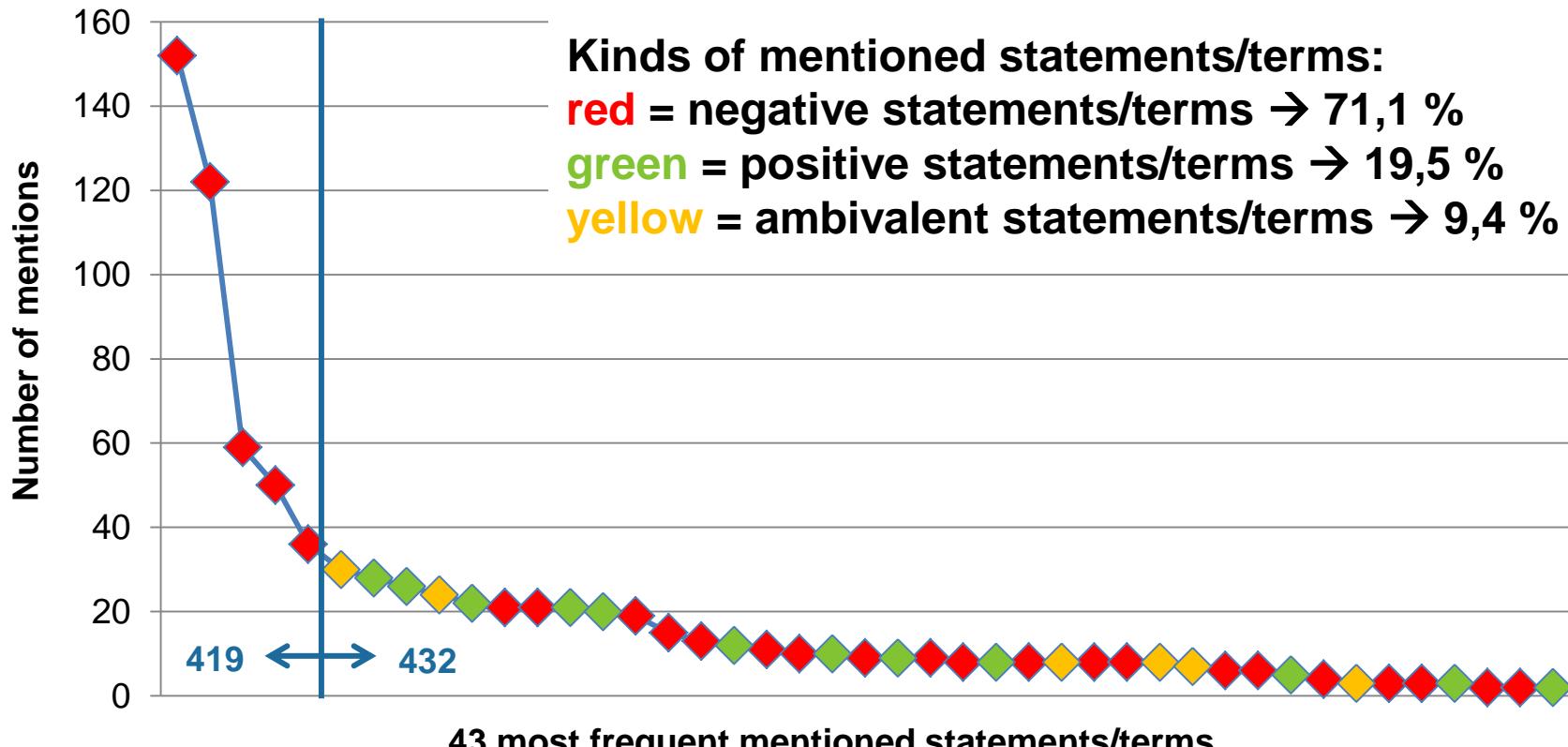
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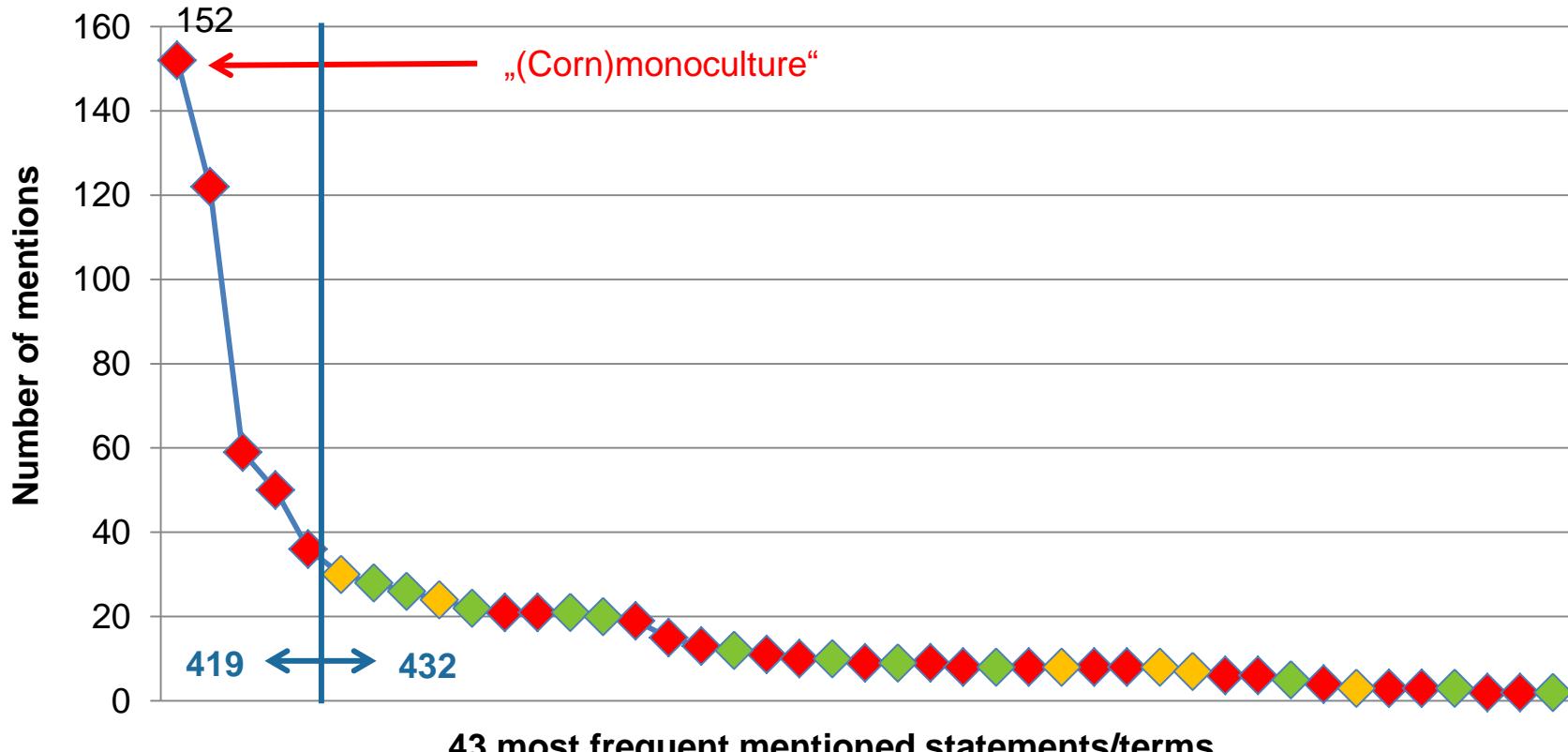


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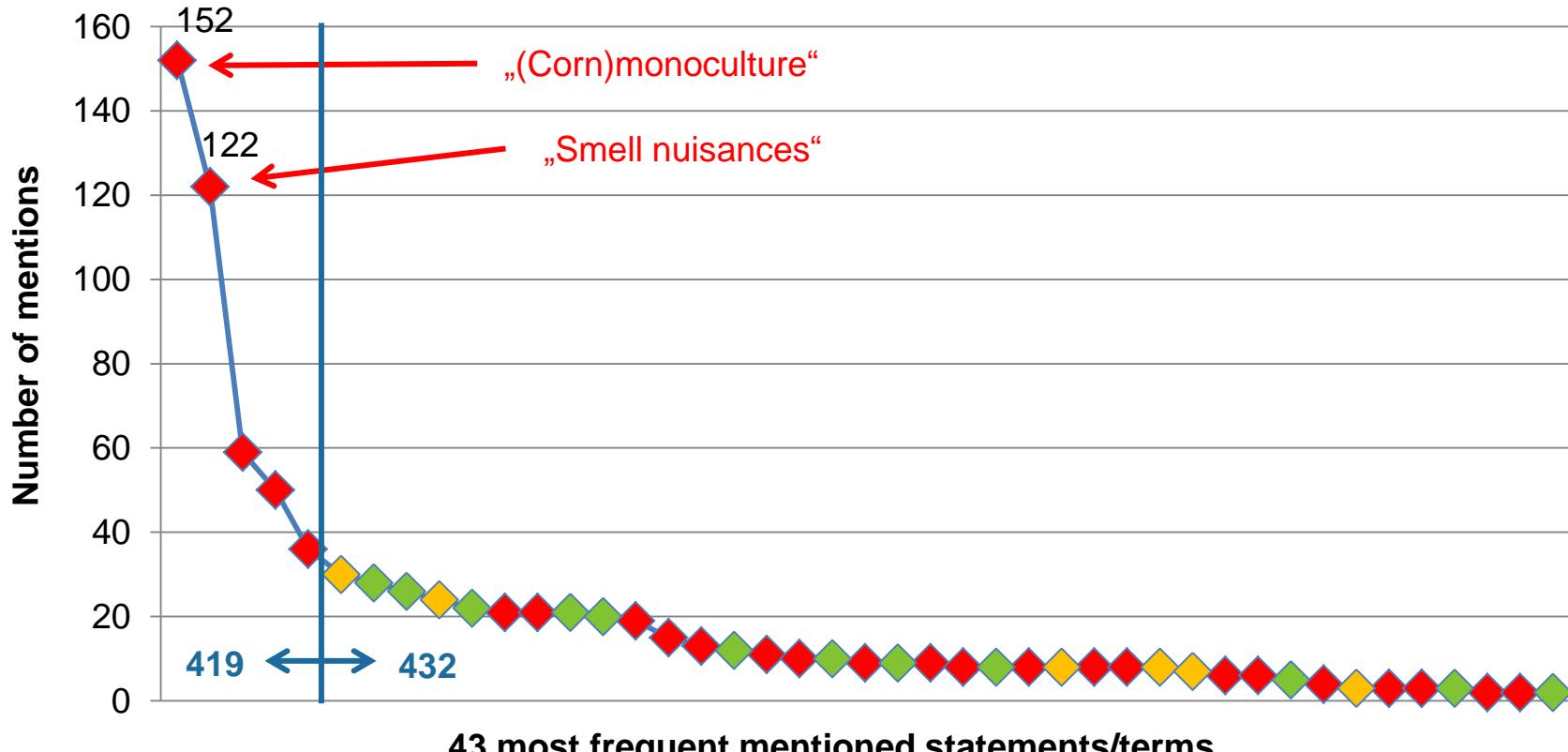


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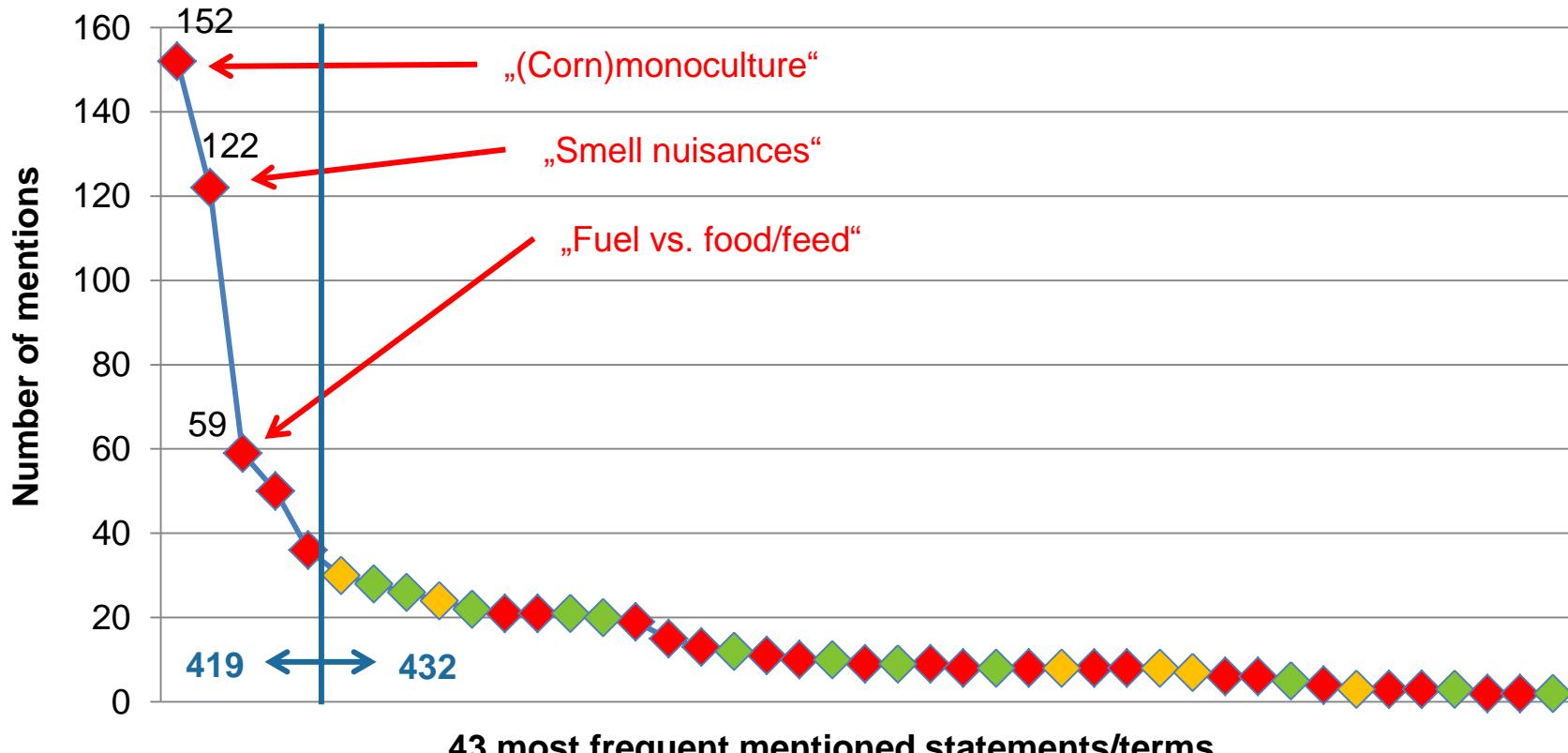


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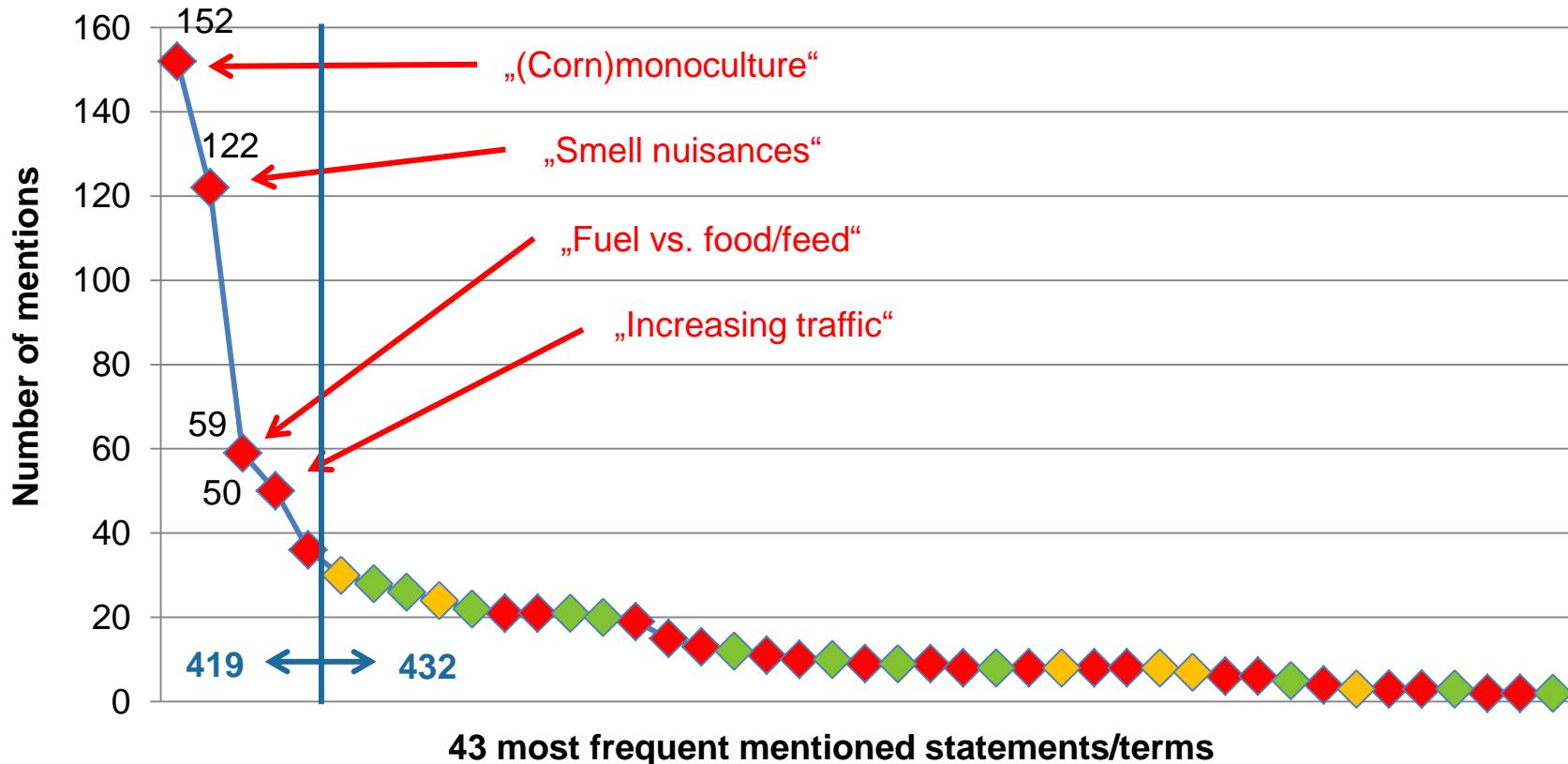


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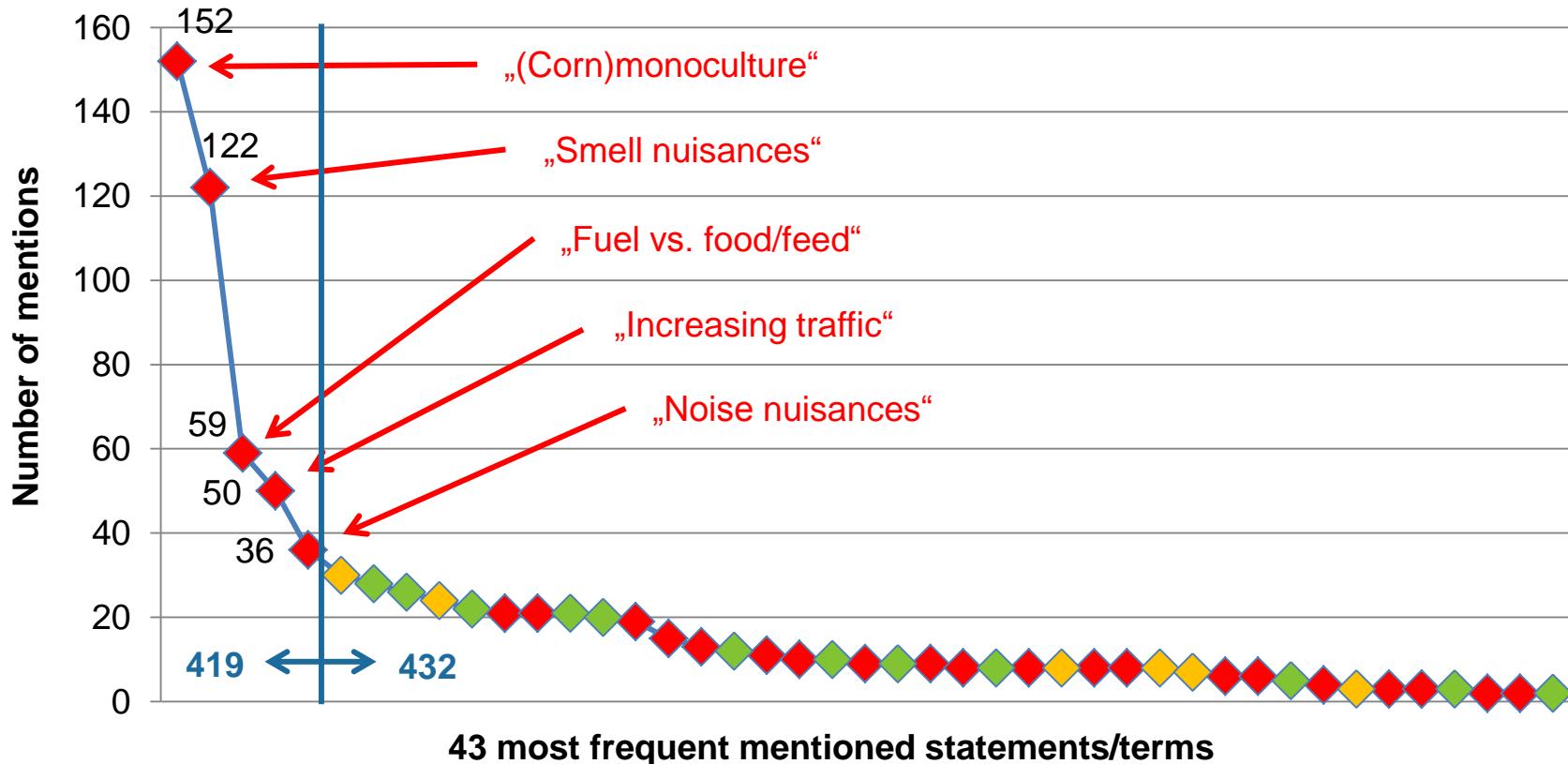


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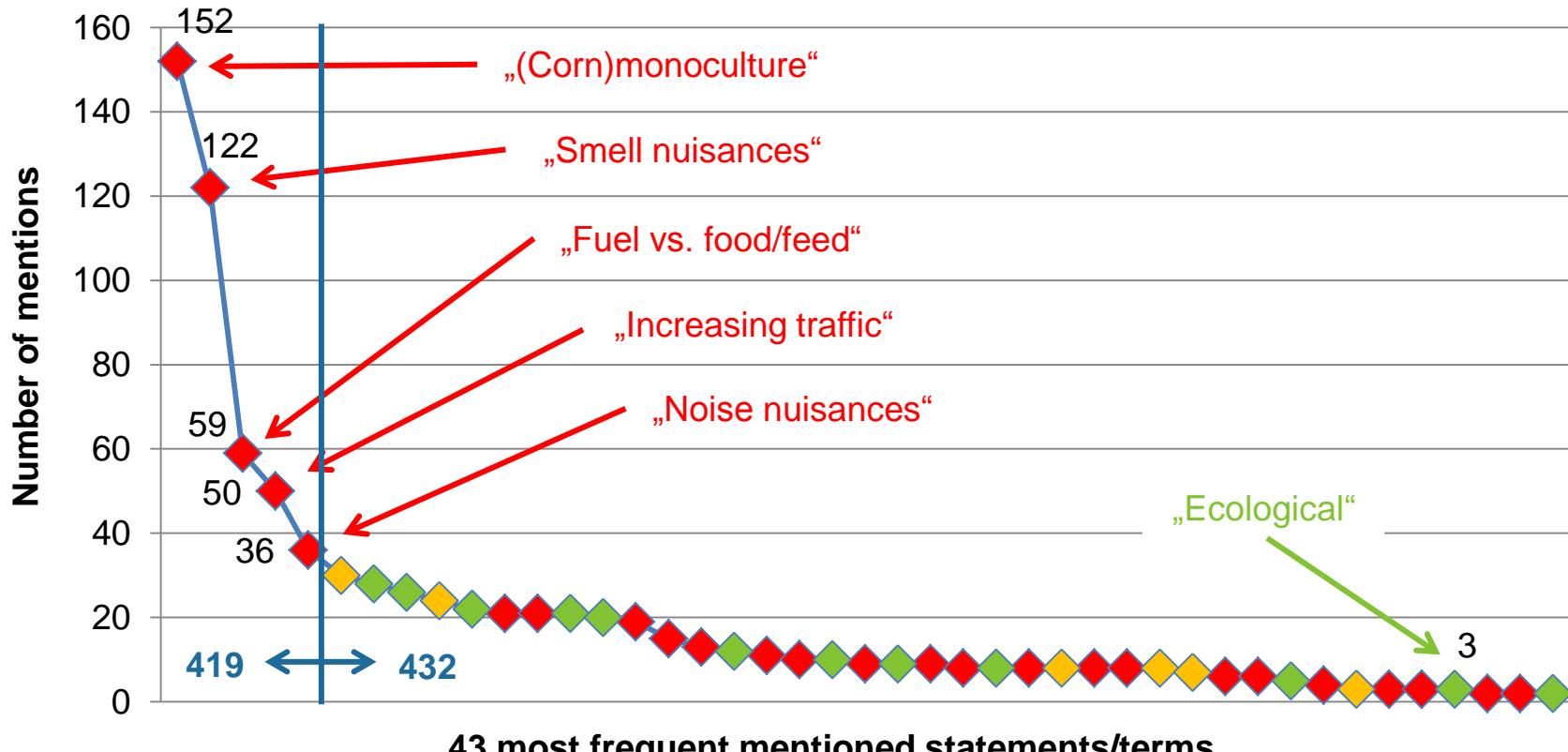


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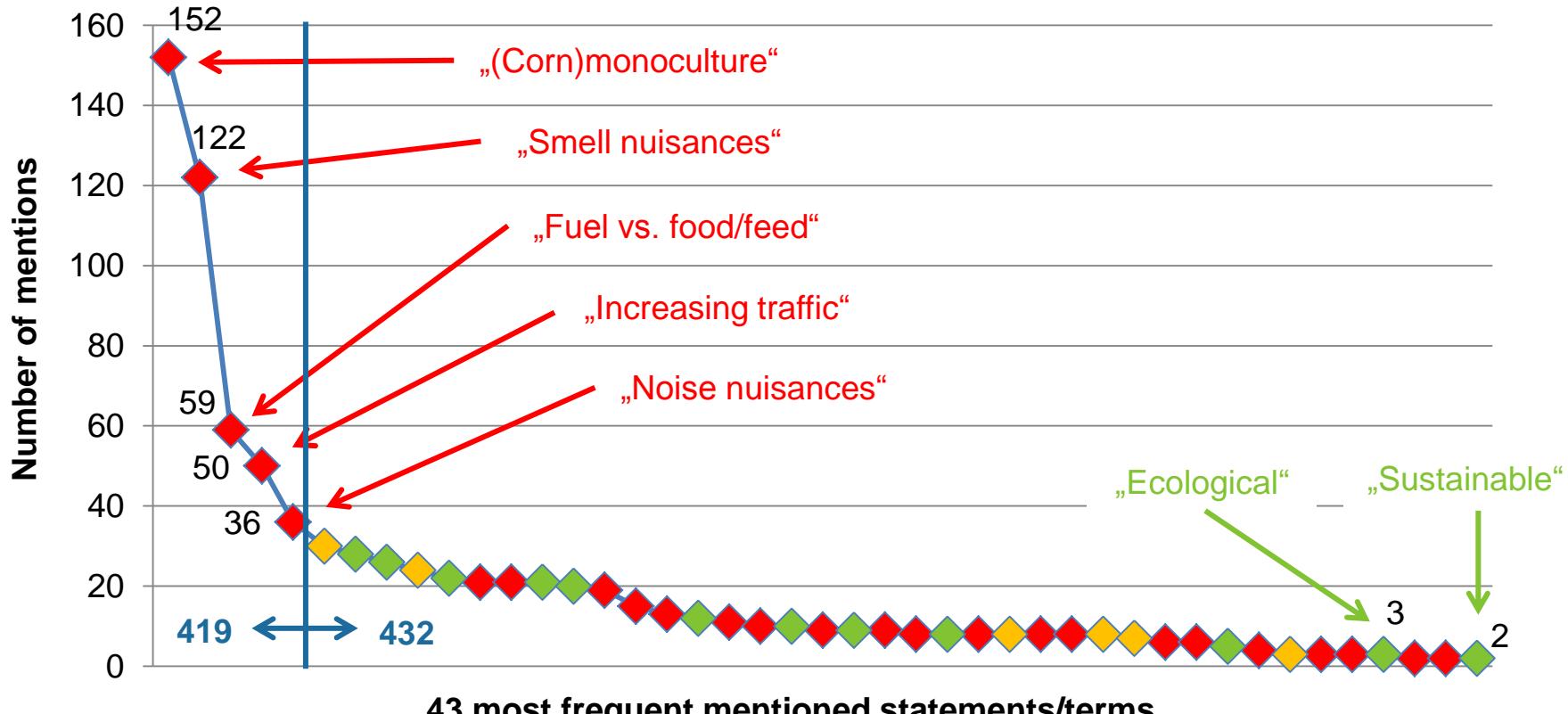


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Own source (2011)

3. Online survey about side effects of biogas plants

Closed question: 236 data sets

3. Online survey about side effects of biogas plants

„Please evaluate the 32 subsequently given characteristics / side effects of biogas projects.“

3. Online survey about side effects of biogas plants

Closed question - approach:

„Please evaluate the 32 subsequently given characteristics / side effects of biogas projects.“ (n=236)

	Das finde ich...				Das ist mir...			
	negativ	neutral	positiv	egal	unwichtig	wichtig	ziemlich wichtig	ein großes Anliegen
Einbindung der Anwohner, Transparenz und Fairness bei Anlagenplanung von Anfang an	<input type="radio"/>							
Nutzung von Reststoffen anstatt eigens angebauten Nachwachsenden Rohstoffen	<input type="radio"/>							
Anbau gentechnisch veränderter Pflanzen	<input type="radio"/>							
Einsatz von Pflanzenschutzmitteln (in Monokulturen)	<input type="radio"/>							

Own source (2011)

3. Online survey about side effects of biogas plants

Closed question - approach:

32 given statements

Rate the 32 subsequently given characteristics / side effects of biogas plants (n=236)



Own source (2011)

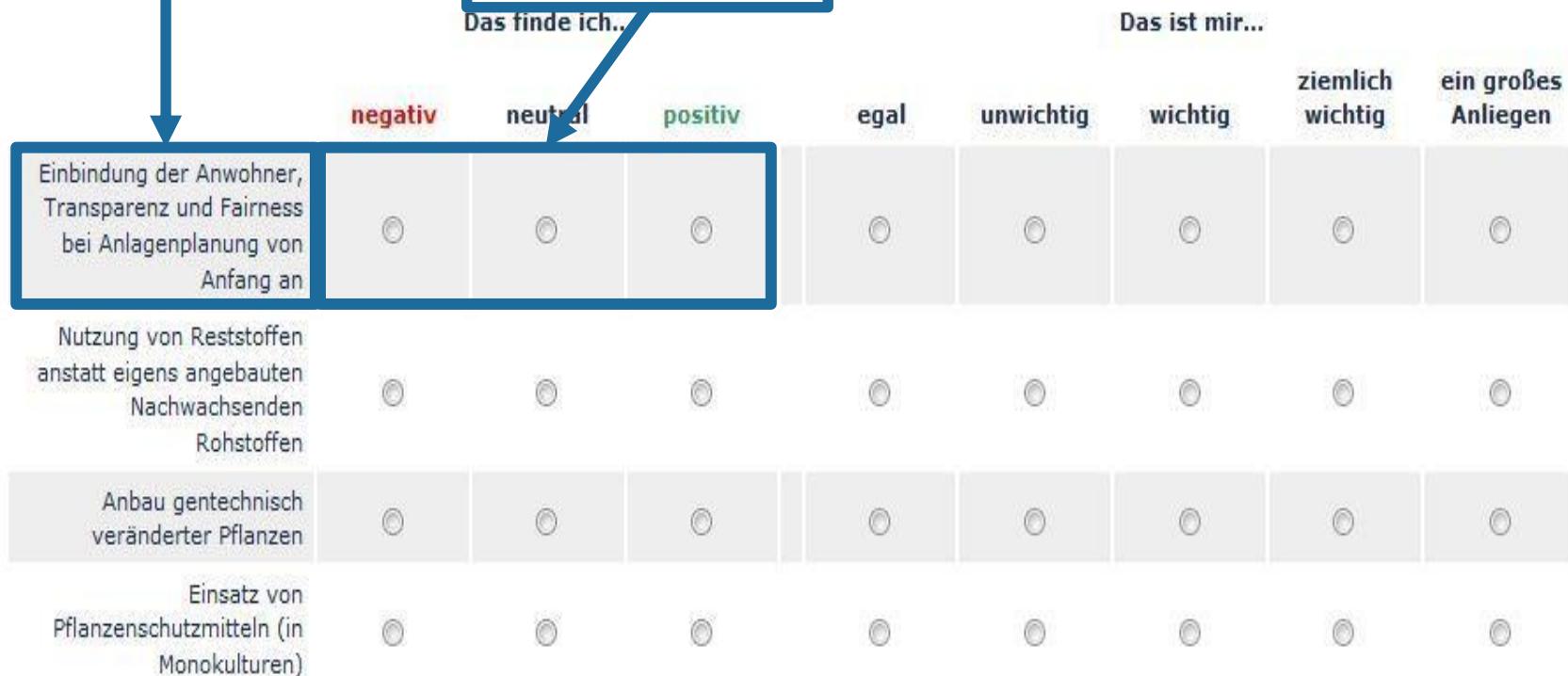
3. Online survey about side effects of biogas plants

Closed question - approach:

32 given statements

Classification 1:
 „negative“
 „neutral“
 „positive“

Open characteristics / side effects of



Own source (2011)

3. Online survey about side effects of biogas plants

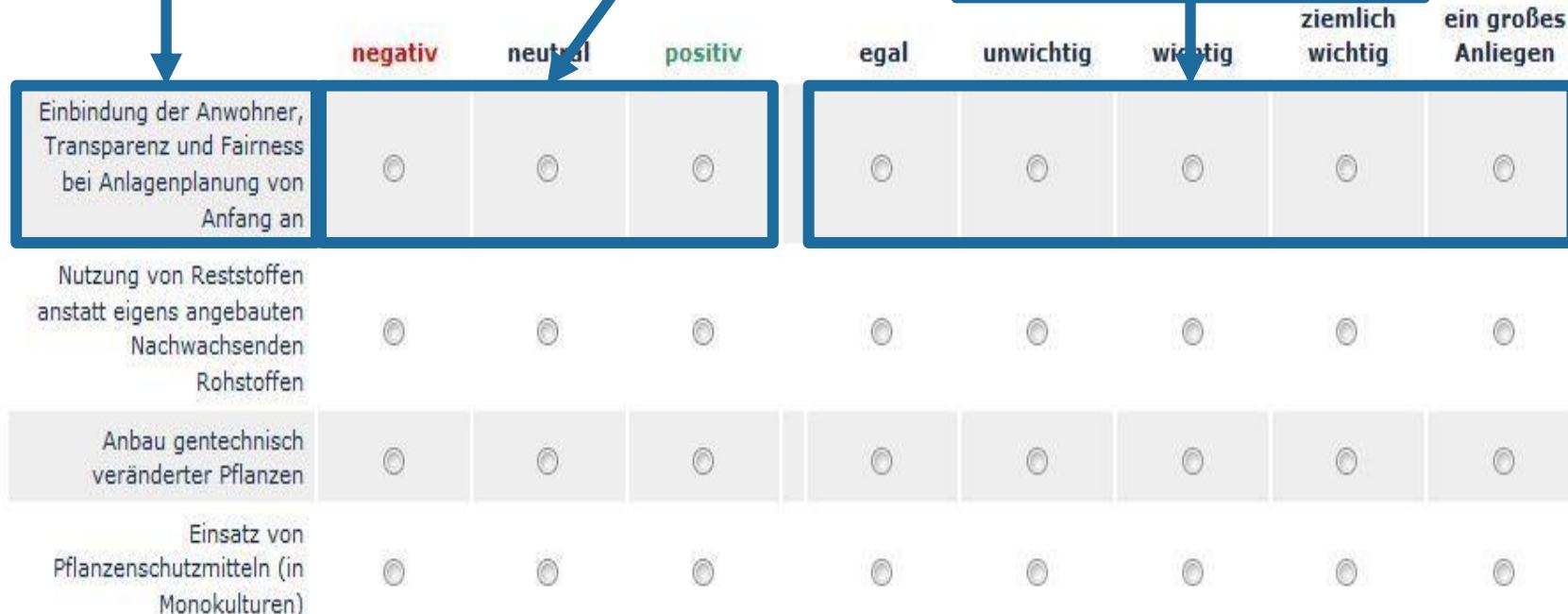
Closed question - approach:

32 given statements

Classification 1:
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Classification 2:

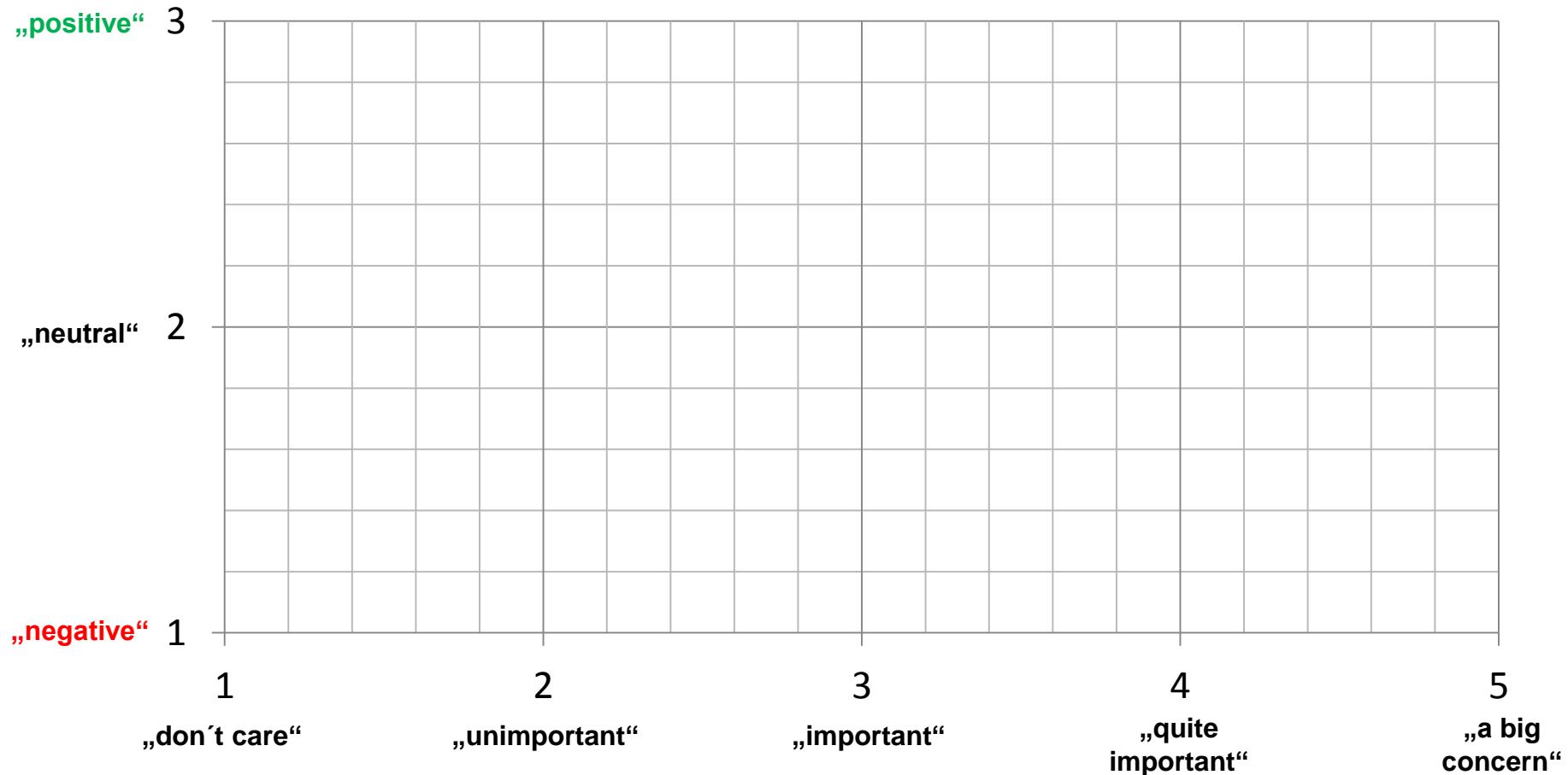
„don't care“
 „unimportant“
 „important“
 „quite important“
 „a big concern“



Own source (2011)

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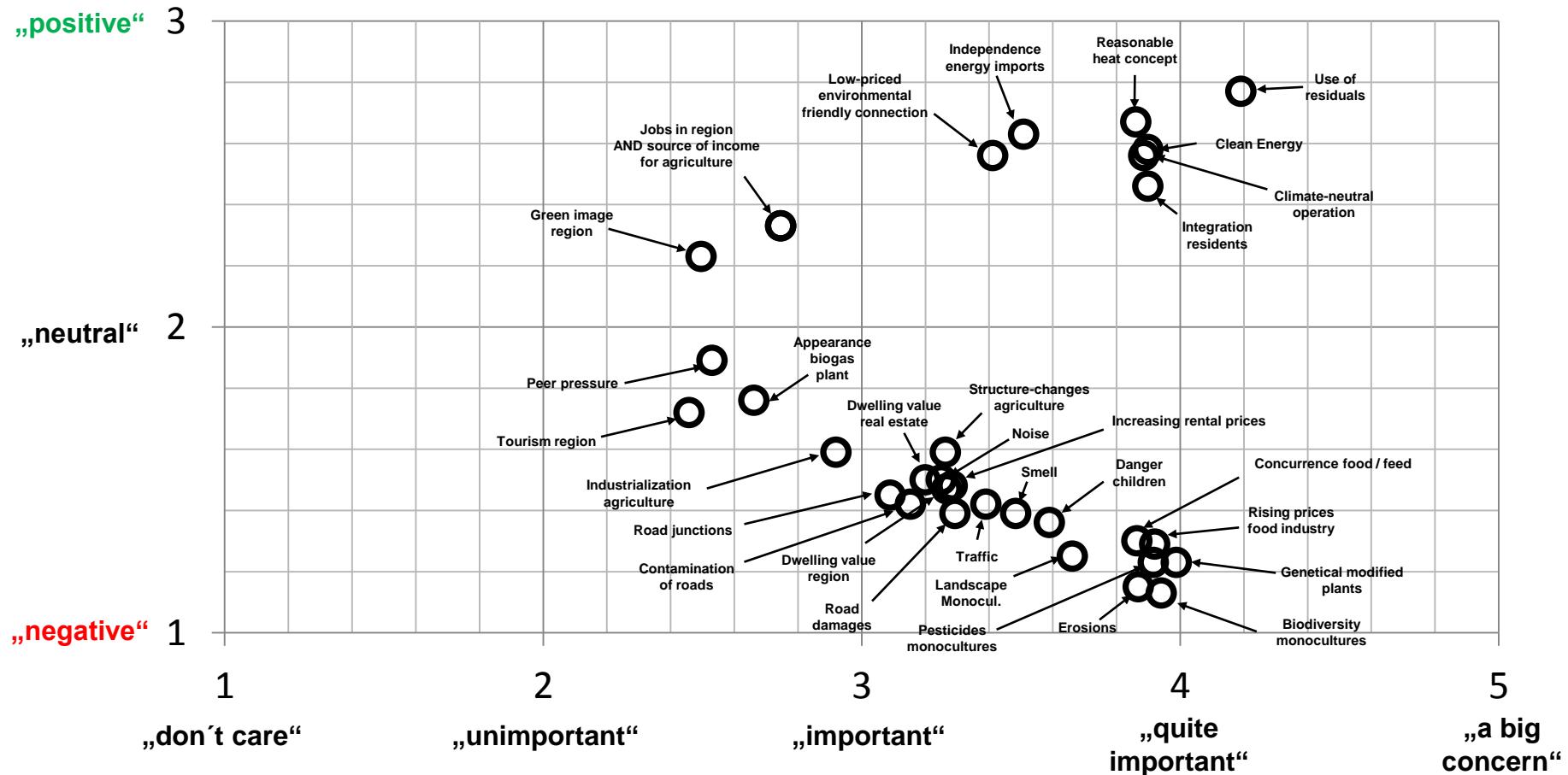
Placing of the 32 given characteristics / side effects - averages (n=236)



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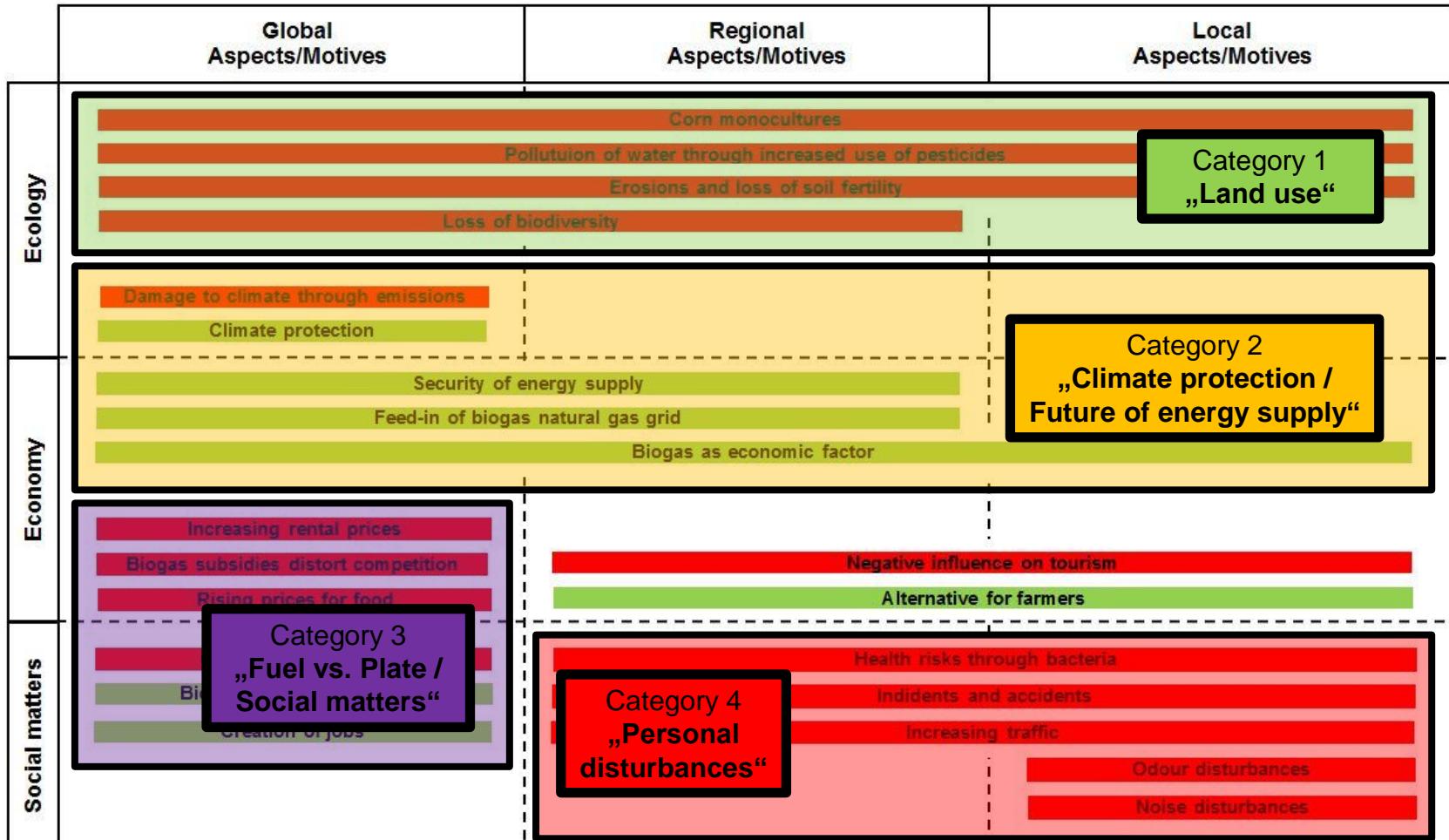
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Categories of arguments (≥ 10 mentions) in contributions from '04 bis '11



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Closed question- Factor analysis

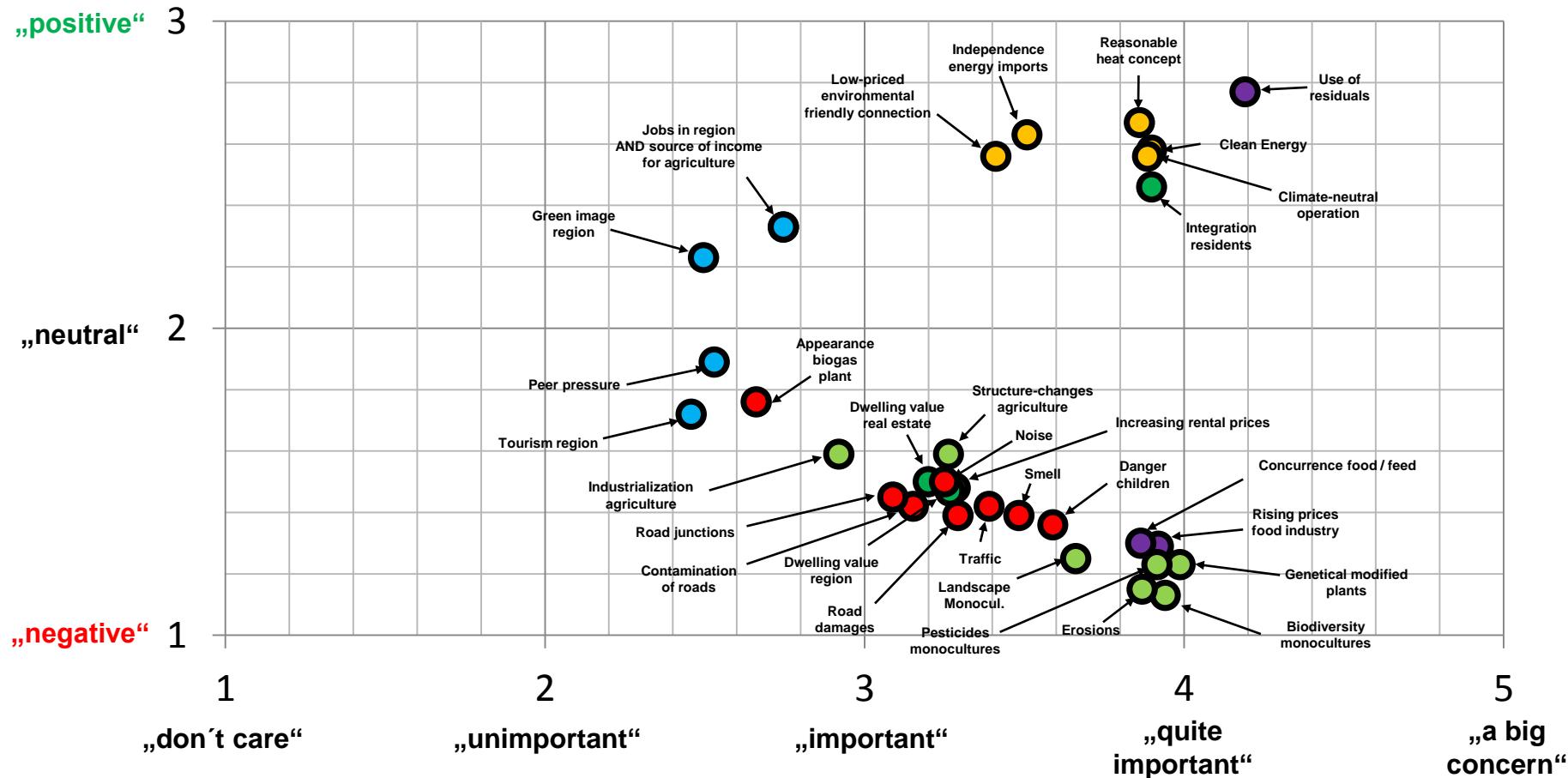
„Please evaluate the 32 subsequently given characteristics / side effects of biogas projects.“ (n=236)

Statement/Term	Factor					
	1	2	3	4	5	6
Contamination of roads	0,857	0,195	0,068	0,043	0,086	0,052
Road damages	0,851	0,169	0,053	-0,043	0,163	0,099
Traffic volume	0,799	0,212	-0,025	0,022	0,227	0,008
Danger for children through delivery traffic	0,737	0,106	0,091	0,056	0,239	0,098
Hardly visible road junctions through corn stock (hazard of road accidents)	0,73	0,129	-0,056	0,034	-0,011	0,187
Noise emissions	0,677	0,03	0,044	-0,052	0,45	0,003
Look of biogas plant in landscape	0,588	0,222	-0,031	0,188	0,087	0,026
Smell emissions	0,569	0,042	-0,035	0,07	0,521	0,091
Use of pesticides (in monocultures)	0,106	0,811	0,126	-0,016	0,163	0,075
Changes in biodiversity (through monocultures)	0,081	0,779	0,05	0,002	0,233	0,201
Erosions (through monocultures)	0,19	0,739	0,091	0,137	0,127	0,127
Growing of genetical modified plants	0,091	0,722	0,103	-0,034	0,042	0,056
Changes in landscape (through monocultures)	0,29	0,688	-0,039	0,058	0,057	0,195
„Industrialisation“ of agriculture	0,241	0,558	0,011	0,223	0,118	0,296
Structural changes in agriculture	0,254	0,54	-0,152	0,326	0,07	0,273
A meaningful heat concept of the plant	0,038	0,141	0,795	0,05	-0,05	0,155
A climate neutral operation of the plant	0,084	0,098	0,774	0,113	-0,005	0,172
Opportunity of a low priced and environmental friendly connection to the heat network of the plant	-0,066	-0,107	0,765	0,226	-0,008	-0,001
Production of „clean energy“ in terms of ecological heat, electricity or bio-natural gas	0,018	0,056	0,7	0,216	-0,097	-0,114
Independence of energy imports	0,004	0,026	0,666	0,145	0,167	-0,109
„Green image“ for region	-0,03	0,091	0,243	0,735	0,083	-0,085
Biogas for jobs in the region	-0,02	-0,001	0,363	0,704	-0,062	-0,066
Biogas as source of income for agriculture	-0,071	0,125	0,235	0,703	-0,044	0,005
Peer pressure effects (your entire street gets connected to the heat network of the biogas plant)	0,25	-0,006	0,118	0,563	0,017	0,217
Changes in regional tourism	0,213	0,11	-0,112	0,524	0,276	0,225
Changes in the (dwelling) value of your real estate	0,377	0,23	-0,022	-0,014	0,759	0,106
Changes in the dwelling value of your neighbourhood	0,344	0,215	-0,076	0,046	0,748	0,188
Involvement of residents, transparency and fairness at plant planning from the beginning	0,188	0,262	0,095	0,091	0,513	0,071
Increasing rental prices for arable land	0,104	0,199	0,012	0,205	-0,031	0,765
Increasing commodity prices for the food industry	0,126	0,263	-0,035	0,066	0,323	0,674
Acreage competition to production of food and feed	0,156	0,348	-0,033	-0,012	0,317	0,662
Utilisation of residues instead of especially cultivated renewable resources	0,038	0,217	0,368	-0,209	-0,028	0,526

Own source (2011)

3. Online survey about side effects of biogas plants

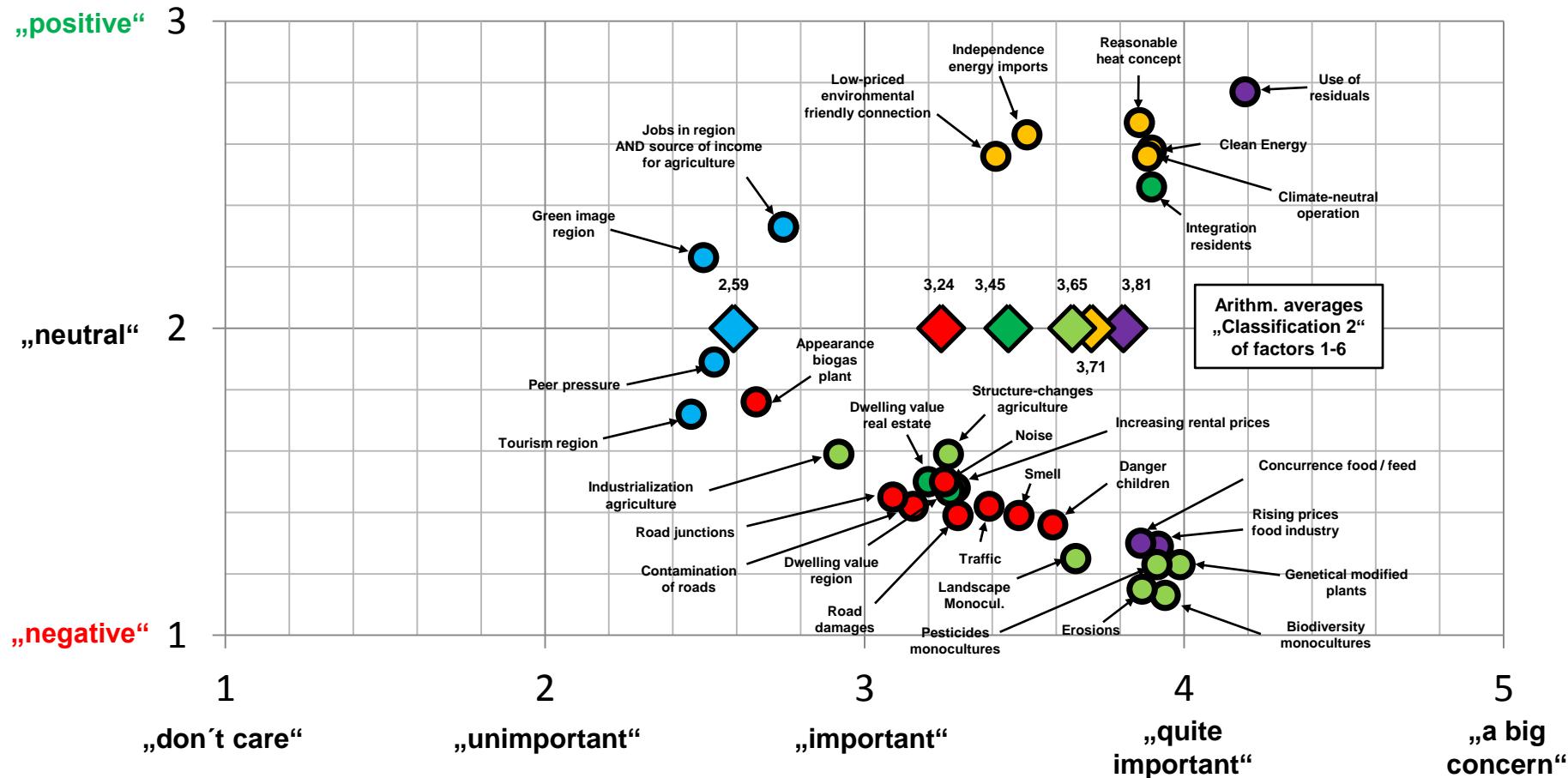
Placing of the 32 given characteristics / side effects - averages (n=236)



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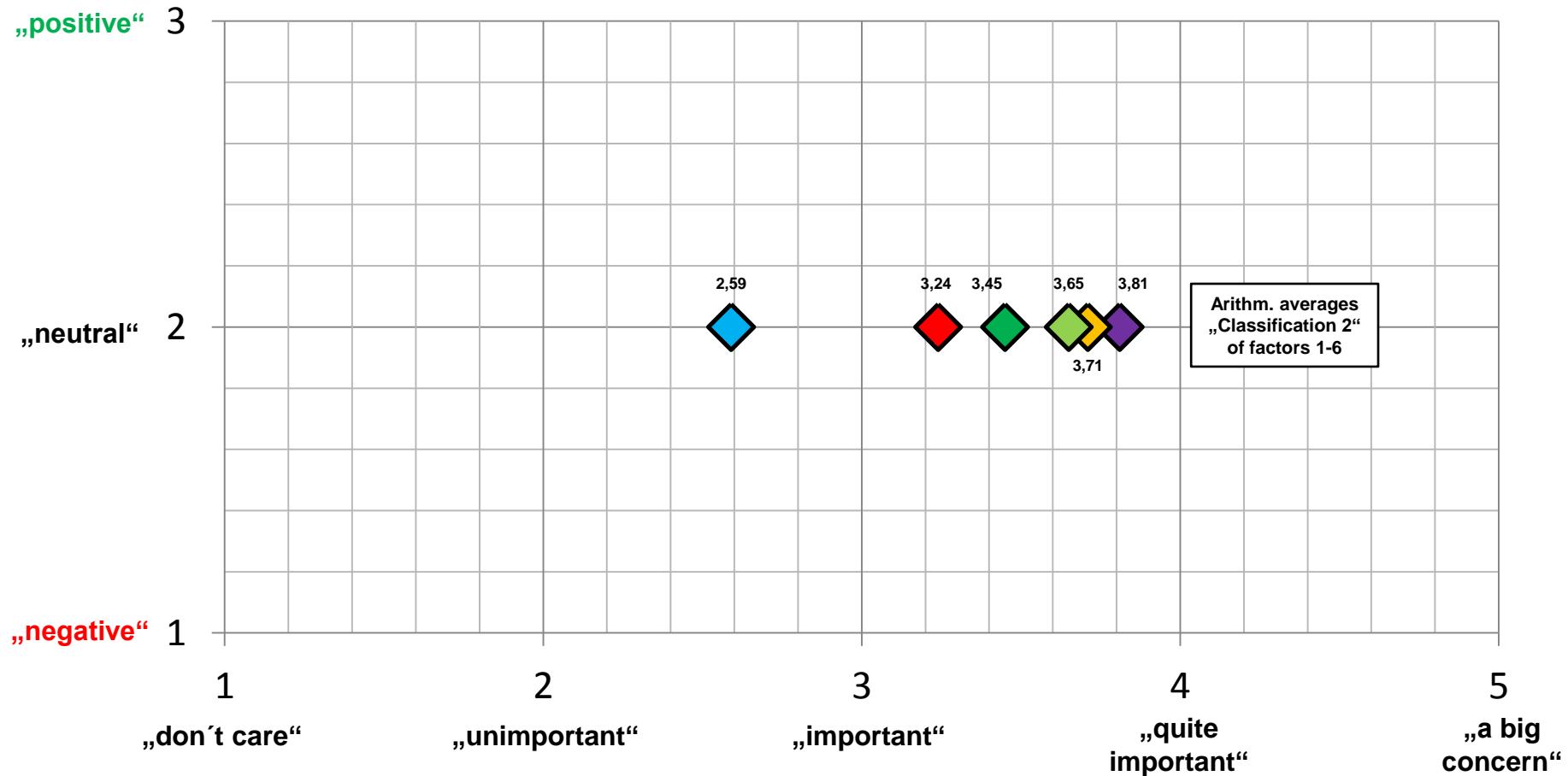
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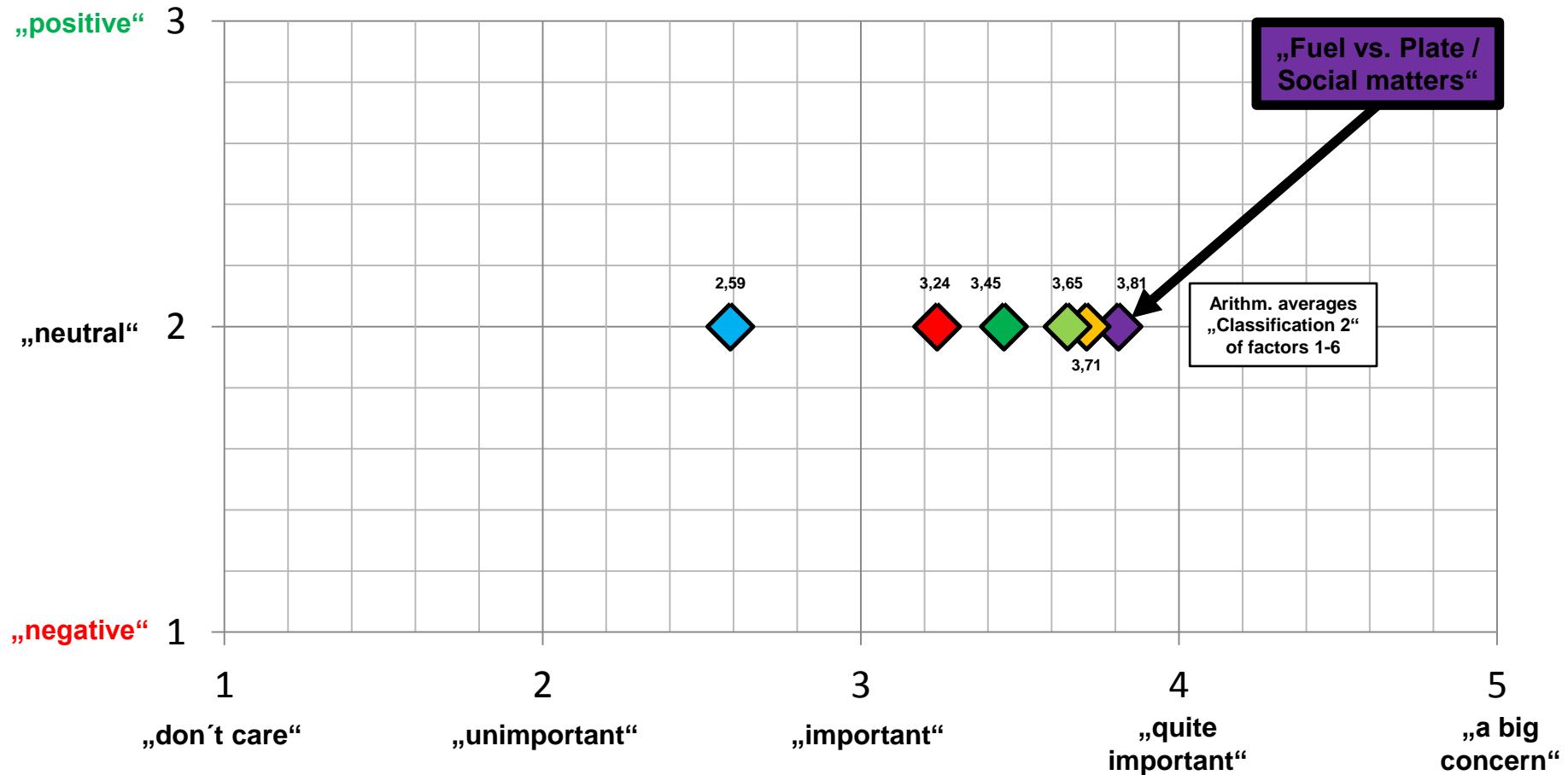
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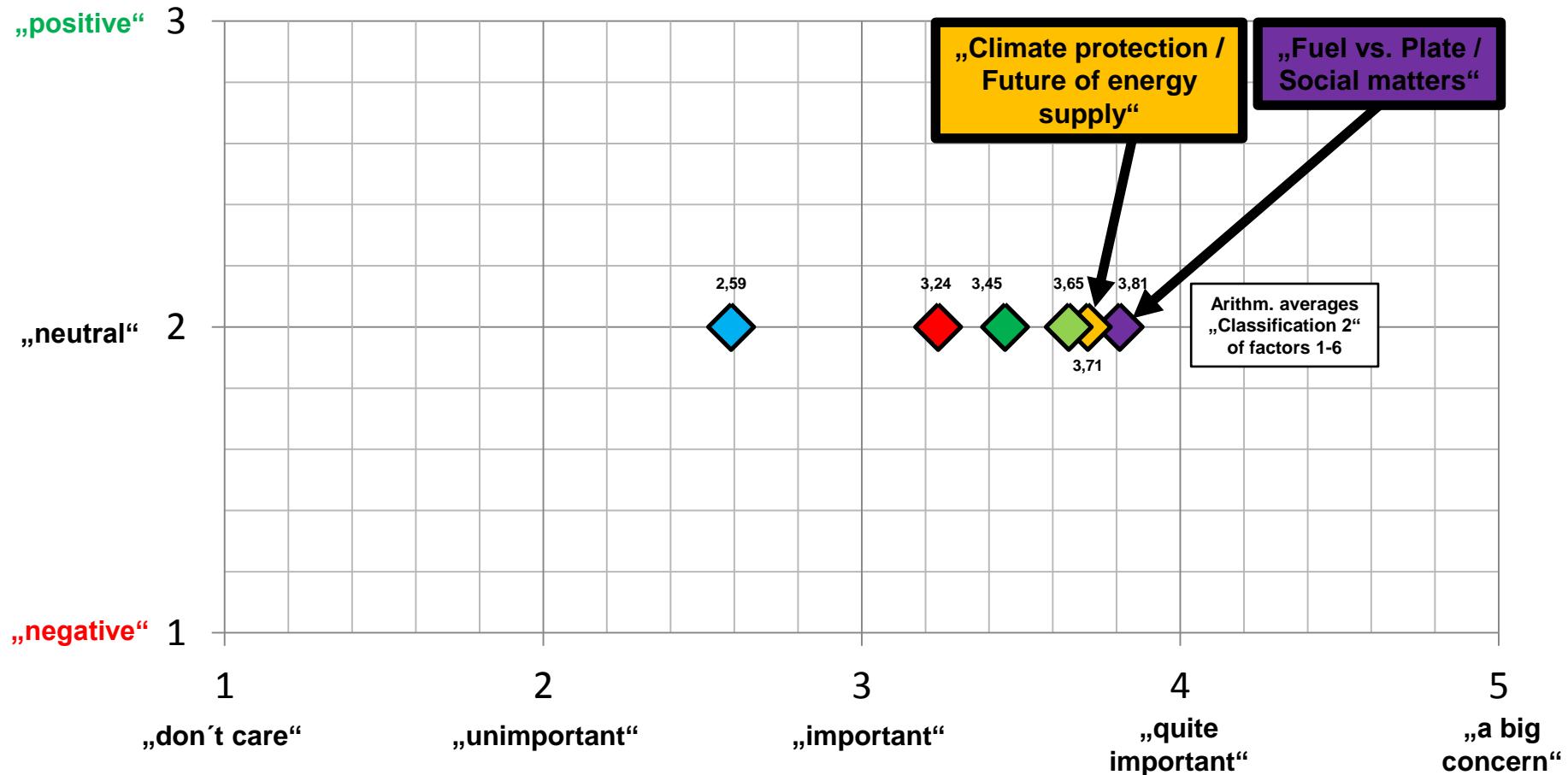
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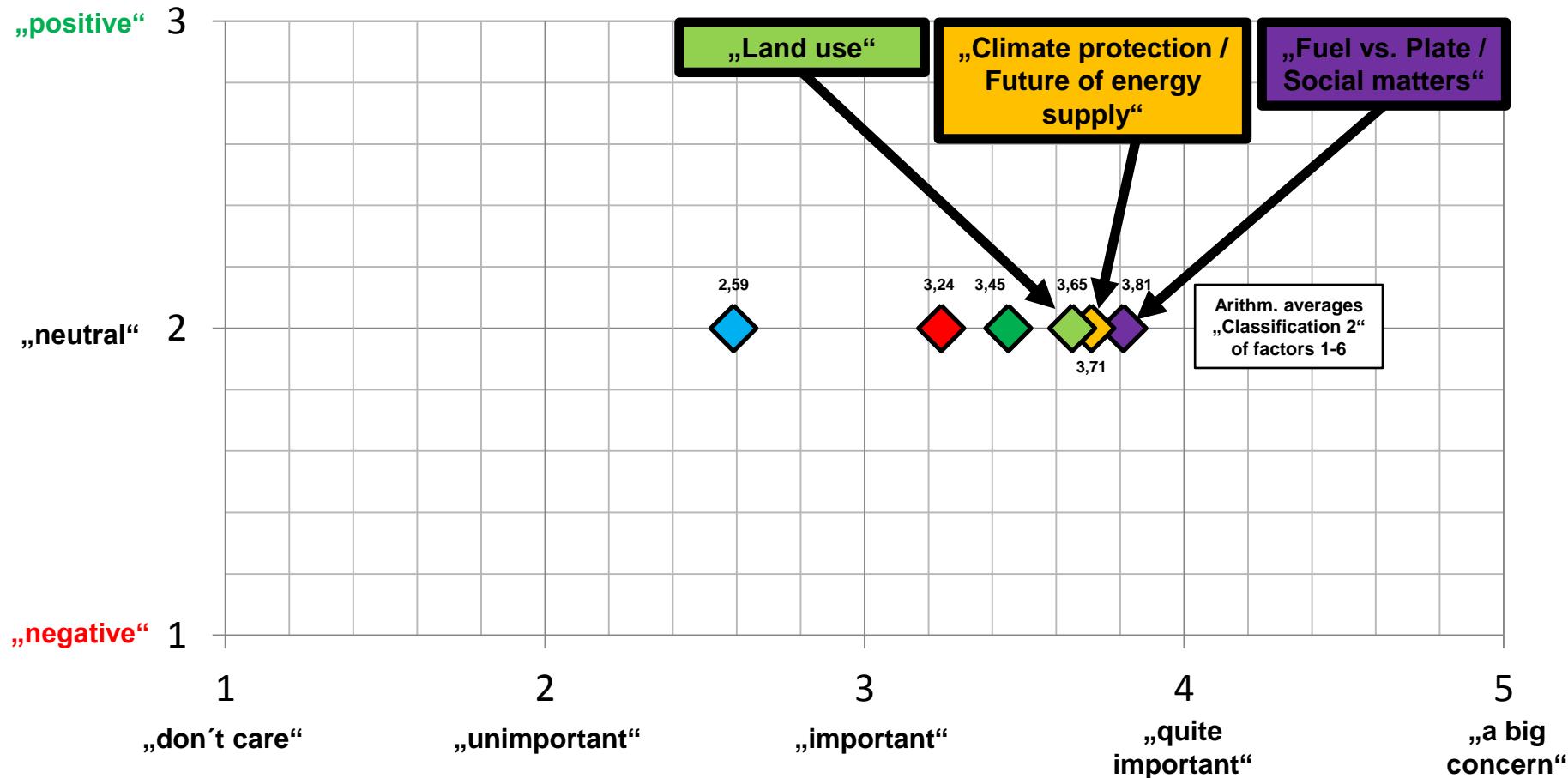
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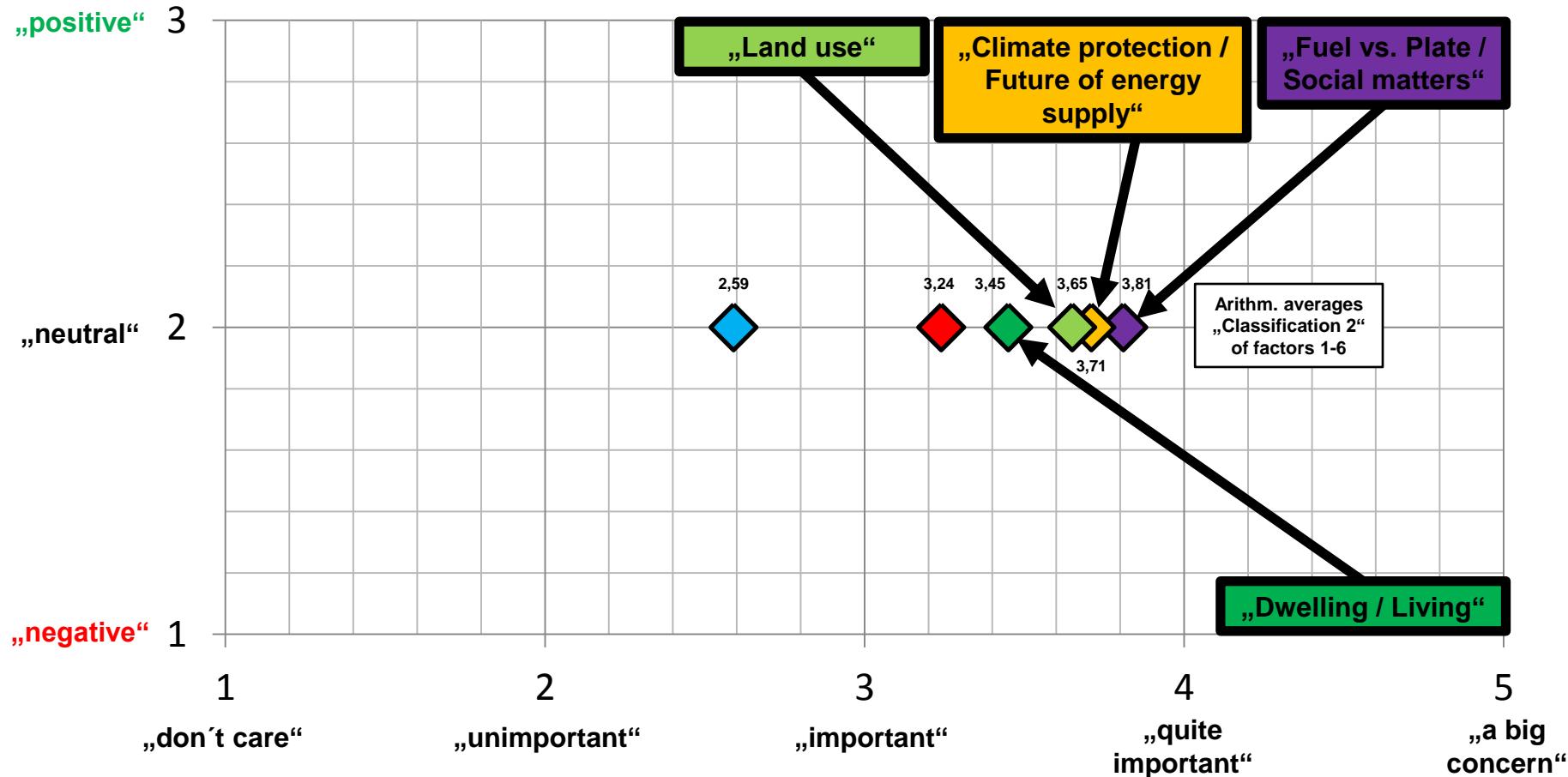
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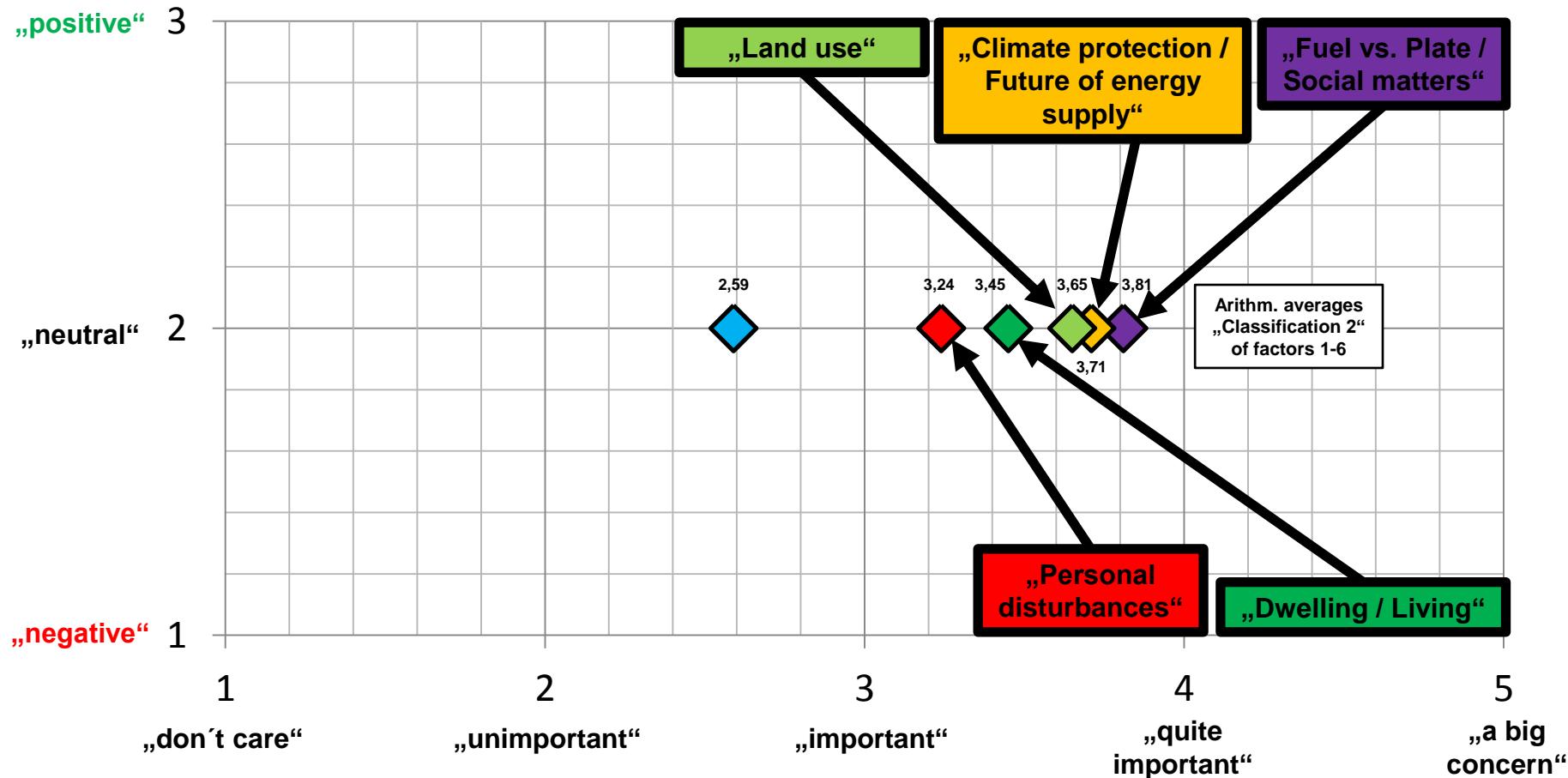
Placing of the 32 given characteristics / side effects - averages (n=236)



Own source (2011)

3. Online survey about side effects of biogas plants

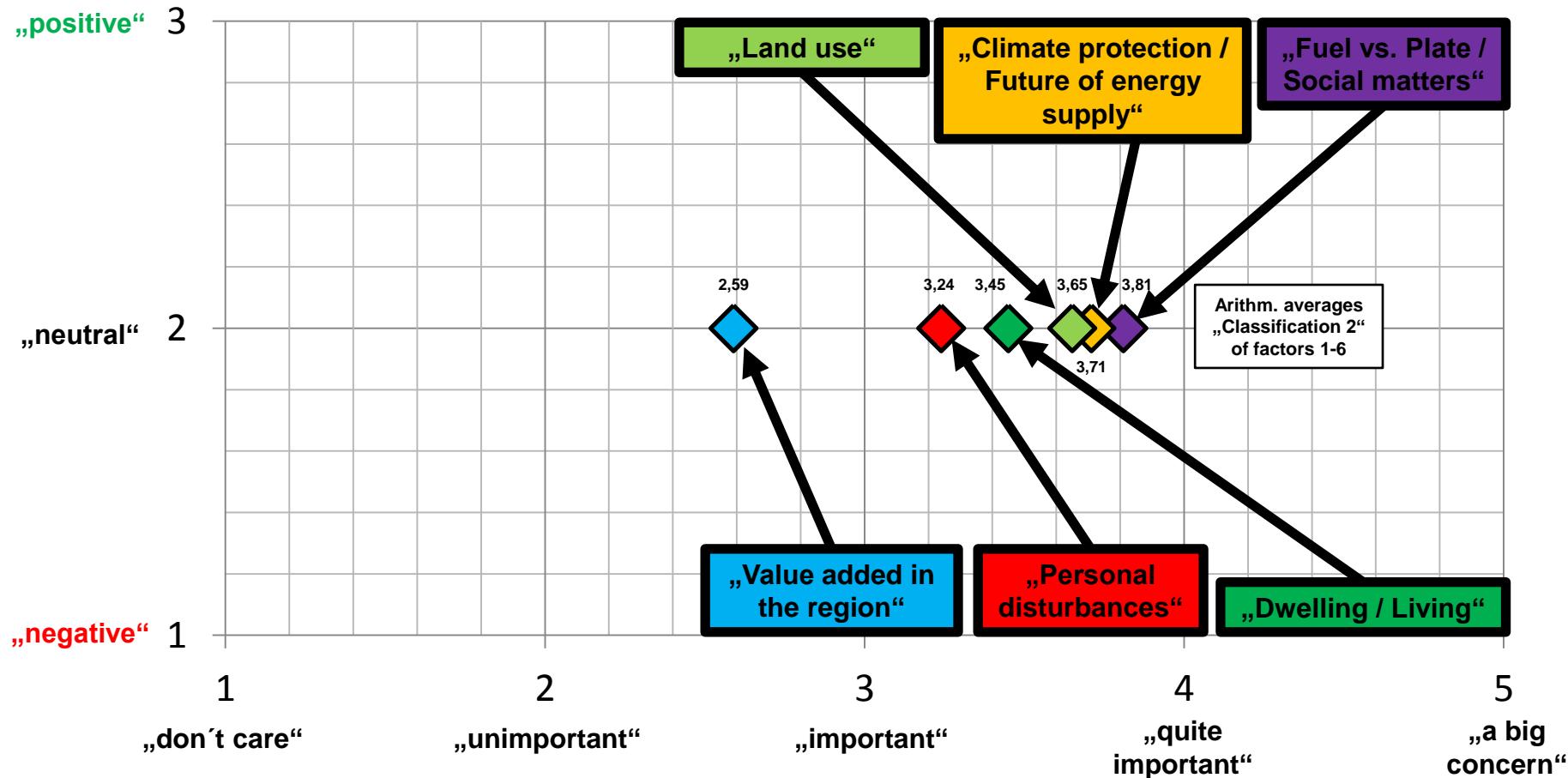
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3. Online survey about side effects of biogas plants

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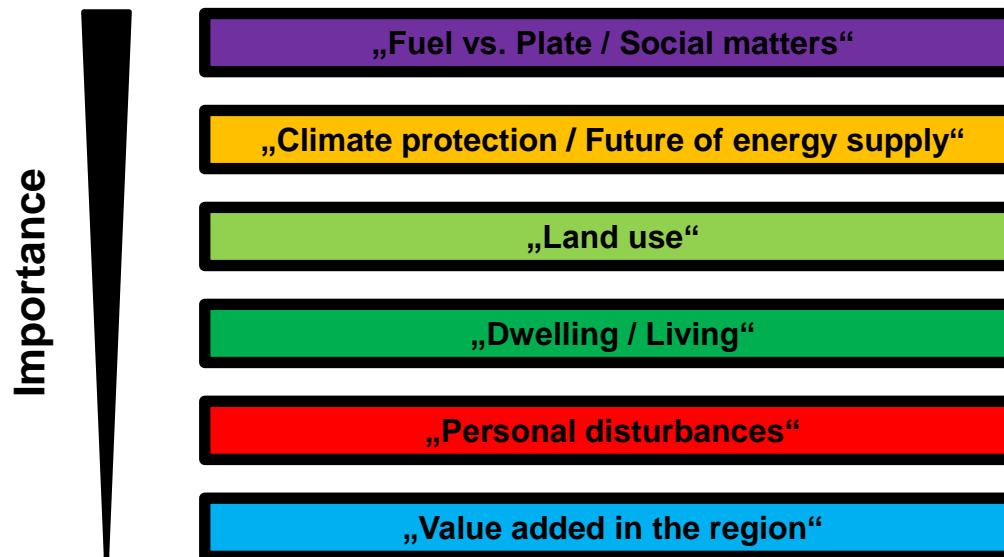
Own source (2011)

Conclusion

1. Energy turnaround in Germany brings massive changes; largest number of citizens as residents of power supply plants ever since
2. Large range of different side effects, according to renewable energy technologies; especially biogas plants have a large „portfolio“ of side effects, first of all negative ones
3. Superficial studies on social acceptance of renewable energy technologies / plants are very positive
4. In case of biogas plants: More than 70 % of the respondents have spontaneous associations of negative kind; 70 % of these negative spontaneous associations are represented by 5 single arguments

Conclusion

5. Four superior themes were found in the analysis of German media concerning the topic „biogas“ plus two more superior themes that were found in the online survey



3. Online survey about side effects of biogas plants

Conclusion

6. The German government has set very ambitious targets concerning biogas plants until 2020: Substitution of 6 billion Nm³ of fossil natural gas through biogas per year

- 1. Introduction**
- 2. Media analysis about the topic „biogas“**
- 3. Online survey about side effects of biogas plants**
- 4. List of references**

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Thank you for your attention!

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