

# Shared benefits with local communities

Thomas Frøyland  
26 October 2021

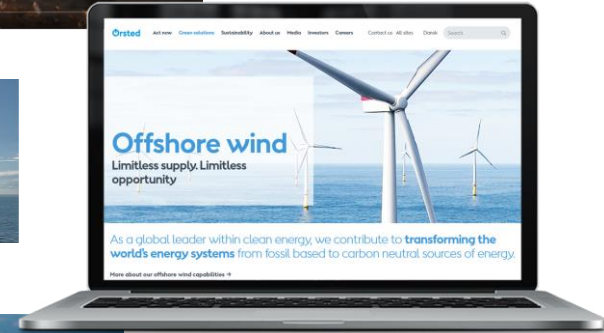
**Ørsted's vision is to create a world that runs entirely on green energy.**

**It is a priority for Ørsted to translate the benefits of the green transition into tangible improvements for the communities we are part of.**

**We engage with our stakeholders to enable them to take part in and benefit from the green transition.**

# Communication products & solutions

## Informative content with a purpose



# Offshore wind farms

## Common concerns

**Visual impact: How will the wind farm look?**

**Tourism: Will the wind farm have an impact on earnings?**

**Jobs: Will the wind farm bring jobs and economic opportunities?**

# Rapid advances in offshore turbine technology

## Wind turbine sizes



**Boeing 747**

Length: 250 ft



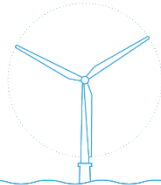
### Vindeby

Year: 1991  
Diameter: 115 ft  
Tower Height: 115 ft  
Capacity: 0.45 MW



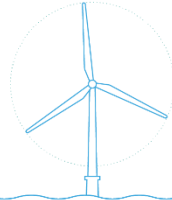
### Middelgrunden

Year: 2001  
Diameter: 250 ft  
Tower Height: 210 ft  
Capacity: 2.00 MW



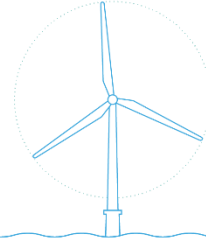
### Anholt

Year: 2013  
Diameter: 394 ft  
Tower Height: 270 ft  
Capacity: 3.60 MW



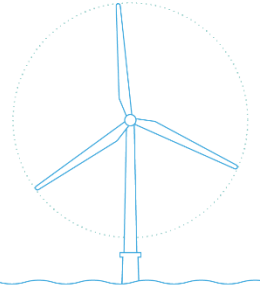
### Block Island Wind Farm

Year: 2016  
Diameter: 505 ft  
Tower Height: 335 ft  
Capacity: 6.00 MW



### Burbo Bank Extension

Year: 2017  
Diameter: 538 ft  
Tower Height: 370 ft  
Capacity: 8.00 MW



### Ocean Wind

Year: 2024  
Diameter: 722 ft  
Tower Height: 502 ft  
Capacity: 12.00 MW\*

# Ocean Wind (New Jersey)

## VR visualization



SOLUTION

## THE OCEAN WIND VR VISUALIZATION

A fully immersive VR experience that allows you to visualize Ocean Wind from 3 different locations on the New Jersey shore - and during different visibility conditions.

All images are actual footage from the VR experience





# Ocean Wind (New Jersey)

## Realistic views

SEE THE WIND FARM AT DIFFERENT TIMES OF THE DAY

Select which time of the day it is to compare the visibility of the wind turbines from your location.

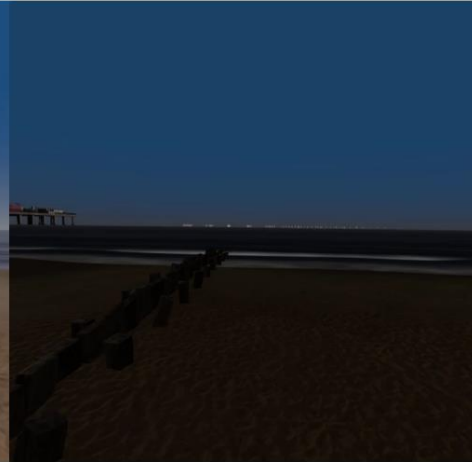
Morning



Evening

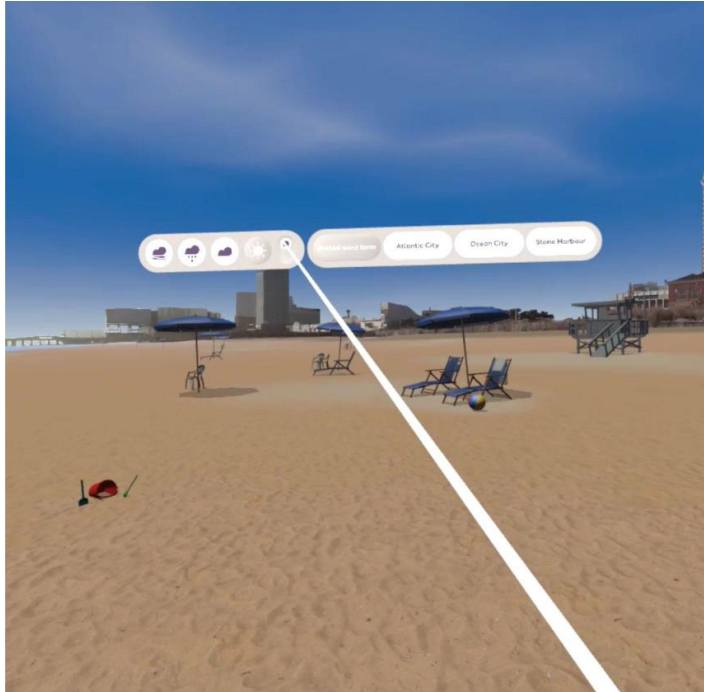


Dawn



# Ocean Wind (New Jersey)

## Local focal points



INTERFACE THAT ALLOWS THE USER TO CONTROL THE WEATHER AND CHANGE LOCATION

From the contextual navigation, change between clear, cloudy, rainy or foggy conditions using your VR controller.

Foggy weather





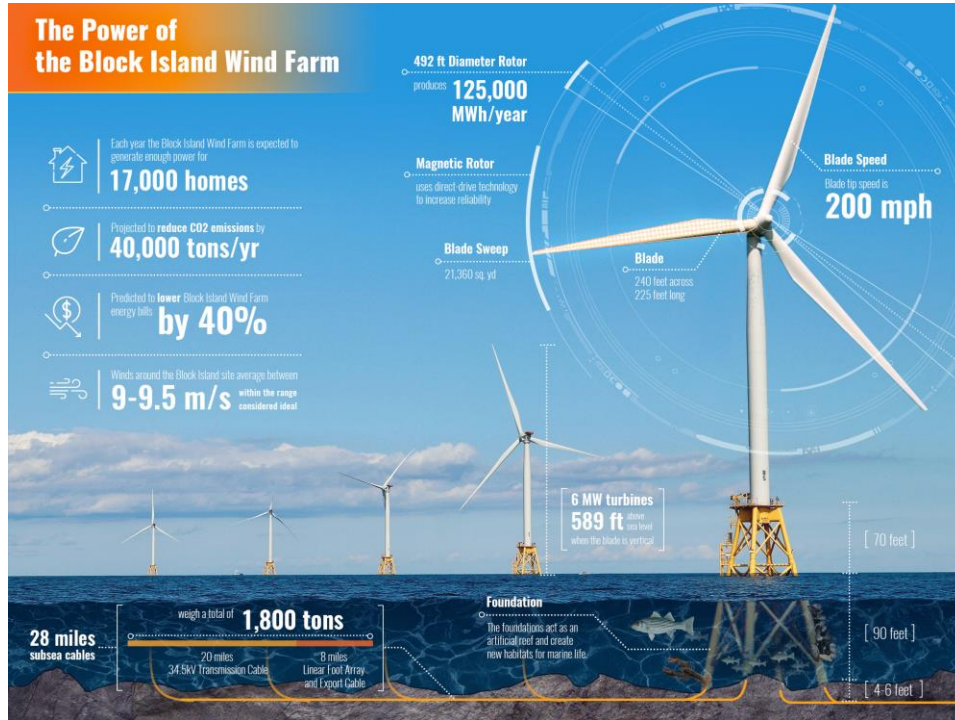
# Block Island Wind Farm (Rhode Island)

America's first offshore wind farm



# Block Island Wind Farm (Rhode Island)

30 MW capacity (5 turbines of 6 MW each), operational since 2016



A recent study by The University of Rhode Island found that summer tourism on Block Island had increased by 19% since the construction of the wind farm.

Local businesses now offer tours of the wind farm to curious visitors.

# Grimsby and Hull (United Kingdom)

## Creating jobs and economic opportunities



**In the UK, the coastal towns of Grimsby and Hull were reinvigorated in part due to the construction of our nearby offshore wind farms, which involved 8,000 people.**

**Thank you!**  
Questions?



**Thomas Frøyland**  
**TFRLA@ORSTED.COM**