

Enhancing biodiversity in offshore windfarms in the North Sea

for De Rijke Noordzee in collaboration with Accenture Song

Accenture Song



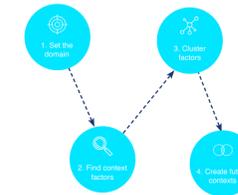
I. Project scope

De Rijke Noordzee (DRN) is a Dutch organization with a mission to enhance nature utilizing the opportunities which offshore wind farms offer. The organization is currently working on several nature enhancement projects in offshore wind farms in the Dutch part of the North Sea. However, DRN's mission to enhance biodiversity does not stop at the borders of the North Sea. DRN has the ambition to start new nature enhancement projects crossing the borders of the Dutch North Sea. DRN would like to know which international steps can be taken in their new project between 2024-2028. Therefore, I explored the opportunities for DRN to collaborate with the North Sea countries in offshore wind farms (OWFs).

a. Internal analysis: interviews

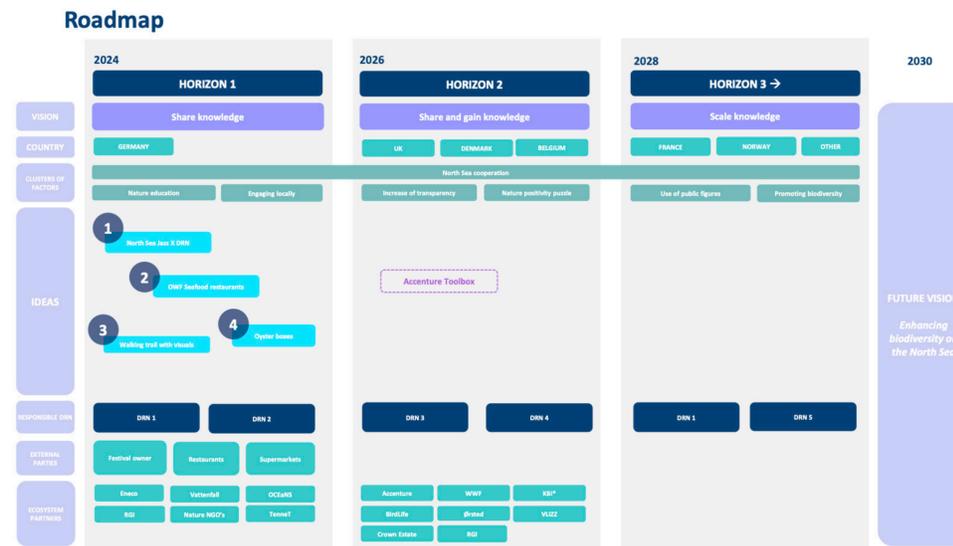


b. Future context creation: ViP method



2. Approach

To find opportunities for DRN, I did an analysis of De Rijke Noordzee by interviewing employees of DRN. Based on this analysis, I found two critical needs regarding international collaboration. The need for a strategy on international collaboration between North Sea countries and a way to share knowledge on nature enhancement. Thereafter, I created future contexts on Enhancing biodiversity in the North Sea by 2030 with the so called ViP method. I selected the most promising two future contexts which align with DRN's needs and strengths: A) North Sea cooperation plays a significant role in educating people about nature topics and B) Nature education starts by engaging locally.



3. Solutions

As a result, I formulated a strategy on how to approach the North Sea collaboration to enhance biodiversity by 2030. This strategy is illustrated in a roadmap including selected ideas for horizon 1. The strategy is summarized as following in a roadmap.

Horizon 1: Share knowledge with Germany by engaging locally while: eating OWF seafood in restaurants, walking along the coast line or joining a music festival.

Horizon 2: Share and gain knowledge with and from Denmark, the UK and Belgium.

Horizon 3: Scale knowledge with France and Norway.

Besides the developed strategy, the decision tree is a structured tool for DRN to evaluate countries for collaboration in the future.

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Strategic Product Design

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