Policy Development and Roadmapping for Kite Energy

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An advocacy-coalition should be formed to promote supportive regulations.

Wind energy is well integrated into the political agenda in many countries and there is a supportive regulatory framework to drive its implementation and development. Building on key learnings from the experience of “policy entrepreneurs with previous success in influencing the political agenda-setting in wind energy, as well as insights from policy science, this presentation will focus on four key components for building political support for kite energy.

Identify key supporters. It has been shown that a broad support for a policy issue, in this case the establishment of certifications and regulations around kite energy, is vital for favorable political agenda-setting. To influence the political agenda, kite energy stakeholders need to build support for its development and identify supporters from civil society groups, environmental organizations as well as from prominent leaders.

Define the opposition. It is also vital to know the key opponents to kite energy and their main arguments; this could be traditional wind energy stakeholders, environmental groups, aviation authorities etc. This will help frame our message, putting us in a better position to preemptively deal with the opposition.

Develop an advocacy-coalition and a common strategy. It is essential to get organized and gather knowledge on key policies and regulations in this area. This will help define the goal and key objectives of the strategy. What are the key regulations concerning land-, water and air-use that should be in place to promote kite energy? What changes to current regulation would kite energy require? What are the benefits, compared to traditional wind turbines, for various stakeholders? These and other questions need to be answered.

Develop a supporter coalition. Build a coalition of supporters and ensure that messages are aligned, and that goals and objectives are clearly understood. Engage in the policy process and actively take part in committees and advisory councils to regional/national policy development.

This effort could be launched out of a network organization like Airborne Wind Europe or events like the International Airborne Wind Energy Conferences with the establishment of a working group with representatives from various industry players.