

# Triventus Consulting welcomes you to a workshop on communications

## Planned & Proactive Communications - the courageous path to increased acceptance of wind power.

What knowledge can the Swedish wind power sector share with our Finnish colleagues in terms of wind power development? This workshop highlights the importance of working actively with planned communications to reach local ownership and dialogue. It is important not only for the individual project, but for the whole wind power industry and its possibility of acceptance.

### Program

Part 1: 09.15 -11.30

- Welcome – Thomas Bonn, Project Manager Triventus Oy
- Background – knowledge sharing between Sweden and Finland – Jeanette Lindeblad, Triventus Consulting
- Opinion – working with both positive and negative opinions
- Organized and mobilised resistance
- It is about dialogue not another PR-project: how to work openly and early in order to create participation?  
Group Exercise.
- Where do you start – stakeholder management in three steps



**Johanna Olesen,**  
Senior Consultant,  
Communications & Social  
Acceptance

Focus on stakeholders – Break-out session A:  
Media handling and trends in Finland and about journalists as stakeholders by Lars Rosenblad, CEO Mantra Communications

### Networking lunch

Use the opportunity to discuss with other participants and our speakers

Part 2: 13.30–15.30

Focus on stakeholders – Break-out session B:  
Associations in Finland concerned with wind power development by Anni Mikkonen – Finnish Wind Power Association



- Risks and Opportunities with investing in communications – Justin Jeffs, Triventus Consulting
- Actions speak louder than words - use the hearing process
- Communication in all phases – the permission is just the beginning
- Planned and courageous communications
- Questions & Answers session

## Sign up now!

Mail your registration before September 1 to  
[thomas.bonn@triventus.com](mailto:thomas.bonn@triventus.com)

## Location

Triventus Oy:  
Keilaranta 5  
02150 Espoo

## Welcome!

We reserve the right to make changes in the program.

