

# 50Hertz's pilot project activities on electric and magnetic fields

Collaboration on an emotionally sensitive topic

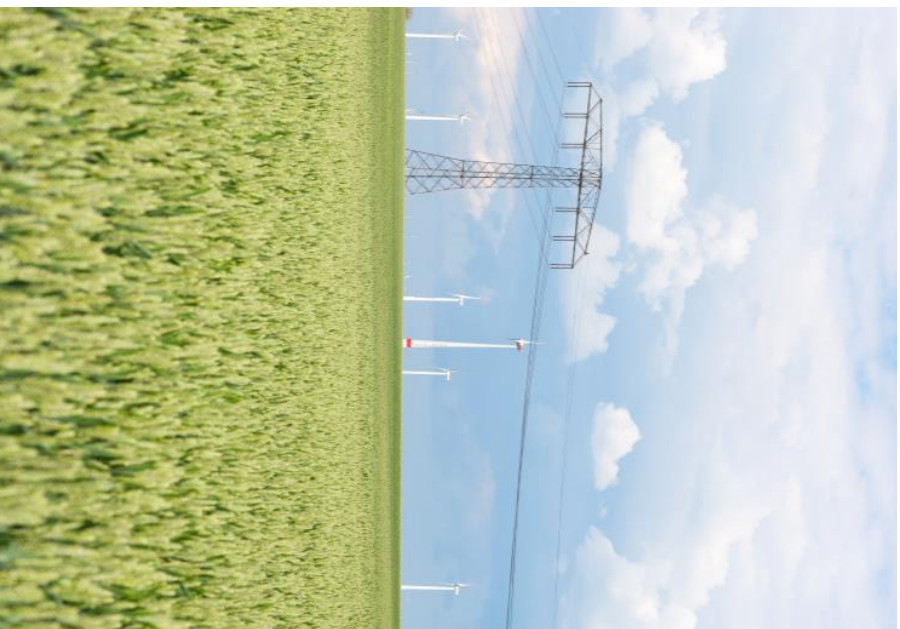
2nd BESTGRID workshop "Innovation through Collaboration"  
Berlin, 17/10/2014  
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# The Bertikow-Pasewalk 380 kV overhead line: a pilot project for BESTGRID



## BEST GRID

- Between the substations of Bertikow (Brandenburg) and Pasewalk (Mecklenburg-Western Pomerania), 50Hertz is constructing a 30 km long new high voltage transmission line.
- In order to involve the public at an early stage, discussions have been held with stakeholders since December 2013 and two workshops were organised in Prenzlau and Pasewalk in March 2014.
- The official project conference for the federal sector planning, as stipulated in the Grid Expansion Acceleration Act (NABEG) took place on 24 September 2014.
- In the wake of the project conference and as part of the BESTGRID initiative, a second information and dialogue campaign should tackle remaining questions.

# The challenge: EMF as a touchstone for trust and credibility



- The subject of electromagnetic fields or EMF is highly technical and reasonably unknown. As a result, it is a source of uncertainty.
- The assumed health risk can rouse feelings of anxiety and powerlessness.
- A lack of knowledge about EMF can contribute to opposition against grid development projects.
- Ignorance of EMF causes avoidance reactions and leads to regulations containing technical restrictions, such as the obligation of underground cables, or more extensive precautions (e.g. distance, limit values).
- Logically, a residual risk will always be suspected when it comes to EMF. That is why the credibility of how the subject is treated is a deciding factor.

## The mission: to inspire trust and credibility through information and action

- In this regard, it is important that the information material is clear and convincing.
- Information alone can hardly ease the emotional aspect of insecurity but can offer support nonetheless.
- Only through an active approach can we achieve trust in our actions and in our information and thus overcome feelings of fear and powerlessness.



The perspectives of project communication:  
Trustworthy information on EMF should mainly be provided through interaction.  
This builds confidence and is helps communicate and situate necessary information.

## The principle: personal experience is more convincing than a text on limit values

50Hertz used the following questions as a guideline for the pilot project:

- How can we make the subject of EMF more transparent for those interested?
- How can we help interested individuals with limited background knowledge put technical facts into perspective?
- Can personal contact cancel out the distrust and prejudice harboured against transmission system operators?
- Which forms of cooperation with independent institutes are meaningful and feasible to impress the reliability of the information on the citizens?
- How can we give the facts the right media treatment so that they are readily available and easily accessible?



## In practice: mobile office's information tour halts at 11 locations over the course of 7 days

- Between 9 and 17 October 2014, the mobile office informed the general public on the state of the progress planning: procedures, route corridors, technological aspects (overhead lines)
- EMF measurements were carried out underneath the current power line.
- We had the help of the following partners:
  - the University of Duisburg-Essen (measuring the fields)
  - TU Berlin (study on communications approach)



# In practice: measurements of the electric and magnetic field underneath the current power line

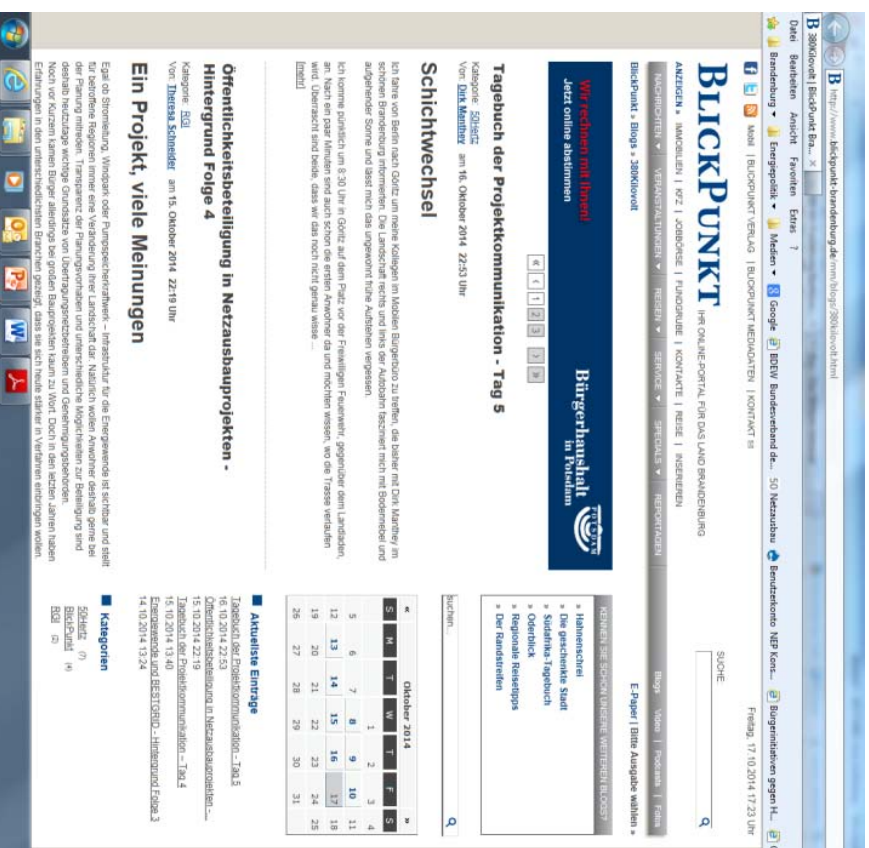


## In practice: production of a short movie with background information for remote locations

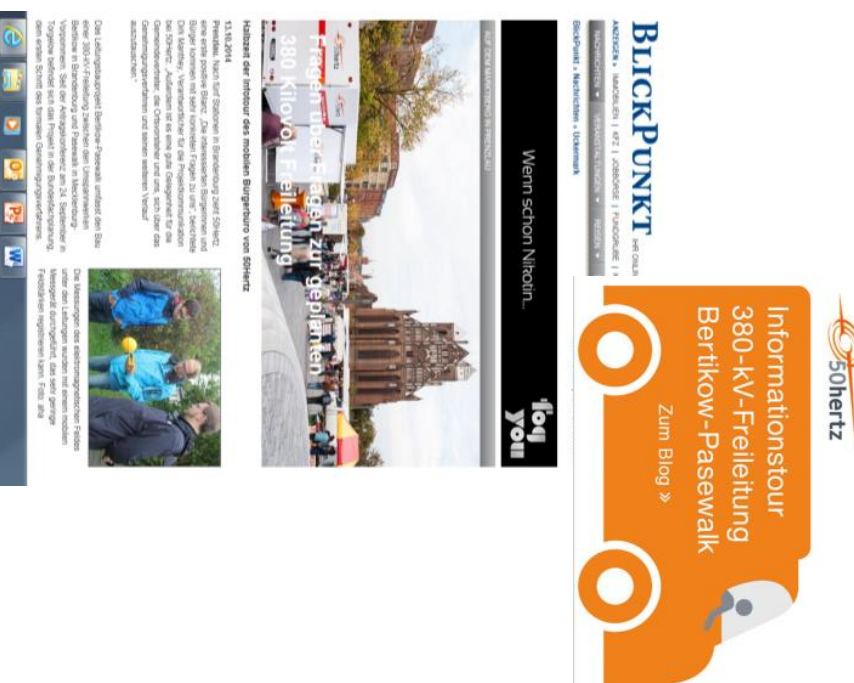




# In practice: media cooperation with a local newspaper in the form of a blog



The screenshot shows the BLICKPUNKT website interface. At the top, there is a navigation bar with links for 'Startseite', 'Anfahrt', 'Favoriten', 'Eins', 'Google', 'BDEW Bundesverband de...', '50 Netzausbau', 'Berichtskonto', 'NEP kont...', 'Bürgerinitiativen gegen H...', and 'Ca'. Below the navigation bar, the main content area features a large orange banner for 'Informationstour 380-kV-Freileitung Bertikow-Pasewalk Zum Blog »'. To the right of the banner is a calendar for October 2014, showing dates from 1 to 31. Below the calendar is a search bar and a list of categories: 'Hahnenröhre', 'Die geschweifte Stadt', 'Südröhre / Fegebuch', 'Oberblick', 'Regionale Reisetipps', and 'Der Rundstreifen'. The website also displays a 'Tagebuch der Projektkommunikation - Tag 5' and a 'Schichtwechsel' section.



This screenshot shows a different section of the BLICKPUNKT website. It features a large photo of a truck with '300 Kilovolt Freileitung' written on its side. Below the photo is a caption: 'Heizent der Intour des mobilen Bürgerbus von Schwitz'. To the right of the photo is a 'foq you' logo. The website also displays a 'Tagebuch der Projektkommunikation - Tag 5' and a 'Schichtwechsel' section.

## First conclusion: residents gladly take up the offer

- The contact with important stakeholders was established during the information tour.
- The media made regular reports on our activities (disseminator function).
- One in two visitors was interested in EMF.
- Residents were more than happy to take us up on our offer to perform local measurements.
- In general, visitors to the mobile office stayed for a very long time.
- The talks were always to the point, the tone was friendly and discussion partners showed interest.
- The blog received only limited attention.
- The experiences should be used in a brochure on the EMF theme.







# Backup: general BESTGRID chart

## The Bertikow-Pasewalk 380 kV overhead line: a pilot project for BESTGRID



# BEST GRID

- Within the BESTGRID project, which receives support from the EU, new public participation methods are tested in the scope of the grid development project for the 380 kV overhead line between Bertikow and Pasewalk.
- Residents and other interested parties accompany experts during the measuring of electric and magnetic fields in the vicinity of the existing line.
- The central question is: how can questions about the feared effects on health be answered properly?
- Between 9 and 17 October 2014, this was tested during an information tour with a mobile office, attending 11 tour stops.
- Duration of the pilot project: April 2013 until April 2015



Thank you very much for your attention.

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