



**Le Nordais Wind Farm (AXOR)
Gaspé Peninsula, Quebec, Canada**

When inaugurated in 1998, Le Nordais wind farm was the biggest in Canada. Developed by AXOR, a major construction and consulting engineering firm in the Gaspé, this park with 133 wind turbines and 100MW required an extensive public relations program aimed at a number of audiences—the client (Hydro-Québec), partners, governments and municipalities, landowners, residents of the region, and the general public. AXOR is one of CASACOM's clients.

Challenge

Carry out all of the steps of the project (consultation, construction, and operations) under the best possible conditions so that wind energy would be perceived in a positive light by all interested parties. The stakes were high because if Le Nordais had been negatively perceived, the entire wind turbine industry would have suffered.

Actions

Held environmental consultation meetings with residents and local stakeholders before the project was accepted; planned press meetings and media activities for each major step in the project; maintained ongoing contact with governmental authorities; organized the Canadian Wind Energy Association conference in Matane; gave a presentation to numerous energy associations; handled local, national, and international press relations; arranged guided tours for tourists; etc.

Results

Le Nordais wind park was a benchmark in terms of wind turbine success. The project was flawlessly developed from a public relations standpoint. Wind is an energy source that truly has the wind in its sails in Quebec and all of Canada.

