



POWERPOOR

Empowering Energy Poor Citizens through Energy Cooperative Initiatives

MODULE 3 - Support energy poverty alleviation actions

ECN/COOPERNICO/GOIENER



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Module – Structure and content

-  Module goals
-  Module content
 -  PART I – Collective Innovative Actions for Energy Poverty – An Introduction
 -  PART II – Crowdfunding & Innovative Finance
 -  PART III – Collective Energy Initiatives
 -  PART IV – Power Fund Tool
-  Module summary
 -  Key takeaways
 -  Further reading

Module 3 – Goals

- 🌱 Introduce the concept of Collective Innovative Actions for Energy Poverty
- 🌱 Explain what crowdfunding is and how to use it
- 🌱 Introduce the concept of Collective Energy Initiatives and equip participants with the necessary skills to create their own initiatives

PART I: Collective Innovative Actions for Energy Poverty – An Introduction

What are Collective Innovative Actions for Energy Poverty?

What can they do to alleviate energy poverty?

PART I: Collective Innovative Actions for Energy Poverty

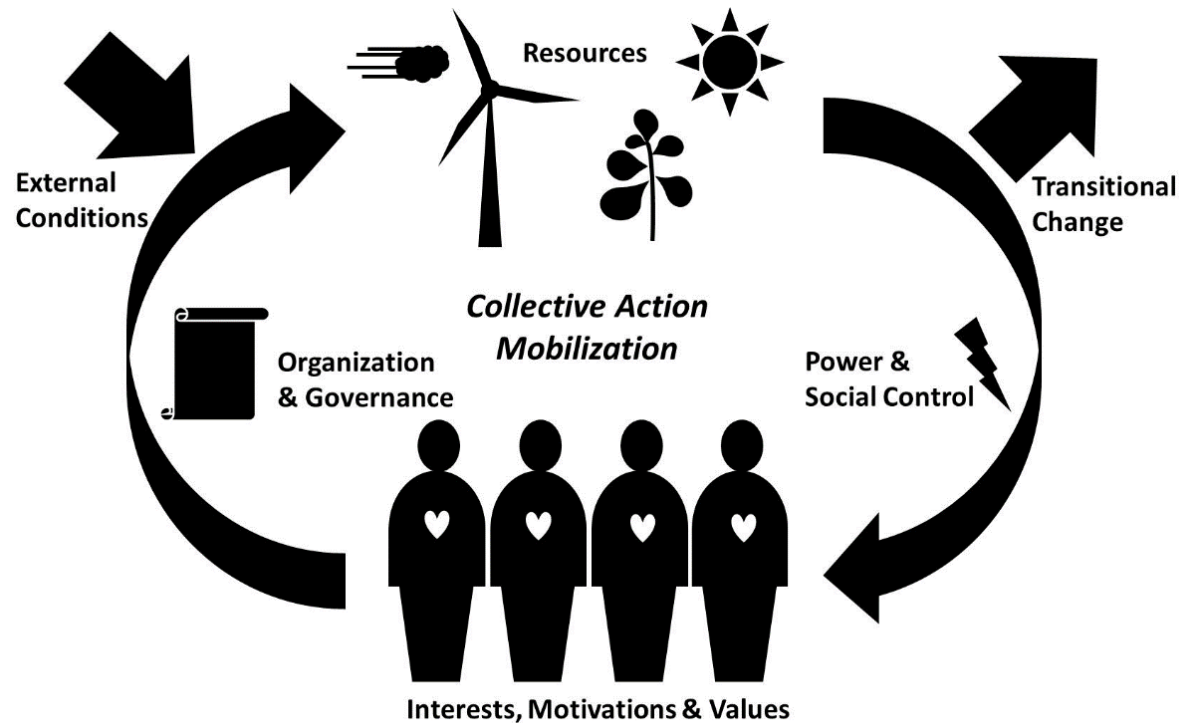
What are they?

What is a Collective Innovative Action?

PART I: Collective Innovative Actions for Energy Poverty

What are they?

Collective Innovative Actions such as energy communities or crowdfunding initiatives are based on a simple yet powerful idea:



There is strength in numbers!

PART I: Collective Innovative Actions for Energy Poverty

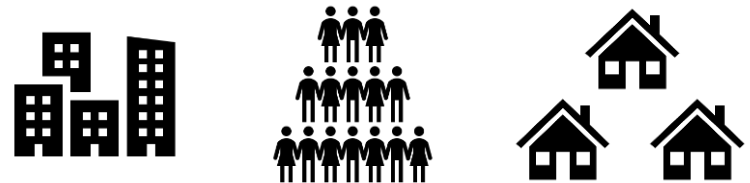
What are they?

How can you achieve an ambitious goal without having sufficient resources to do it on your own?

Normally, you might ask your friends and family to help you by either donating some money or giving you a small loan.



When you expand that idea to an entire neighborhood or region and build an organization around it, it becomes a community.



PART I: Collective Innovative Actions for Energy Poverty

What are they?

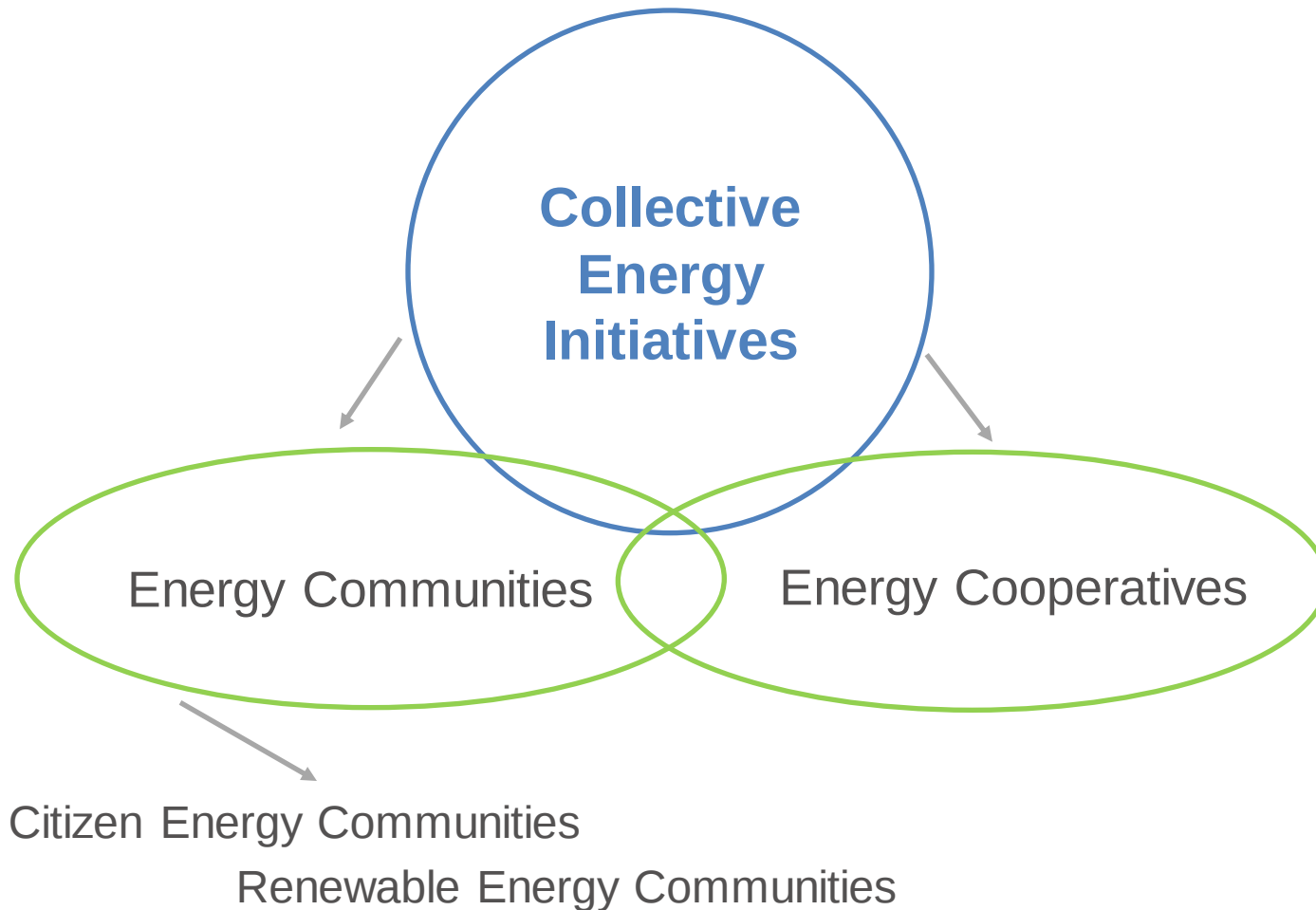
Collective Energy Initiatives

Collective Energy Initiatives, as the name indicates, are initiatives to bring citizens together and develop joint strategies to:

- gain **access** to affordable energy,
- **tackle a certain issue** such as energy poverty,
 - **empower** citizens in the energy market,
- find a **new electricity source**, for instance, by switching from traditional retailers to renewable energy ones and/or to self-generation.

PART I: Collective Innovative Actions for Energy Poverty

What are they?



PART I: Collective Innovative Actions for Energy Poverty

What are they?



Community finance

Community finance, or crowdfunding, is the natural extension of cooperative finance initiatives to even **larger communities**, typically via the Internet. It draws support from people across entire countries in order to make **specific projects** feasible and create change at the local level, raise awareness of social challenges or inspire communities to engage with local initiatives.

PART I: Collective Innovative Actions for Energy Poverty

What can they do to tackle energy poverty?

**What can Collective
Innovative Actions do to
tackle energy poverty?**

PART I: Collective Innovative Actions for Energy Poverty

What can they do to tackle energy poverty?



The **collective approach** fostered by energy communities and/or crowdfunding initiatives is **particularly appropriate** to address the enormous challenges faced by energy poor citizens who wish to:

- take action to **reduce their energy consumption** or
- **improve the energy efficiency** of their households.

PART I: Collective Innovative Actions for Energy Poverty

What can they do to tackle energy poverty?

1

Community actions allow building/household owners to pay the **large upfront costs** of investments in Renewable Energy Sources (RES) or Energy Efficiency (EE), which traditional financial institutions may not be interested in funding or able to finance.

- When it comes to renewable energy generation, energy communities can support installation services by raising the initial capital required to make a large investment in generation capacity.
- In the case of EE investments, external funding and motivational support can allow property owners to overcome the energy efficiency gap.

PART I: Collective Innovative Actions for Energy Poverty

What can They do for energy poverty?

2

Community-based RES installations allow **individuals who would not be able to purchase their own generation system**, or do not have a sunlit private roof or area, **to take part in the renewable energy transition.**

Likewise, energy-based communities allow individuals to easily invest in EE improvements, derive income from them, and participate in the energy transition. They also allow individuals already taking part in the energy transition to increase their participation levels under sustainable conditions.

PART I: Collective Innovative Actions for Energy Poverty

What can They do for energy poverty?

3

Community-based RES installations generally **lower installation costs and increase revenues** by utilizing economies-of-scale and optimal siting of generation capacities.

Similarly, large-scale EE investments can take advantage of bulk purchases and economies-of-scale to **improve the returns on such investments**.

PART I: Collective Innovative Actions for Energy Poverty

What can They do for energy poverty?

4

Collective innovative actions can also **support off-grid energy poor households**, such as those in rural areas that are not connected to the energy grid, and improve their access to energy by helping them pull together the resources and capital required for capital-intensive off-grid energy projects.

PART I: Collective Innovative Actions for Energy Poverty

What can They do for energy poverty?

5

At the same time, the community approach allows individuals to **combine their buying power to purchase energy** (not only generate it), obtaining better prices in the wholesale market.

PART I: Collective Innovative Actions for Energy Poverty

What can They do for energy poverty?

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At the same time, the community approach allows individuals to **combine their buying power to purchase energy** (not only generate it), obtaining better prices in the wholesale market.

PART II: Crowdfunding & Innovative Finance

What is community finance?

How does it work?

Setting up a campaign

How can community finance help tackle energy poverty?

?

WHAT

Crowdfunding & Innovative Finance

What is it



Community Finance is the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet.

Crowdfunding & Innovative Finance

Key elements



- Open call to **raise funds** for a specific project
- From **anyone with Internet access** (potentially)
- Through an **Internet-based** mechanism
(specialised website)
- Foreseeing **tangible or intangible benefits** in
exchange for each economic contribution

Crowdfunding & Innovative Finance

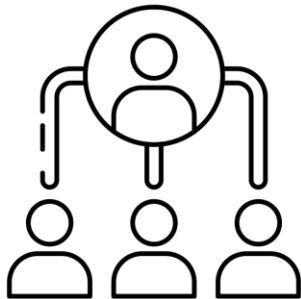
Main actors



Promoter



Platform



Crowd

Crowdfunding & Innovative Finance

Terminology and different Models

Non-financial

Match-funding

Financial



Donation

Philanthropic donation or gift, no return expected

Up to 10.000 €



Reward

Contribution in exchange for a perk or a product pre-order

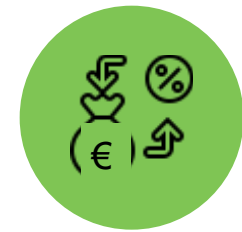
Up to: 30.000 €



Equity

Investment for an ownership share in the business

Avg: 350.000 €



Lending

Capital repayment most often with interest

500k - 2 million €

Crowdfunding & Innovative Finance

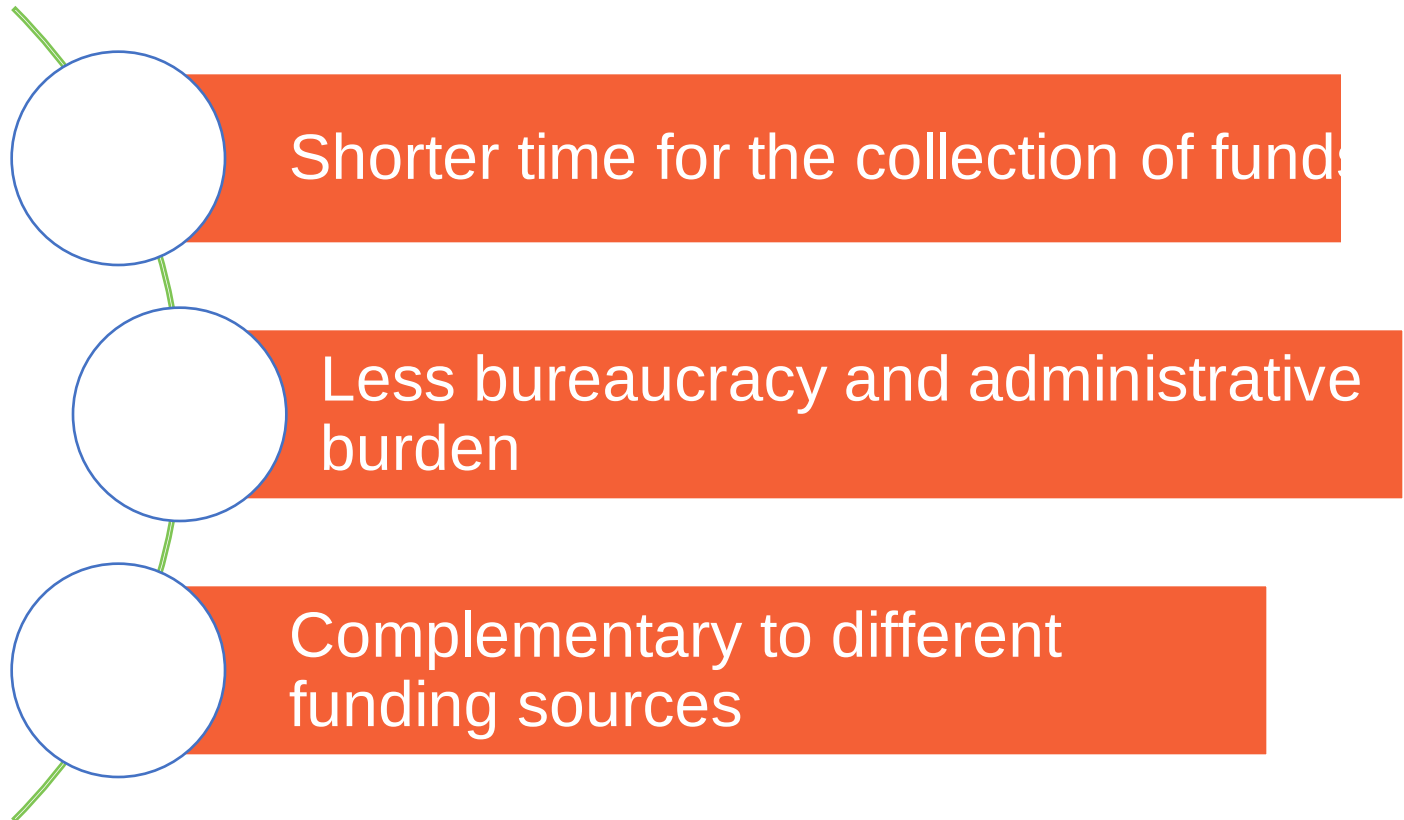
Terminology and models

	Form of contribution	Form of return	Motivation of funder
Donation Crowdfunding	Donation	Intangible benefits	Intrinsic and social motivation.
Reward Crowdfunding	Donation/ Pre-purchase	Rewards but also intangible benefits.	Combination of intrinsic and social motivation and desire for reward.
Crowdfunded Lending	Loan	Repayment of loan with interest. Some socially motivated lending is interest free.	Combination of intrinsic, social and financial motivation.
Equity Crowdfunding	Investment	Return on investment in time if the business does well. Rewards also offered sometimes. Intangible benefits another factor for many investors.	Combination of intrinsic, social and financial motivation.

Source: Eurocrowd, 2021

Crowdfunding & Innovative Finance

General benefits



Crowdfunding & Innovative Finance

Specific benefits

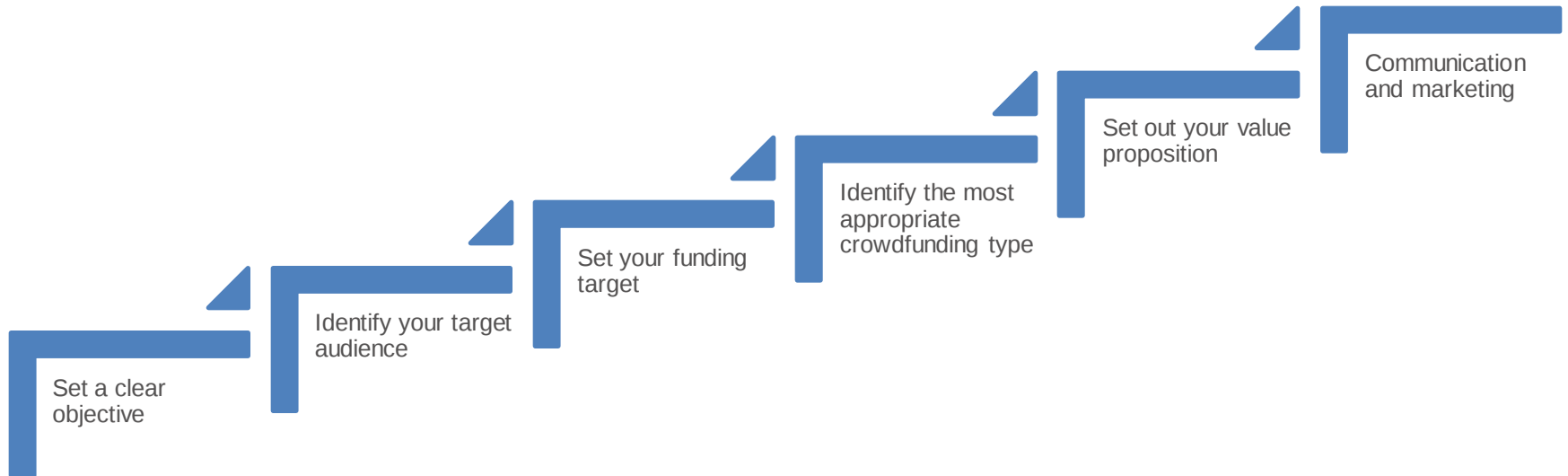




HOW

Crowdfunding & Innovative Finance

The crowdfunding process



Crowdfunding & Innovative Finance

Project idea outline



What is the objective of your project?



What is its target audience?



Why should the community support it?

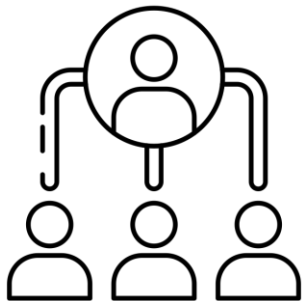


Exercise: answer each question with a concise and clear sentence.



Crowdfunding & Innovative Finance

Potential funders



CROWD

Own Network (friends, family, peers)

People reached through media coverage

Businesses as part of CSR activities

People reached through affiliated communities/networks

Existing crowdfunding networks (i.e Eurocrowd)

Conversion rate of 1-3%

Investors



Crowdfunding & Innovative Finance

Understand your target audience

Friends and
family

Peers

Organisations

- **Who** do you think will be supportive of your work and why? (friends, family, peers, people interested in the research area)
- **How big** are the audience groups?
- **How much money** can the different groups give? Which one should be the focus?
- How can you **reach** them?
- What is the **best style** of communication?
- **Why** would they be **interested** in your project?
- **Who** in your network can help you **reach** your audience?



Exercise: Identify at least two potential funders, as well as organizations and amplifiers relevant to your campaign

Crowdfunding & Innovative Finance

Identify your funding needs

**How much money do you
need to achieve your
objective?**

+

Campaign production costs

rewards, videos, marketing, etc.

+

Service costs

Crowdfunding platform fees, transaction
fees

Crowdfunding & Innovative Finance

Campaign concept outline

Your objective

What do you need funds for?

Project type

Social cause? Tech? Consumer product?

Project stage

Pre-seed? Seed? Early Stage? Growth?

Type of capital

Equity? Debt? Donation? Commercial?

Funds needed

How much money do you need to achieve your objective?

Target audience

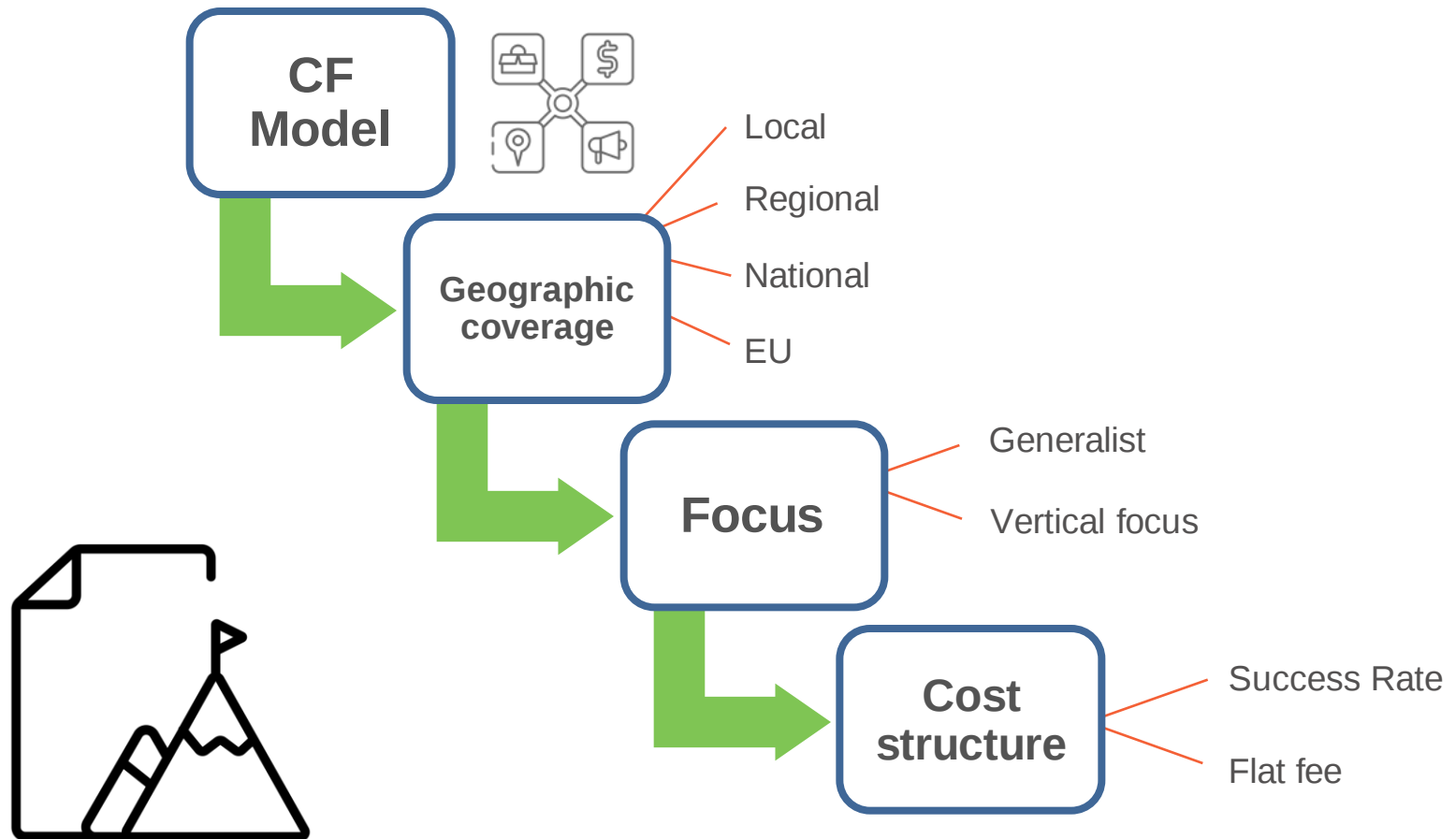
Who is the target audience of your campaign?

TYPE OF CROWDFUNDING



Crowdfunding & Innovative Finance

How to choose your crowdfunding platform



Crowdfunding & Innovative Finance

Due diligence of platforms

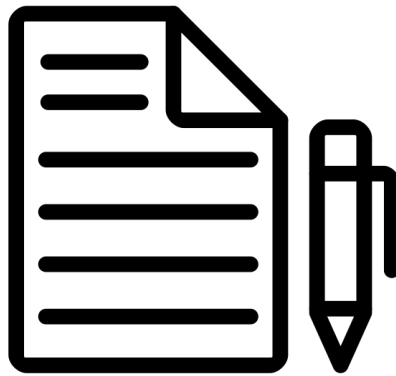


-  CF Model
-  Geography
-  Specialist vs generalist
-  Cost structure
-  Similar projects



Exercise: Identify the right platform for you +
1 similar project





Setting up a campaign



Crowdfunding & Innovative Finance

Organize your ideas

Telling a compelling story...

What?
Why?
How?
Who?
When?
Where?

Why do you need
their support?

What do you offer
in exchange?

Call to action



Use appropriate language and tone
for your audience



Crowdfunding & Innovative Finance

Present your ideas

... and create a compelling video



- Max. 3 min
- Entertaining or emotional
- Show your face
- Use copyright-free music
- If budget allows, seek help from a professional videomaker



Exercise: Draft your story in max. half a page

Crowdfunding & Innovative Finance

Organize your strategy

Select the right communication channels

Keep your target audience in mind

Family and
friends

Peers

Amplifiers

Consider available communication channels

Email

LinkedIn

Facebook

Events

Forums/groups

Twitter

Which channel could you use to reach each audience group?

Crowdfunding & Innovative Finance

Tips to take into account

- **Do** use appropriate tone and language for each audience
- **Do** prepare your messages in advance
- **Do** prepare a communication plan
- **Do** keep your social media updated
- **Do** focus on channels where you already have a solid network
- **Do** organize a launch event
- **Don't** be afraid of **asking** (for advice, contributions, input, etc)

Crowdfunding & Innovative Finance

Focus on the typology of crowdfunding that you use

Set the right incentives

Donation

- Appel to intrinsic motivation & philanthropy
- Provide updates on the latest developments of projects
- Express gratitude to your donors

Reward

- Extrinsic + intrinsic motivation
- Offer a variety of rewards considering different income and interest levels
- Perks' perceived value
- Market rate

Equity

- Financial return
- Intrinsic motivations
- Valuation
- % offered
- Promise & deliver growth

Lending

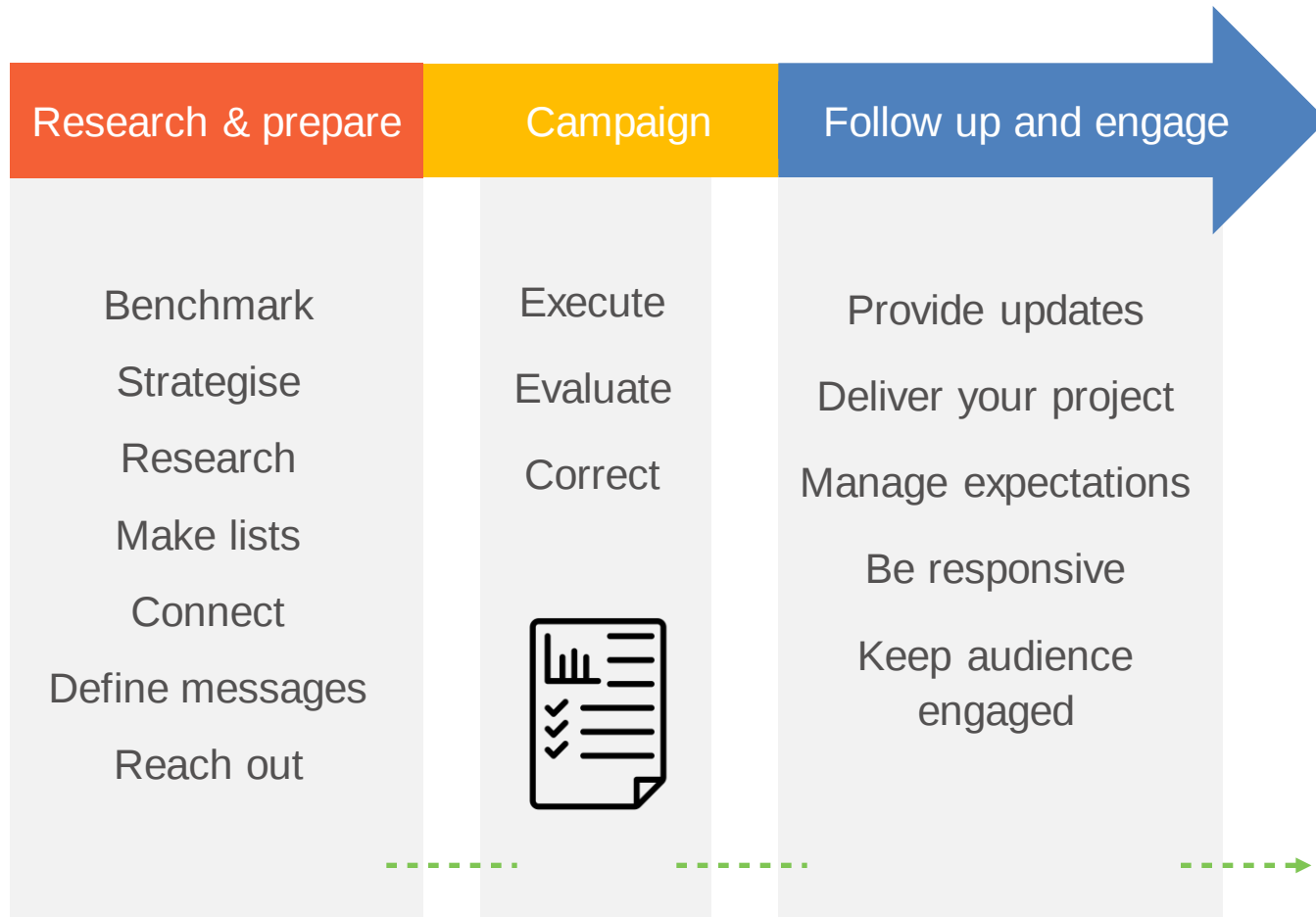
- Financial return
- Interest rate



Exercise: Identify the best incentives for your case

Crowdfunding & Innovative Finance

Start your campaign



How Collective Innovative Actions can tackle energy poverty

Case Study 1

CASE STUDY	CROWDLENDING MODEL FOR ENERGY COOPERATIVE RES PROJECTS	LOCATION
		PORTUGAL
DESCRIPTION	Charities, NGOs, schools and elderly care institutions sometimes struggle to pay their electricity bills. Members of Coopérnico wanted to provide them with more renewable energy from the Portuguese energy grid through a decentralized model.	
SOLUTION	Cooperative members lent their money so that the cooperative could promote and install RES generation capacity on the rooftop of the non-profit entities. The cooperative then sells the energy produced back to the grid or to the entity, which can be self-consuming the electricity produce, and is able to pay back the members' investment and share the economic benefits with the rooftop owners. After the members are paid, annually, their investment plus interest rates (between 10-15 years), Coopérnico donates the RES project to the rooftop owner so they can consume directly from the RES project for around 10-15 additional years for free.	
IMPACT	So far, Coopérnico has 28 projects distributed across Portugal: - The installed capacity power of the projects totals more than 1,9MWp - Only possible due to a citizens' investment of more than 1,79M - CO2 emissions reduction totals around 1820 tonCO2/year - 1087 families are supplied with renewable energy generated by the projects	

Source: Coopérnico. <https://www.coopernico.org/en/projects>

How Collective Innovative Actions can tackle energy poverty

Case Study 1



Source: Coopérnico CRL https://youtu.be/j_fxGMJqENO

How Collective Innovative Actions can tackle energy poverty

Case Study 2

CASE STUDY	WORLD´S FIRST PORTAL FOR RES PROJECTS – Citizenergy.eu	LOCATION
		Global
DESCRIPTION	You have a sustainable energy project in need of support and don't know what to do? Do you want to invest in a sustainable energy project or learn more about them?	
SOLUTION	You can access the Citizenergy online portal to find a funding platform for your project or to upload your project and let the world know that you need support. You can also use it to learn about different sustainable energy projects or to invest in one if you wish to.	
IMPACT	So far, Citizenergy has: - 33 funding platforms registered - 73 projects funded - The projects are located in more than 20 countries around the world - Almost 42M€ of investment in sustainable energy projects - Almost 203 MWh of energy produced from sustainable energy projects	

Source: Your Power in Citizenergy. <https://citizenergy.eu/>

How Collective Innovative Actions can tackle energy poverty

Case Study 2



Source: Your Power in Citizenergy. <https://citizenergy.eu/>

Youtube Video: https://youtu.be/oLQ_dMeJWOo

How Collective Innovative Actions can tackle energy poverty

Case Study 3

CASE STUDY	SOLARISATION OF GREECE: REWARD CROWDFUNDING CAMPAIGN FOR SOLAR PANELS	LOCATION
		GREECE
DESCRIPTION	With energy poverty being one of the most dramatic symptoms of the debt crisis in Greece (6 out of 10 households were struggling to pay their energy bills), investing in the abundant sun, the country's biggest asset, helped put money back in people's pockets by reducing their energy bills, brought them back into the job market by teaching them new skills and giving them opportunities, while contributing to the renewable energy transition.	
SOLUTION	Greenpeace Greece launched a reward-based crowdfunding campaign to finance the installation of solar panels onto the houses of families who lived on the brink of energy poverty in the island of Rhodes.	
IMPACT	35.063€ raised from 1161 backers Lower energy bills for involved households with significant savings Reduced dependency on oil energy production and oil subsidies	

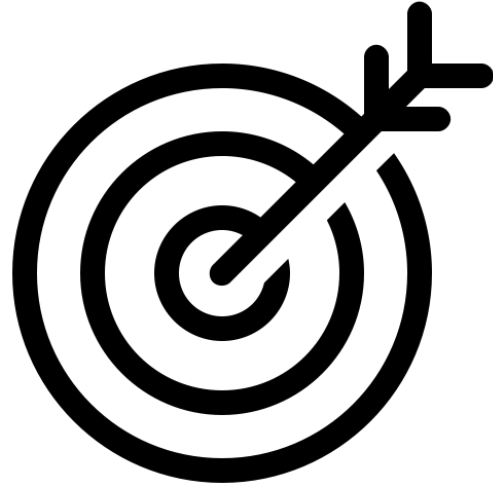
Source: <https://www.indiegogo.com/projects/solarization-of-greece#/updates/all>

How Collective Innovative Actions can tackle energy poverty

Case Study 4

CASE STUDY	Crowdlending campaign for the energy rehabilitation of a homeowner community	LOCATION
		SPAIN
DESCRIPTION	Project to replace community boilers and other energy efficiency measures in the centralized hot water production system of a community of homeowners in Barcelona. The project achieved significant savings in the energy consumption of the centralized Domestic hot water (DHW) production system, as well as a fair distribution of the real consumption of each home.	
SOLUTION	Crowdlending campaign for the realization of a series of energy efficiency proposals: • Replacement of old atmospheric gas boilers with new, more efficient watertight boilers • Replacement of the old circulation pumps • New monitoring and control system • Installation of individual ACS meters in each house	
IMPACT	49,600€ raised from 56 backers Lower energy consumption for involved households with significant savings on the energy bill CO2 emissions reduced by 16 tons/year	

Source: <https://www.ecrowdinvest.com/detalles/comunidad-propietarios-barcelona#description>

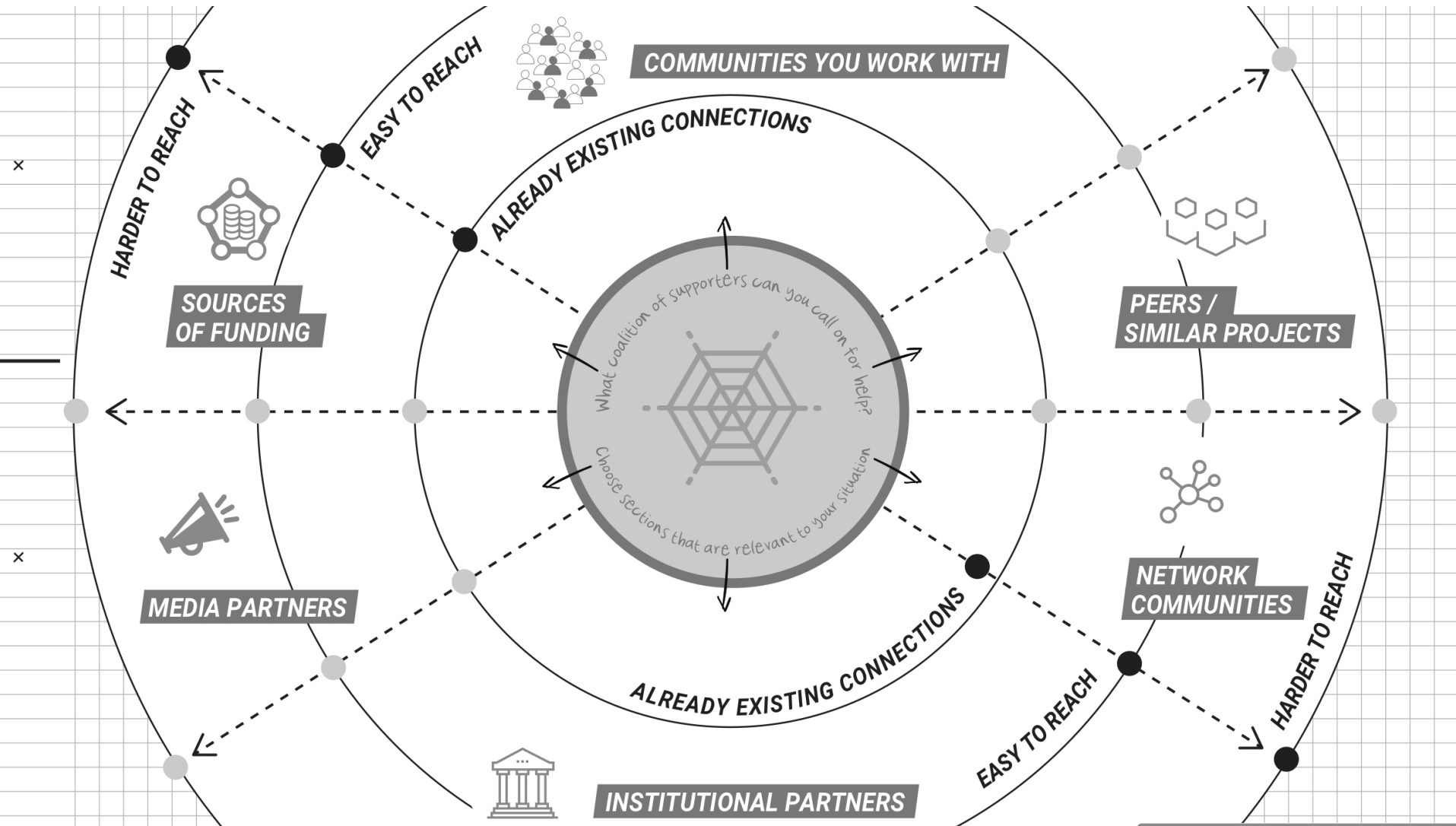


EXERCISE



Crowdfunding & Innovative Finance

Exercise 1: Identify your community network



Crowdfunding & Innovative Finance

Exercise 2: Develop a campaign pitch



Exercise: Based on what you have developed so far, write your crowdfunding pitch, including:

- Who is your target audience? What are you planning to achieve and why?
- Where, when, how (if relevant)?
- How much funding you're looking for?
- Why should people care?
- What are you offering in exchange?
- Call to action



PART III: Collective Energy Initiatives – An Introduction

Definition

Differences

Energy cooperatives

How can they help fight energy poverty?

How to start

Collective Energy Initiatives

Definition

An energy community can be...

- A way of organising **collective citizen actions** to influence the energy system
- Entities that exercise **energy-related activities** (generation, distribution, supply, aggregation, consumption, sharing, storage of energy, provision of energy-related services, etc.)
- Non-commercial **market actors**
- Collective switching campaigns, collective investments in solar panels, the ownership of an energy supply company, a distribution network, etc.

Collective Energy Initiatives

Definition

Energy communities are based on...

- Open and voluntary governance
- Ownership and control by citizens, local authorities and small businesses
- Social, environmental or local economic benefits rather than profit-making

Collective Energy Initiatives Differences

ENERGY COMMUNITIES

Two new definitions at the EU level

Renewable Energy Community (REC)

Citizen Energy Community (CEC)

All forms of renewable energy



Technology-neutral (only electricity)

Proximity of RE projects



No geographic limits

Individuals, local authorities and
micro/small/medium enterprises



Any participant

Autonomous from individual members
and traditional market actors



Undefined degree of autonomy

Effective control by individuals, local
authorities and micro/small enterprises



Effective control includes medium-
sized enterprises



Collective Energy Initiatives Differences

Energy Communities can have different legal forms:



Collective Energy Initiatives

Energy cooperatives

ENERGY COOPERATIVES

A type of social and economic enterprise

A legal form that enables citizens to collectively own and manage energy-related projects and services

- Democratic governance (1 member – 1 vote)
- Citizens can consume and share energy from renewable sources
- People can invest by buying shares or financing projects
- Surpluses are reinvested to support its members and/or the community

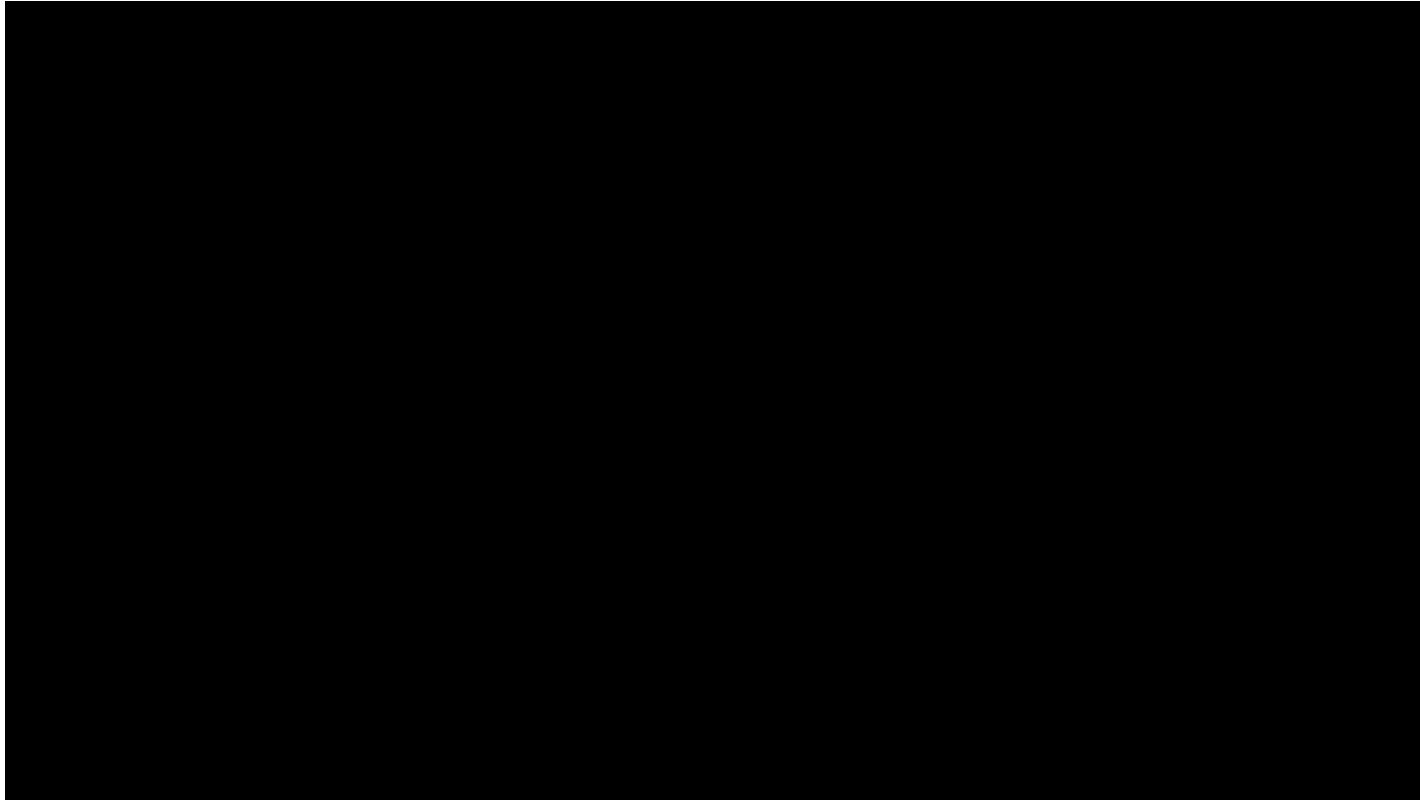
Collective Energy Initiatives

Energy cooperatives



Collective energy initiatives - **video (1/2)**

(a “refreshing” video about REScoops)



Source: REScoop The energy transition to energy democracy: <https://www.youtube.com/watch?v=ZTmeNmWEupg>

Collective Energy Initiatives

How can they help fight energy poverty?

Accessibility

- **Economy**
 - Fair prices
- **Governance**
 - Fair decisions

Sustainability

- **Social**
 - Integration and cohesion
- **Environmental benefits**
 - Less health risks

Solidarity

- **Fair conditions**
 - Well-being rather than profit
- **Support**
 - Knowledge sharing

Local economy

- **From citizens, for citizens**
 - Benefits remain local
- **Financial autonomy**
 - Less external dependence

Collective Energy Initiatives

How can they help fight energy poverty?

For example:

- **Sharing locally produced energy with vulnerable consumers**
 - More accessible energy prices
- **Collective purchase or ownership of goods and services**
 - Support for making investments with large upfront costs
 - Opportunity to participate in collective energy generation with no or low investments
- **Reinvesting in the community**
 - Round-up or similar mechanisms in energy bills to support vulnerable consumers
 - Accessible loans for investments within the community (e.g. microcredit)
- ...and much more!

Collective Energy Initiatives

How can they help fight energy poverty?

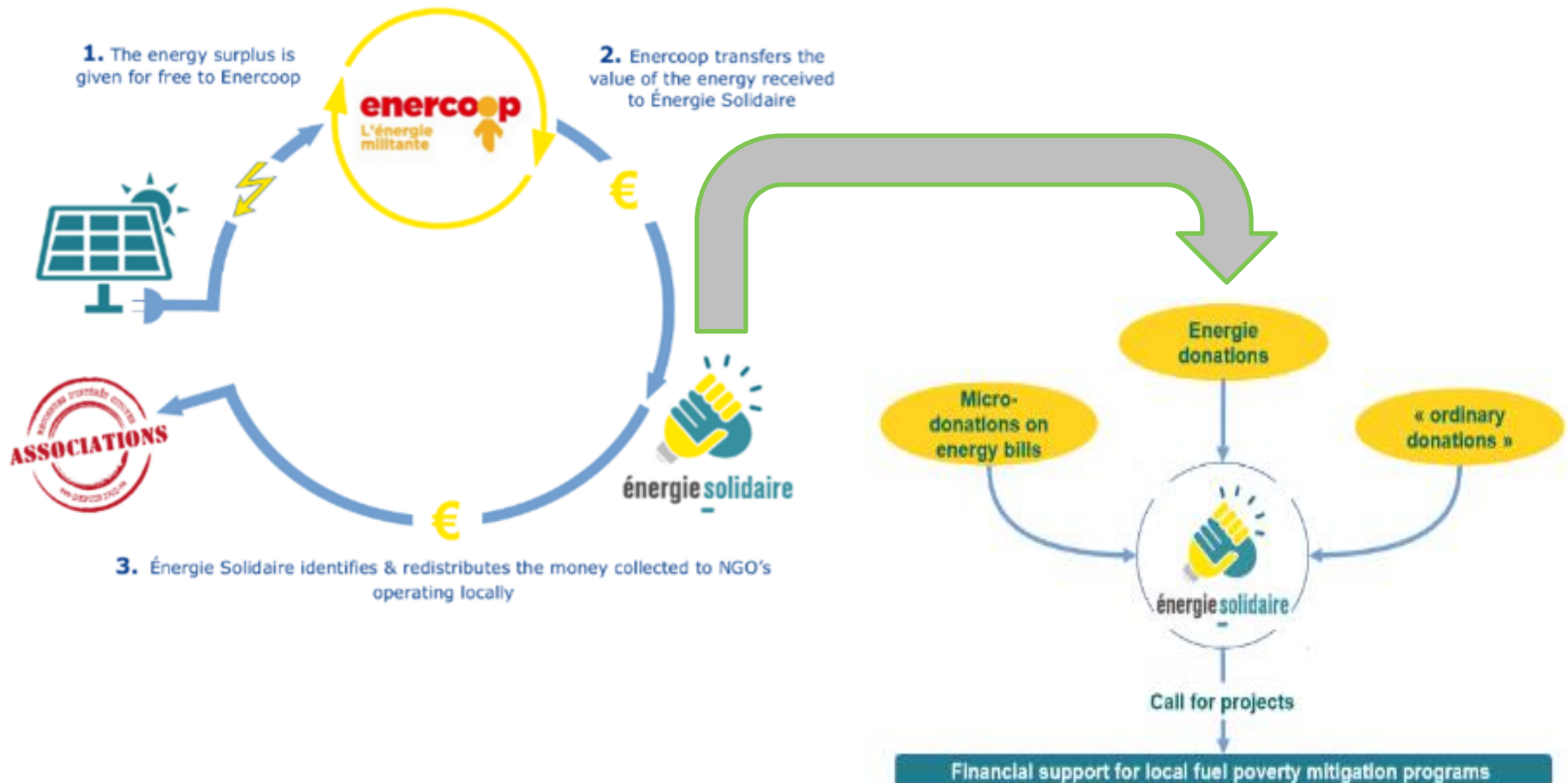
CASE STUDY 1

CASE STUDY	ENERGY SOLIDAIRE LES AMIS D'ENERCOORP	LOCATION
		France
PROBLEM DESCRIPTION	12M citizens in France suffer from energy poverty.	
SOLUTION	A non-profit association created a solidarity fund that raises money through micro-donations from the energy bills of consumers who are members of an energy cooperative. The resources support local social initiatives tackling fuel poverty by donating renewable energy from energy producers.	
IMPACT	So far Enercoop has: - 2500 clients, each donating around 36€ per year. - 90 000 € are annually collected, of which 50% are directly given to 6 associations that help citizens renovate their houses.	

Collective Energy Initiatives

How can they help fight energy poverty?

CASE STUDY 1



Collective Energy Initiatives

How to start

General guidelines to **CREATE AN ENERGY COMMUNITY**

1. **Get organized** → build up your group of people
2. **Define your goals** → which type of activity will be conducted?
3. **Choose your legal form** → energy cooperative?
4. **Look for support** → what kind of support, and from whom?
5. **Start your activity** → and tell the world about it!

Collective Energy Initiatives

How to start

General guidelines to **CREATE AN ENERGY COMMUNITY**

1. **Get organized** → build up your group

- Gather motivated people → technical skills and knowledge are important, but motivation is key!
- Identify key leaders, or welcome potential ones
- Consider existing groups around you, the community might already be there! (and learn from them)
- Keep your team engaged through regular communication and activities

Collective Energy Initiatives

How to start

General guidelines to **CREATE AN ENERGY COMMUNITY**

2. Define your goals → which type of activity will you conduct?

- Ask questions to yourselves (Who are you? What do you want to achieve? How are you going to do it?)
- Create your own narrative → Storytelling is key
- Define your main activities:
 - Energy efficiency and savings
 - Energy production
 - Energy management (sharing, storing, self-consumption...)
 - Energy supply, distribution, other services...
 - Education
 - Mobility
- Plan your process → Develop your strategy

Collective Energy Initiatives

How to start

General guidelines to **CREATE AN ENERGY COMMUNITY**

3. Choose your legal form → energy cooperative?

- Having one is not mandatory, but most probably it will be helpful
- **Choose the legal form that best fulfills your needs** → In POWERPOOR, we think that energy cooperatives are the most appropriate ones. Some of their advantages are:
 - Regional networks → Support and visibility
 - Already existing rules/structures → You do not have to start from scratch
 - Other cooperative initiatives → Can be a good inspiration, reference and support
 - Social and economic perspective → A solid legal form to reach your goals
- **Define your structure**
 - Internal rules
 - Who will be the decision-makers?
 - Who will be the investors?



Collective Energy Initiatives

How to start

General guidelines to **CREATE AN ENERGY COMMUNITY**

4. Look for support → what kind of support do you need and from whom?

Support from:

Local and regional administrations

Other cooperatives

Companies and professionals

Associations and social movements



Support in/as:

Legal/fiscal procedures, legitimacy...

General/operational support

Service provision, technical support...

A broad reach, social legitimacy

Create a network around you → Reach the wider community

Collective Energy Initiatives

How to start

General guidelines to **CREATE AN ENERGY COMMUNITY**

5. Start your activity → and tell the world about it!

- **Share your narrative** → Motivate others to join you or to engage in new projects
- Remember: maintaining an energy community is a **continuous process** which requires constant engagement!

Collective Energy Initiatives - video (2/2)

A motivational video

“The Power of Community Energy”

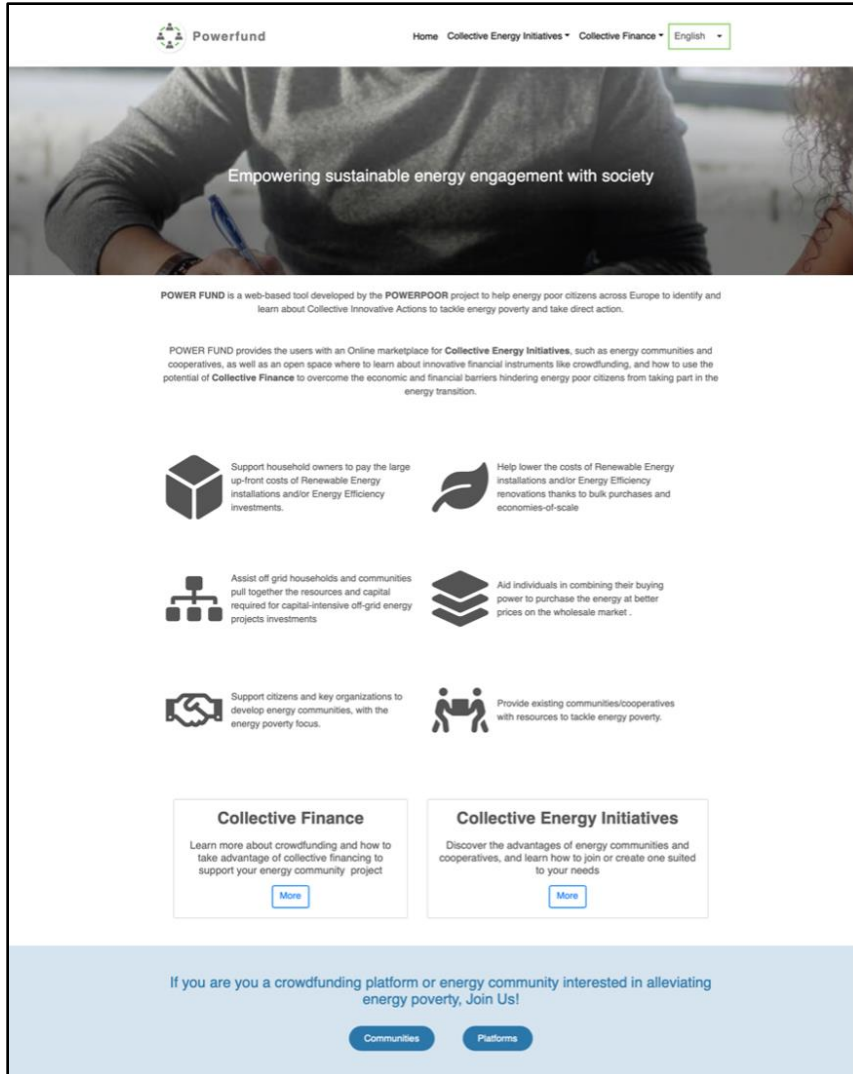


Source: The Power of Community Energy! <https://www.youtube.com/watch?v=ltyd8-haPjo>

Part IV- POWER FUND

What is it?

How to use it



POWER FUND is a Web based tool to help energy poor citizens identify and learn about collective innovative actions to tackle energy poverty.

To this end POWER-FUND integrates two main sections:

An Online marketplace for Collective Energy Initiatives

A open space on innovative financial instruments and community finance



Online marketplace for **Collective Energy Initiatives**

It provides users, i.e., individuals, including energy poor citizens, local and regional authorities, and communities / cooperatives, with four types of services:

Conceptualising Energy Communities: A brief introduction to Energy Communities, what they are, and what they can do for energy poverty.

Join a community: A list of energy communities / cooperatives per country, with information about their pricing and management policies, the services provided to energy poor citizens, and the process to join and become an active member;

Create a community: Guidelines on how an energy community can be established and operated by energy poor citizens and in close collaboration with local stakeholders, especially for the participating countries.

Operate a community: Tips and tools to help users in managing and operating their energy community, including tools for monitoring data on energy consumption / production, and evaluating the performance of a city/community/buildings, in terms of energy efficiency)

Collective Energy Initiatives, as the name indicates, are initiatives where citizens come together to find new pathways to access energy or to tackle a certain issue such as energy poverty, empowerment of citizens in the energy market or even to find a new source for their electricity like switching from traditional retailers to renewable energy ones and/or to self-generation.

Discover more about the concept of collective energy initiatives and how they are structured.

CONCEPTUALISING ENERGY COMMUNITIES

As an effective way to address energy poverty, Collective Energy Initiatives can provide a variety of services that can help vulnerable citizens to improve their situation. In addition to financial support such as collective purchases or social tariffs, energy communities and cooperatives can empower citizens in many ways, for example by improving the accessibility to energy through shared energy production and management, or by giving voice to vulnerable citizens in the decision-making processes. They can also support citizens by providing relevant knowledge and fair conditions when it comes to the energy use and its purchase, encouraging consumers to take actions in the energy sector with the aim of achieving social, environmental and economic benefits in a local level.

JOIN A COMMUNITY

A list of energy communities / cooperatives per country, with information about their pricing, the services provided and the process to join and become an active member.

MORE

CREATE A COMMUNITY

A step-by-step guide on how an energy community can be established and operates.

MORE

OPERATE A COMMUNITY

A list of various tools to support the day-to-day operation of an energy community, including (real time) monitoring and analysis of the energy use (production and consumption) and voting support.

MORE

Conceptualising Energy Communities

There are two main used type of initiatives where citizens come together to tackle common energy issues: **Energy Communities**, which can be further divided into Citizens Energy Communities or Renewable Energy Communities, and **Energy Cooperatives**.

ENERGY COMMUNITIES

ENERGY COOPERATIVES

SERVICES

Energy Communities

Energy communities is an emerging concept for which no widely accepted definition exists and which is applied in various ways, such as:



a possible type of organising collective citizen actions in the energy system



entities that can exercise energy-related activities, e.g., generation, distribution, supply, aggregation, consumption, sharing, storage of energy, provision of energy-related services...



non-commercial type of market actors that combine non-commercial economic aims with environmental and social community objectives



collective switching campaigns, collective investments in solar panels, the ownership of an energy supply company, or even a distribution network.

There are two new official EU level definitions for energy communities, namely: 'Citizen Energy Community' and 'Renewable Energy Community'.



Citizen Energy Community (CEC)

"New market actors, new types of membership structure, governance requirements and purpose" (Defined in: Internal Electricity Market Directive (EU) 2019/944 (June 2019))

- **Governance:** open and voluntary
- **Ownership and control:** citizens, local authorities and small businesses
- **Purpose:** social, economic and environmental benefits rather than financial profits
- **Geographical scope:** not necessarily the same geographical location
- **Technology:** neutral (both renewable and fossil-fuel based)
- **Activities:** generation, distribution, supply, consumption, sharing, aggregation and storage of electricity, and also energy-efficiency, EV charging and other energy-related commercial services
- **Participants:** anyone (natural persons, local authorities and micro, small medium and large enterprises...)
- **Autonomy:** not defined, but decision-making should be limited to those members or shareholders that are not engaged in large-scale commercial activity and for which the energy sector does not constitute a primary area or economic activity
- **Effective control:** natural persons, local authorities and micro and small enterprises



Renewable Energy Community (REC)

"A way to expand renewable energy" (Defined in: Renewable Energy Directive (EU) 2018/2001 (December 2018))

- **Governance:** open and voluntary
- **Ownership and control:** citizens, local authorities and small businesses
- **Purpose:** social, economic and environmental benefits rather than financial profits
- **Geographical scope:** local communities organised in the proximity of RE projects
- **Technology:** all forms of renewable energy in the electricity and heat sectors
- **Activities:** generation, distribution, consumption, storage, sale, aggregation, supply and sharing of renewable energy, and also energy-related commercial services
- **Participants:** natural persons, local authorities and micro, small and medium enterprises (and must be accessible to consumers in low-income or vulnerable households)
- **Autonomy:** should be capable of remaining autonomous from individual members and other traditional market actors that participate in the community as members or shareholders
- **Effective control:** natural persons, local authorities and micro, small, and medium-sized enterprises

CONCEPTUALISING ENERGY COMMUNITIES

As an effective way to address energy poverty, Collective Energy Initiatives can provide a variety of services that can help vulnerable citizens to improve their situation. In addition to financial support such as collective purchases or social tariffs, energy communities and cooperatives can also provide energy services in many ways, for example by improving the accessibility to energy through shared energy production and consumption, or by providing energy-related services to the decision-making processes. They can also support citizens by providing energy-related services.

Join A Community!

JOIN A COMMUNITY

A list of energy communities / cooperatives per country, with information about their pricing, the services provided and the process to join and become an active member.



MORE

Coopernico

Gesta por um grupo de 18 cidadãos vindos de diferentes áreas profissionais e de diferentes backgrounds, mas que partilham uma preocupação comum: o ambiente sustentável!

Logo então, muitos mais cidadãos se juntaram à Coopernico e participam nas nossas atividades e na gestão da cooperativa.

Website
<https://www.coopernico.org/>

Email
coopernico@coopernico.org

Phone
(+351) 213 461 803

Location
Rua de São Nicolau 75
1100-040 Lisbon
Portugal

Geographical reach
Country

Type of Initiative
Renewable Energy Cooperative

Coop
Coopernico

Services
Energy surplus donations
Grants or other economic support for energy poor citizens
Shared self-consumption that includes energy poor citizens

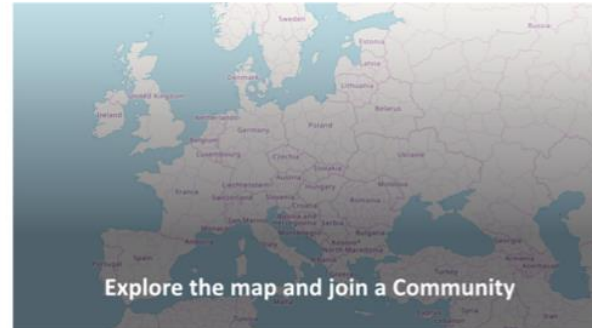
Additional Services
Collective acquisition of renewable energy installations

Name Legal Representative
Pita Maruço

Members
2100

Membership Fee
60.00

Find energy communities and cooperatives in your country, and discover more about their pricing, management policies, services provided, as well as the process and costs to join and become an active member!



Energy community Luco de Jiloca

Citizen Energy Community

27

Luco de Jiloca
44391 Luco de Jiloca
Spain

Read More

Attica Energy Community

Citizen Energy Community

20

3rd Septemvriou 144
11251 Athens
Greece

Read More

Renewable energy community pilot project in Mārupe (Co2mmunity project)

Renewable Energy Community

4

Daugavas iela 29, Marupes novads
Marupe, LV-2167
Latvia

Read More

Coopérnico C.R.L.

Renewable Energy Cooperative

2150

Rua de São Nicolau 73
1100-060 Lisboa
Portugal

Read More

GoiEner

Renewable Energy Cooperative

14000

Mallutz industrialdea 18
20240 Ordizia
Spain

Read More

Find Your Community....

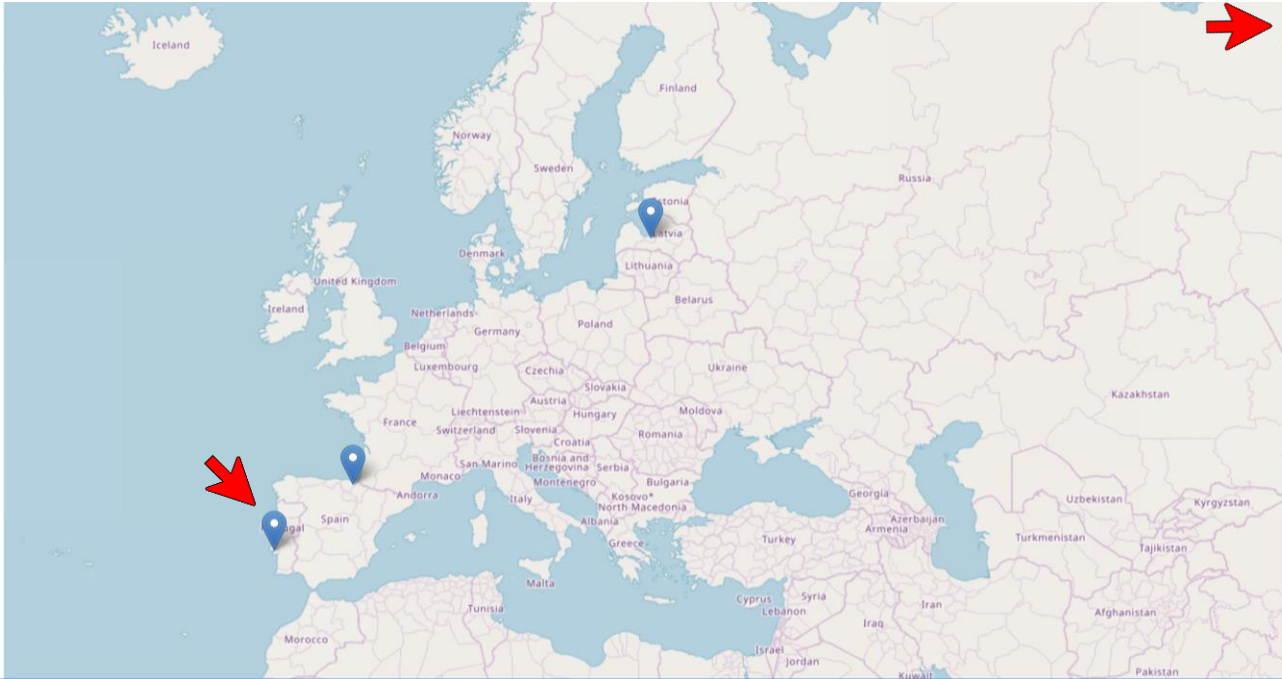
Filter **Reset** **X**

Initiatives **▼**

Initiative application **▼**

Initiative Services **▼**

Initiative Additional Services **▼**



Coopérnico C.R.L. **X**

Name Legal Representative
Ana Rita Antunes

Email
coopernico@coopernico.org

Phone
+351213471376

Coop Name
Coopérnico - Cooperativa de Desenvolvimento Sustentável C.R.L.

Website
<http://www.coopernico.org>

Location
Rua de São Nicolau 73
1100-060 Lisboa
Portugal

Number of Members
2150

Membership Fee
€60.00

Services

.....Or Register one.

If you are you a crowdfunding platform or energy community interested in alleviating energy poverty, Join Us!



Communities

Platforms

Name of the Energy Initiative *		Location
		Country
		- None -
Description *		Phone
Website *		
This must be an external URL such as http://example.com .		
Email *		

Type *	Name Legal Representative
- Select a value -	
Services	Coop Name *
- None - Reduced energy tariffs Micro-donations Energy surplus donations	
Select the first item that you want, press and hold CTRL and select the next item that you want. Be sure to press and hold CTRL while you select the next item that you want to include in the selection.	
Additional Services	Number of Members *
- None - Shared self-consumption Retailing Collective acquisition of renewable energy installations	
Select the first item that you want, press and hold CTRL and select the next item that you want. Be sure to press and hold CTRL while you select the next item that you want to include in the selection.	
Geographical Reach	Membership Fee * €
- None -	
Consent *	
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Create A Community!

CREATE A COMMUNITY

A step-by-step guide on how an energy community can be established and operates.



MORE

Discover step-by-step how to set up and create your own community

STEP 1: Get organized: build up your group!

- Gather people who are motivated: persons with technical skills and knowledge are important, but the key in energy communities is to be formed by people who are motivated and will be engaged in the long term. (Keep in mind: the motivation can come from the interest and knowledge, but it can also come from a necessity)
- Identify key leaders within your group, or welcome potential leaders to your initiative.
- Take into account the existing groups around you that are already creating community in a broad sense, be them energy communities or not. Learn from their successes and mistakes, they may help and boost the energy community.
- Keep your team informed and engaged: maintain the communication, activities, discussions... (this links to the second step!)

STEP 2: Define your goals

STEP 3: Choose your legal form

STEP 4: Look for support

STEP 5: Start with your activity!

Next steps

National Guidelines

Find out how Collective Energy Initiatives are regulated across Europe.



Operating a community can be a complex task. To make it easier, here you find a list of tools and useful links that can help you operate and manage different aspects of your community:



Monitoring and analysing the energy use (consumption and production)



Energy billing



Energy market



Participation and decision making



Pylon

A neutral energy data facilitator for the provision of added-value services to every-day consumers and other stakeholders.

<https://pylon-network.org/>



EnergyID

A public platform where citizens can register and insert and monitor their energy consumption and verify if they are consuming less or more than a similar citizen in their country.

<https://www.energyid.eu>



HomeRule

Compile project's tool to help operate energy communities, with a focus on managing one building/home energy needs.

<https://www.compile-project.eu/products/homerule/>



GridRule

Compile project's tool to coordinate individual community members and optimize the whole community energy needs.

<https://www.compile-project.eu/products/gridrule/>



Demokraian

An online voting platform for horizontal decision-making

<https://www.demokratian.org/>

Operate A Community!

OPERATE A COMMUNITY

A list of various tools to support the day-to-day operation of an energy community, including (real time) monitoring and analysis of the energy use (production and consumption) and voting support.

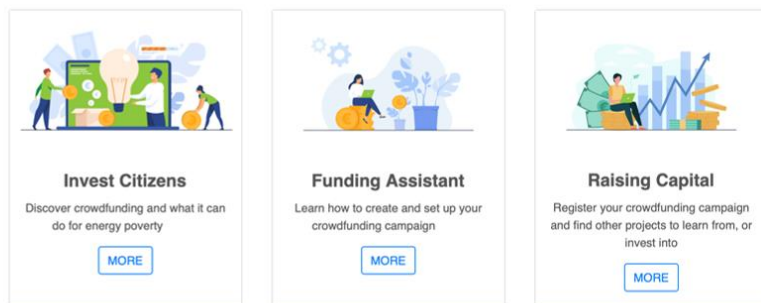
MORE



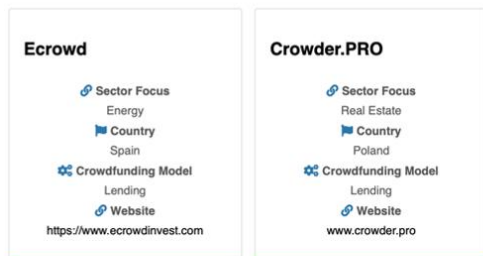
Home

Collective finance, or Crowdfunding, is the natural extension of the cooperative idea to even larger communities with the help of the internet, drawing support from people across entire countries in order to support specific projects that can create change on a local level, raise awareness of social challenges or inspire communities to participate and engage with local projects and get involved!

Find out here how to use crowdfunding to tackle energy poverty and support your project with collective financing!



Partner Platforms



[View all](#)

Innovative financial instruments and community finance

It will provide the users with detailed information on crowdfunding and how to use it, through three main components:

Invest Citizens: An introduction to crowdfunding providing information on what it is (types of crowdfunding, a brief explanation of how the process works, finding the right crowdfunding platform, namely the differences among platforms according to field of specialization, allocation of funding, costs, etc.) and how to pursue financing opportunities in order to implement sustainable energy interventions, such as energy efficiency measures in their house/ apartment.

Funding Assistant: A detailed guide users on how to create a Crowdfunding campaign, including how to choose your model (objective, funding target, incentives), how to prepare a campaign (target audience, marketing video, social media), how to manage a campaign (monitoring, audience engagement), and how-to follow-Up

Rising Capital: A repository of relevant Investment opportunities (Crowdfunding campaigns) for citizens to examine and/or invest in, with all relevant info such as technology deployed, participation type (reward, lending and equity-based), location, and link to the hosting platform.

Additionally, a list of trusted crowdfunding platform is included for those who wish to begin planning their own campaign.



Register your Crowdfunding Platform

If you are you a crowdfunding platform or energy community interested in alleviating energy poverty, Join Us!

Communities

Platforms



Register here to showcase your Platform on POWER FUND and become part of the POWERPOOR network

Title *

Country *

Description

Email

Phone

Name Legal Representative

Website *

URL *

This must be an external URL such as <http://example.com>.

Link text

Crowdfunding Model *

- Select a value -

Sector Focus *

- Select a value -

Consent *

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Save



Discover more about crowdfunding and what you can use it for!

What is crowdfunding?



What do you do when you have a big goal and too little money to achieve it on your own?

You may ask your friends and family to help you by either donating a bit of money or giving you a small loan. When you expand that idea to an entire neighborhood, or region and build an organization around it, it becomes a community.

Crowdfunding, in a nutshell, is the natural extension of this idea to even larger communities with the help of the internet.

Or, to put it in a more simplistic way: **Crowdfunding is a way of raising finance by asking a large number of people to contribute to a funding**

goal with a small amount of money!

Through crowdfunding, Communities and individuals can reach out to the crowd to validate ideas, collect money, and engage with both citizens and decision makers. This relatively new funding tool can also improve their visibility and, overall, foster an environment of collective decision-making in order to fund socially relevant projects to the benefit of their members.

Crowdfunding for energy poverty

Crowdfunding's collective financing model is especially appropriate to answer the enormous challenges faced by citizens and households suffering from energy poverty. In this scenario, crowdfunding can provide the necessary funds for community-driven, small-scale renewable and/or energy efficiency projects in a timely manner, with less bureaucracy and regulatory complexity if compared to more traditional financing sources, where bank loans, structured around economies of scale, are effectively crowded out



Building retrofit

Muster the support of the crowd to support energy efficiency renovation of your household / building. Pull your resources together to upgrade your HVAC system, re-coat your building, or improve the insulation of your windows to reduce your heating consumption.



Renewable energy generation

Use crowdfunding community approach to finance the installation of solar panels and start producing your own renewable energy. Collective financing can help realize installations by putting up the initial capital required to make a large investment in electricity generation capacity.



Community Energy projects

If you are part of an off-grid community, crowdfunding can also support you in improving your access to energy by allowing you to pull together the resources and capital required for capital-intensive off-grid energy projects.

Invest Citizens



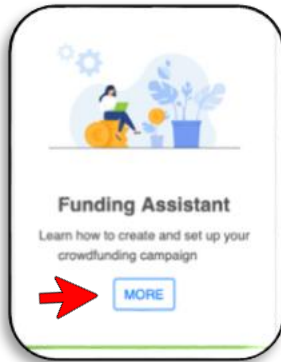
Invest Citizens

Discover crowdfunding and what it can do for energy poverty

[MORE](#)



Funding Assistant



Learn how to set up and create your own crowdfunding campaign!

0. Setting the stage

To successfully prepare a crowdfunding campaign there are a number of steps that must be considered, from setting the objective up to the marketing and communication strategy, each one requiring careful planning and attention to details.



Set your funding target: To set your funding target you have to begin with your financial plan. To define the right amount you would like to raise with your campaign, you have to specify all costs and outlays of the project and account for the platform's fees and other campaign related costs.

Identify the fitting type: It is important that your project's characteristics match the crowdfunding type that you will choose. Each type of crowdfunding has its own funding limits, so after setting your financial needs you can move on to identify the types of crowdfunding that best suit your project. Be also aware of the risk regarding crowdfunding campaigns set on all-or-nothing terms. Keeping in mind all these factors, you have to choose the most suitable type of crowdfunding for your project or you can combine various types using the mixed model.

Set out your value proposition: To set out your value proposition you have to find out your target group's preferences and create attractive rewards and perks to capture your funders' attention. It is also important to prepare a convincing story where you explain your backers why you are running the campaign, what's the project about and why and how they should support you. It is also very effective to present yourself, the organization and the current status of the project.

Communication and marketing: Before you launch the campaign, you have to conduct a thorough research to find benchmarks for your project, to try to relate your campaign to relevant news, topics and events and to find the best channels and multipliers for your communication actions. You also have to prepare usable information for your funders and followers not only in a digital way, but as well, depending on the situation, via traditional marketing media that could complement your digital efforts. The more you keep your community informed, the better chances you have to gain support. Finally, focus on your inner circle and existing networks first, then try to reach new communities by leveraging influencers and various communication channels that you will have identified before. Recent research, in fact, shows that the so-called "third circle" may be even more important for the campaign's success, as it enjoys wide following.

Once the groundwork is done, the time has come to put your campaign online. You may set up your own campaign site with DIY ("do it yourself") crowdfunding and payment tools or you can register on an existing platform. The opted-for type of crowdfunding determines which selection of platforms may suit your needs best. Just remember:



1. How to engage your network and go beyond

2. How to create compelling incentives for your backers

3. How to set your crowdfunding campaign's goal



Raising Capital

Find relevant campaigns and projects across Europe to learn from and invest into, or share our own crowdfunding campaign with the POWERPOOR network!

Register your Campaign

Register

Crowdfunding Campaigns



La Energía Del Cole

What if you could support a school that wants to produce its own renewable energy, transform its village and eradicate energy poverty in the community...

Open



Rehabilitación energética de Comunidad de Propietarios - Balmes BCN

Project to replace community boilers and other energy efficiency measures in the centralized hot water production system of a community of owners in...

Closed



Solarization

With energy poverty being one of the most dramatic symptoms of the Greek crisis (6 out of 10 households are struggling to pay their energy bills)...

Closed



Raising Capital

Register your crowdfunding campaign and find other projects to learn from, or invest into

MORE



Solarization

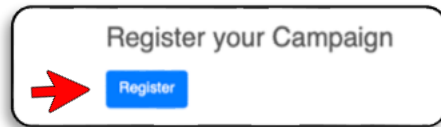


Country
Greece
Funding Model
Reward
Funding Target
€1000/1000
Money Raised
€244000.00

Energy poverty being one of the most dramatic symptoms of the Greek crisis (6 out of 10 households are struggling to pay their energy bills), resulting in the abundant sun, the country's biggest asset, will be key to a Greek Solarization of the country will put money back in real people's pockets by reducing their energy bills, it will create jobs, new skills and opportunities, and it will support a renewable energy revolution that



Register Your Crowdfunding Campaign



Register here to showcase your Project on POWER FUND and become part of the POWERPOOR network

Name of the Crowdfunding Campaign *	Country *
	Afghanistan
Description *	Campaign Link *
	URL *
	This must be an external URL such as http://example.com.
	Link text

Hosting Platform *	Funding Target €
Crowdfunding Model *	Money Raised €
- Select a value -	
Image *	Status
Scegli file nessun file selezionato	Open
One file only. 6 MB limit. Allowed types: png gif jpg jpeg.	
Consent *	
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Check it for yourself!

<http://powerfund.powerpoor.epu.ntua.gr>

Module Summary

Key Takeaways

References and Further Reading



Module Key Takeaways

- Citizen participation is the backbone of collective energy innovative actions
- Both Crowdfunding and Collective Energy Initiatives are powerful tools to improve energy-related conditions and accessibility
- They can be a good alternative to individual or traditional financing methods, and provide many benefits besides purely financial resources

References and further reading

- POWERPOOR Online Library: <http://powerpoor.eu/library>
- Powerfund Tool: <https://www.powerfund.eu/>
- Energy Poverty Observatory: <https://www.energypoverty.eu>
- Successful Crowdfunding in 15 Steps by ECN:
https://www.youtube.com/playlist?list=PLKS4qNWhGkZEqKKDIgtNlg26aWonGC_MK
- “Community Energy: A practical guide to reclaiming power” by Friends of the Earth Europe, REScoop and Energy Cities. October 2020. Available here:
<https://www.rescoop.eu/toolbox/community-energy-a-practical-guide-to-reclaiming-power>

Thank you for your attention!

Name of Presenter(s)

Name of Organisation, Country

e-mail -