



POWERPOOR

Empowering Energy Poor Citizens through Joint Energy Initiatives

POWER FUND Guide

Working on the ground with energy-poor households and policymakers on mitigating energy poverty levels.

December 2021

www.powerpoor.eu

POWER FUND

The screenshot shows the Powerfund website interface. At the top, there is a navigation bar with the Powerfund logo, a home link, and dropdown menus for 'Collective Energy Initiatives' and 'Collective Finance'. A language dropdown menu is set to 'English'. Below the navigation bar is a hero section with a background image of a person writing, featuring the text 'Empowering sustainable energy engagement with society'. The main content area describes the Power Fund as a web-based tool developed by the POWERPOOR project. It lists several services: supporting household owners with renewable energy investments, helping lower costs of renewable energy installations, assisting off-grid households and communities, aiding individuals in combining buying power, supporting citizens and organizations to develop energy communities, and providing resources for existing communities/cooperatives. At the bottom, there are two main sections: 'Collective Finance' and 'Collective Energy Initiatives', each with a 'More' button. A footer section titled 'If you are you a crowdfunding platform or energy community interested in alleviating energy poverty, Join Us!' contains two buttons: 'Communities' and 'Platforms'.

Powerfund

Home Collective Energy Initiatives Collective Finance English

Empowering sustainable energy engagement with society

POWER FUND is a web-based tool developed by the POWERPOOR project to help energy poor citizens across Europe to identify and learn about Collective Innovative Actions to tackle energy poverty and take direct action.

POWER FUND provides the users with an Online marketplace for **Collective Energy Initiatives**, such as energy communities and cooperatives, as well as an open space where to learn about innovative financial instruments like crowdfunding, and how to use the potential of **Collective Finance** to overcome the economic and financial barriers hindering energy poor citizens from taking part in the energy transition.

Support household owners to pay the large up-front costs of Renewable Energy installations and/or Energy Efficiency investments.

Help lower the costs of Renewable Energy installations and/or Energy Efficiency renovations thanks to bulk purchases and economies-of-scale

Assist off grid households and communities pull together the resources and capital required for capital-intensive off-grid energy projects investments

Aid individuals in combining their buying power to purchase the energy at better prices on the wholesale market .

Support citizens and key organizations to develop energy communities, with the energy poverty focus.

Provide existing communities/cooperatives with resources to tackle energy poverty.

Collective Finance

Learn more about crowdfunding and how to take advantage of collective financing to support your energy community project

More

Collective Energy Initiatives

Discover the advantages of energy communities and cooperatives, and learn how to join or create one suited to your needs

More

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

Communities Platforms

Select your language from the drop-down menu

Click here to access the section dedicated to **Energy Communities**, or select the appropriate page from the drop-down menu at the top of the page

Click here to access the section dedicated to **Crowdfunding**, or select the appropriate page from the drop-down menu at the top of the page

Select one of the two option to access the registration forms to add a **Crowdfunding Platform** or an **Energy Community** to Power Fund

Click here to access the section dedicated to **Energy Communities**, or select the appropriate page from the drop-down menu at the top of the page

Home Collective Energy Initiatives Collective Finance English

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.

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

CONCEPTUALISING ENERGY COMMUNITIES

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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

Click here to access the section dedicated to **Crowdfunding**, or select the appropriate page from the drop-down menu at the top of the page

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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: performed by people who are motivated: knowledge, but it can also come from
- Identify key leaders within your group,
- Take into account the existing groups not. Learn from their successes and m
- Keep your team informed and engage

Click on each STEP to open the respective tabs with the info.

ant, but the key in energy communities is to be
the motivation can come from the interest and

...in a broad sense, be them energy communities or
community.
... (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!

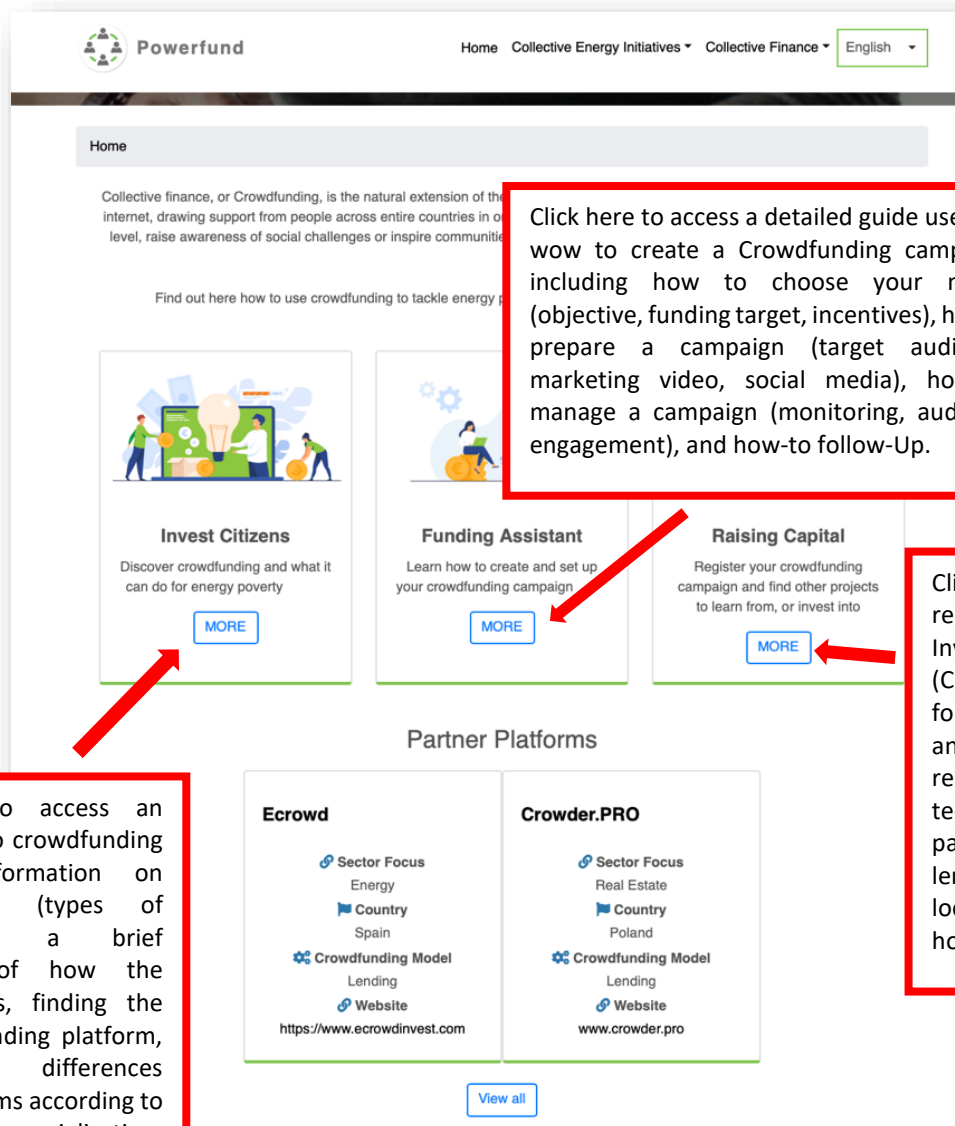
Next steps

National Guidelines

Find out how Collective Energy Initiatives are regulated across Europe.



Clicking on one of the highlighted countries will redirect to the reference page of the national guidelines for energy communities



Click here to access 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.

Click here to access 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.).

Click here to access 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.

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 a clear objective: To create a crowdfunding campaign you have to set a clear objective and make sure that this goal is shared by funders, staff and partners. The clearer, more concise and specific you are, the better the chances that the crowdfunding campaign will live up to the funding goals you have set. The key to running a successful campaign is to focus on one prioritized objective and seek finance for that. You have also to consider that smart planning can and should involve asking experts for assistance, as to make your objective smart!

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:

Each platform has its own terms and conditions, so you have to check them very carefully.

There is no guarantee the platform respect your job better get in to or on it.

If you fail in reaching your target you don't have to cancel the project.

Click on each STEP to open the respective tabs with the info.

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