



Energy Communities

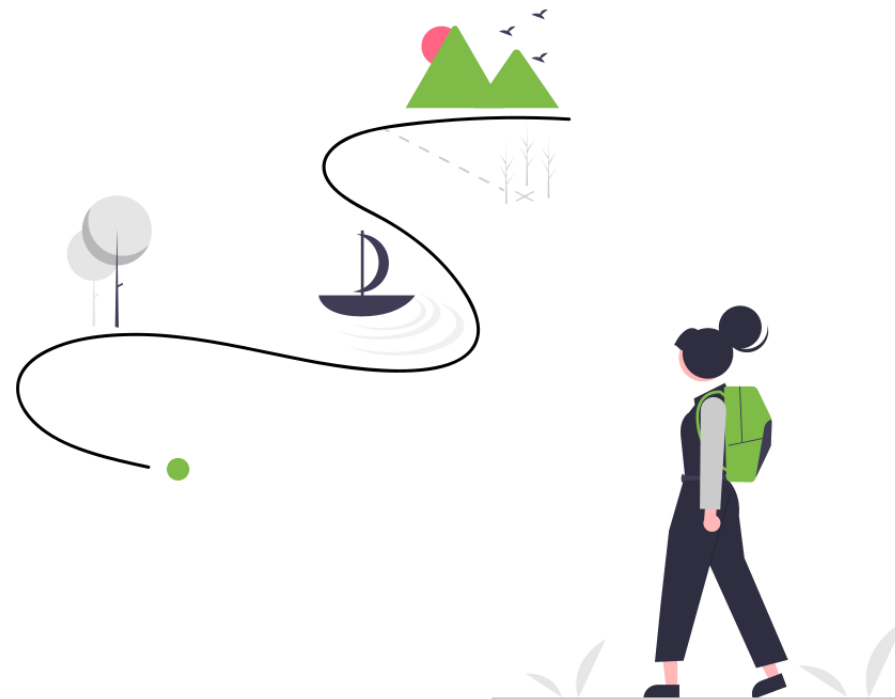
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A way forward for FLAGs?

Myriam Castanié, REScoop.eu

Overview

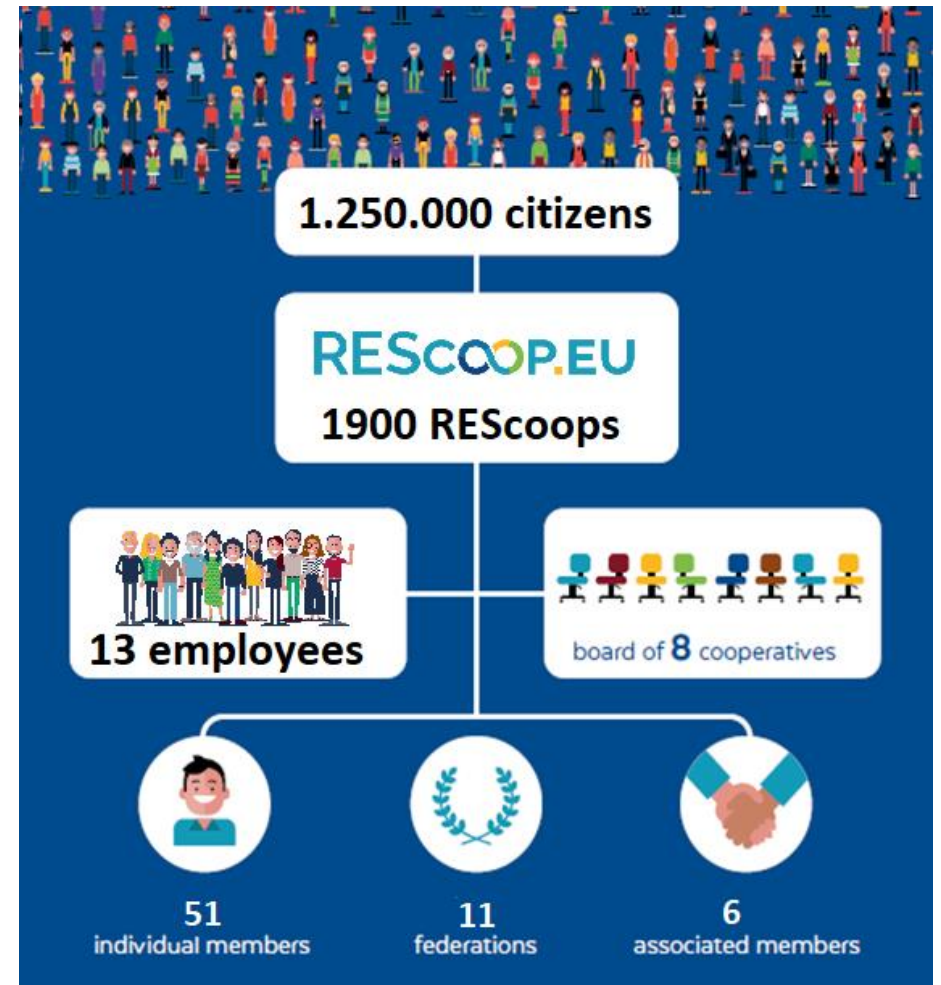
- 1. Quick introduction to REScoop.eu*
- 2. What are energy communities?*
- 3. Practical exercise*



1

Who are we?

- *REScoop.eu is the European federation of citizen energy cooperatives*
- *Established in 2013*
- *Citizen energy cooperatives are groups of citizens that organise under a legal entity to collaborate on energy transition projects*



1

What do we do?

- *We provide* **citizen representation at EU level**
- *We support* **starting and established energy cooperatives**
- *We facilitate* **international exchanges**
- *We promote the* **cooperative business model**



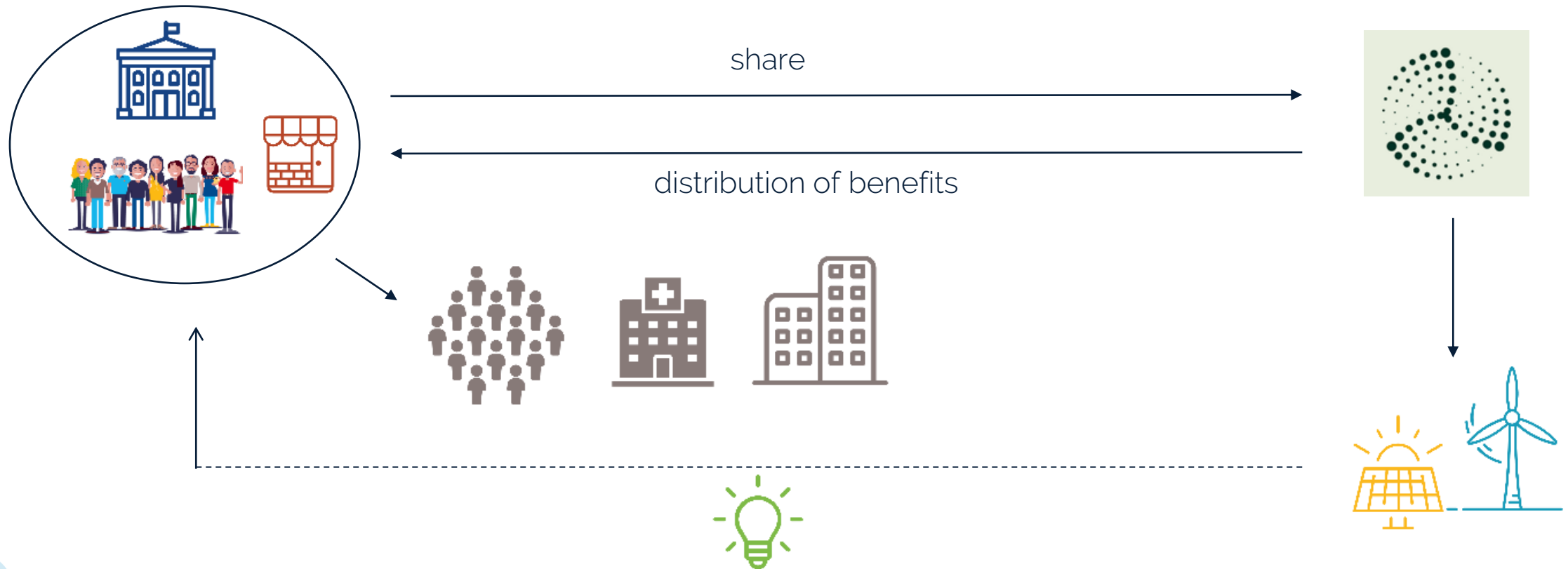
Credits: Ecopower



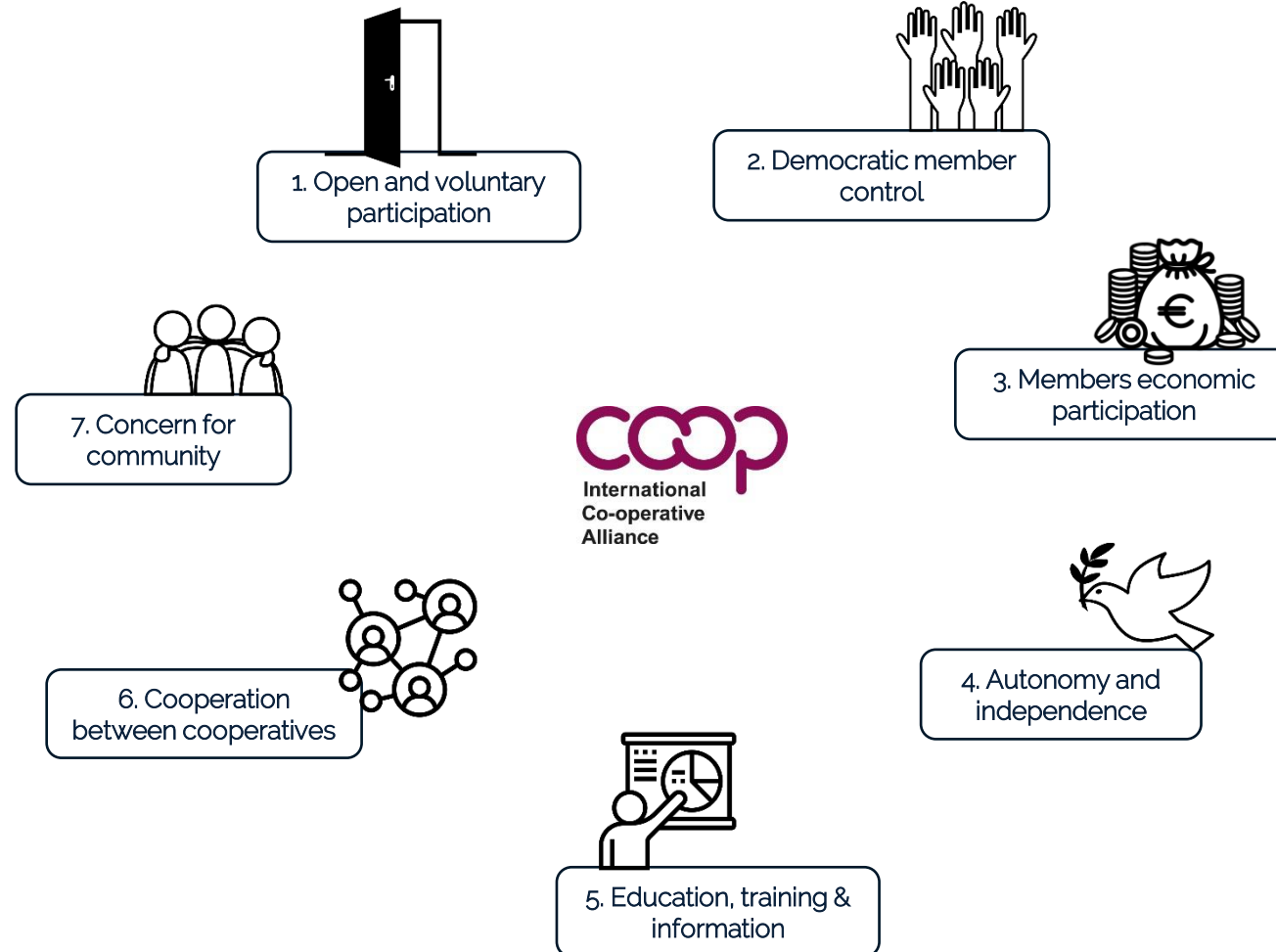
Credits: REScoop.eu



2 What is an energy community?

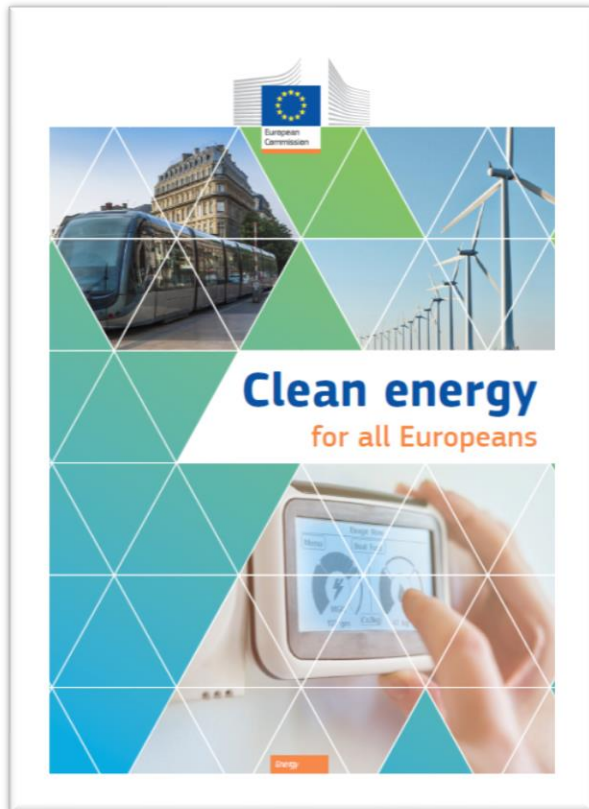


2 Governing principles



2

Energy communities in EU law

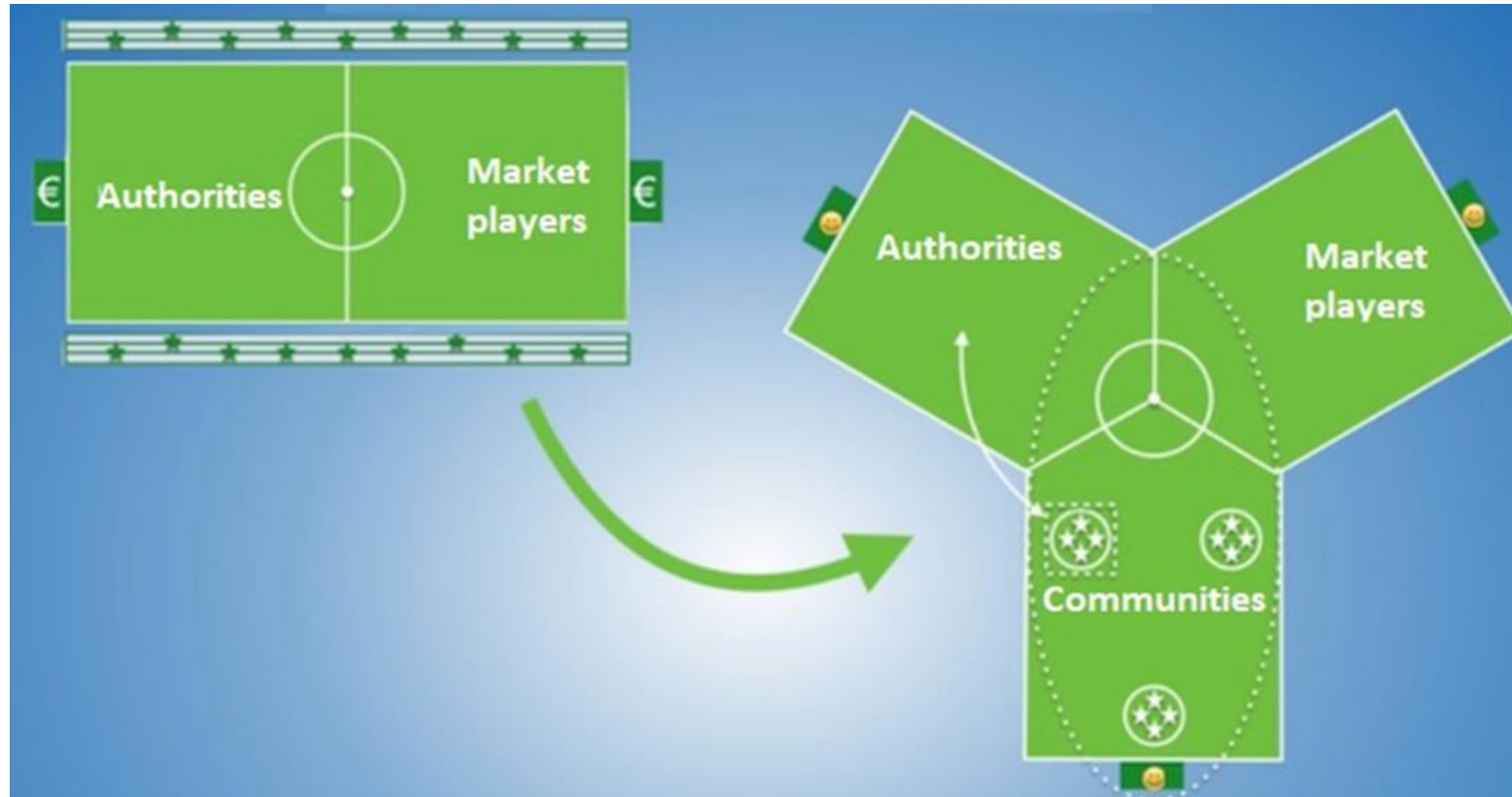


- *The EU Clean Energy Package gives agency to renewable energy communities (REDII) and citizen energy communities (IEMD)*
- *National governments now need to transpose the EU directive into their own national law, and develop mechanisms to support energy communities*



2

New player, new field – new game!



Credits: DCS/TSG



2

...enough of the theory!

- *Oxfam, Beauvent & Partago – Ghent (BE)*
- *Business offered their roof space to energy cooperative to install solar panels & receive energy at a lower price*
- *Partnership with Partago (e-car sharing cooperative) – cars are charged with solar panels on the roofs, cars are used by some of the employees*

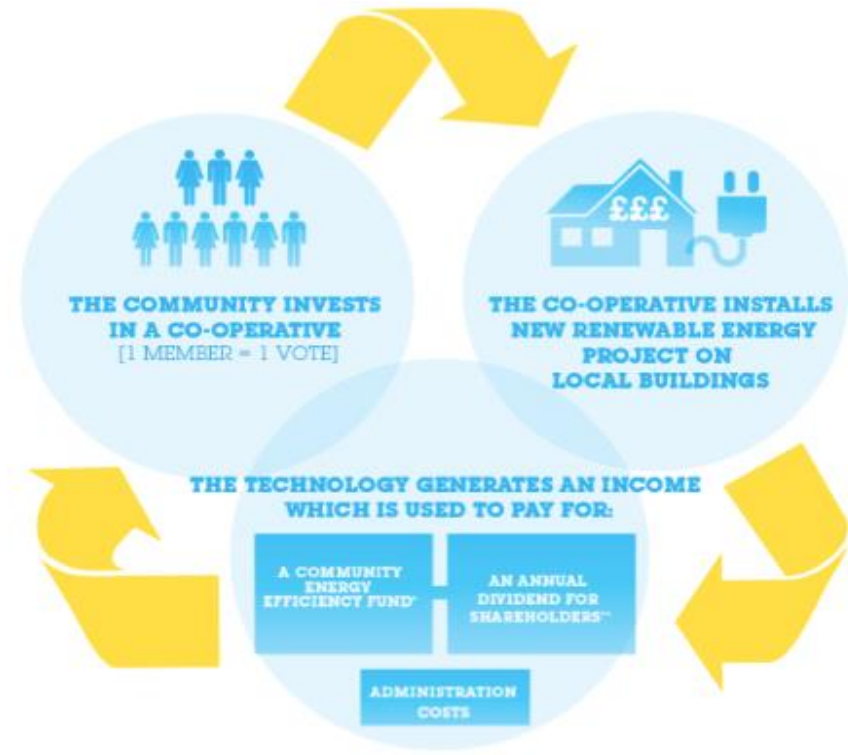


Credits: Beauvent cv



2

Repowering London (UK)



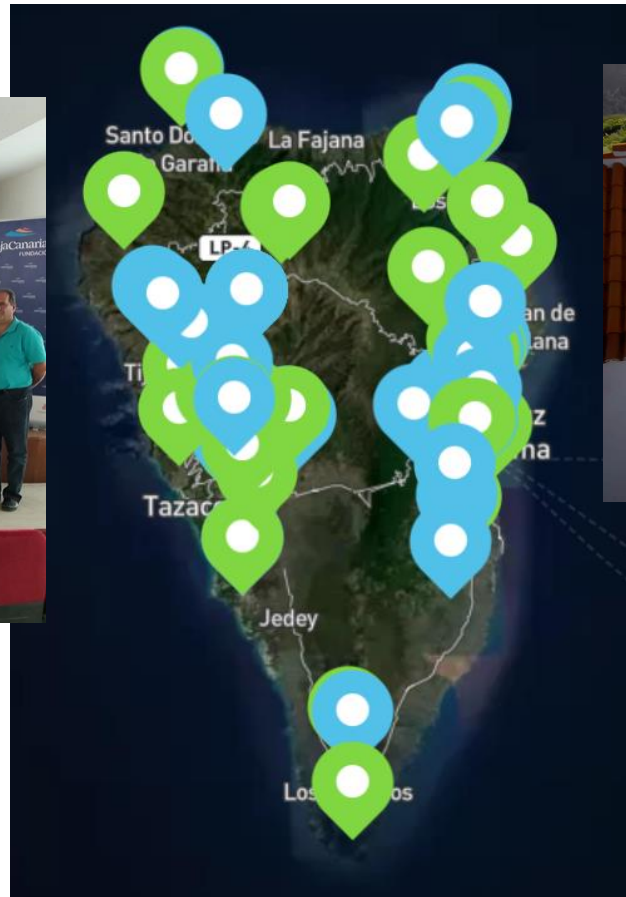
Credits: Repowering London



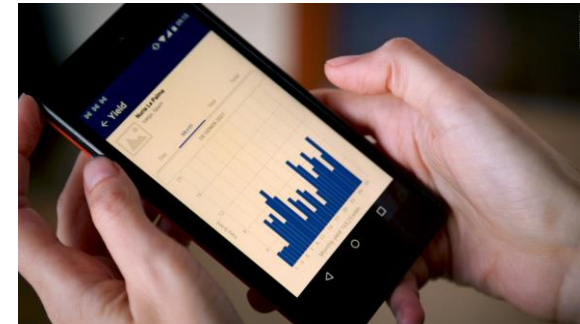
2 La Palma, Spain



Credits: Plataforma para un nuevo modelo energético La Palma



Source: lapalmarenovable.es



2

How do we get there?



2 It's hard to start on your own sometimes – but there's help! 😊



Session 1: Inspirational session

- LAG coordinator presents the possibilities and opportunities for citizens and local authorities to engage in the energy transition.

Session 2: Intake & action plan

- Needs analysis + ambition level
- Clarification of expectations and coordination
- (Retro) planning • Timing & agreements.

Session 3: Creating public support

- How to facilitate the functioning of new or existing citizen groups?
- How to reach and mobilize other citizens?

Session 4: Screening of energy projects in the region

- Discussion of the methodology + parameters to assess project proposals for technical and financial feasibility
- Explanation assignment in preparation for session 5.

Session 5: Development of energy transition projects

- Suggestions for adjustment and optimisation of project proposal
- Screening location, writing and personalizing proposal, discussing proposal
- Reference text for the tender.

Session 6: Valorisation/consolidation

- How to further embed citizen participation in the municipalities activities around the local energy transition?

Session 7: Final event

- Networking opportunities & exchange
- EIB funding opportunity if 30Mio euro threshold can be reached.



Questions?





Exercise time!



Storytelling around community energy

Brief introduction

3 Storytelling – What is it about?

Stories are everywhere

How
we
think

How
we
feel

How
we
relate

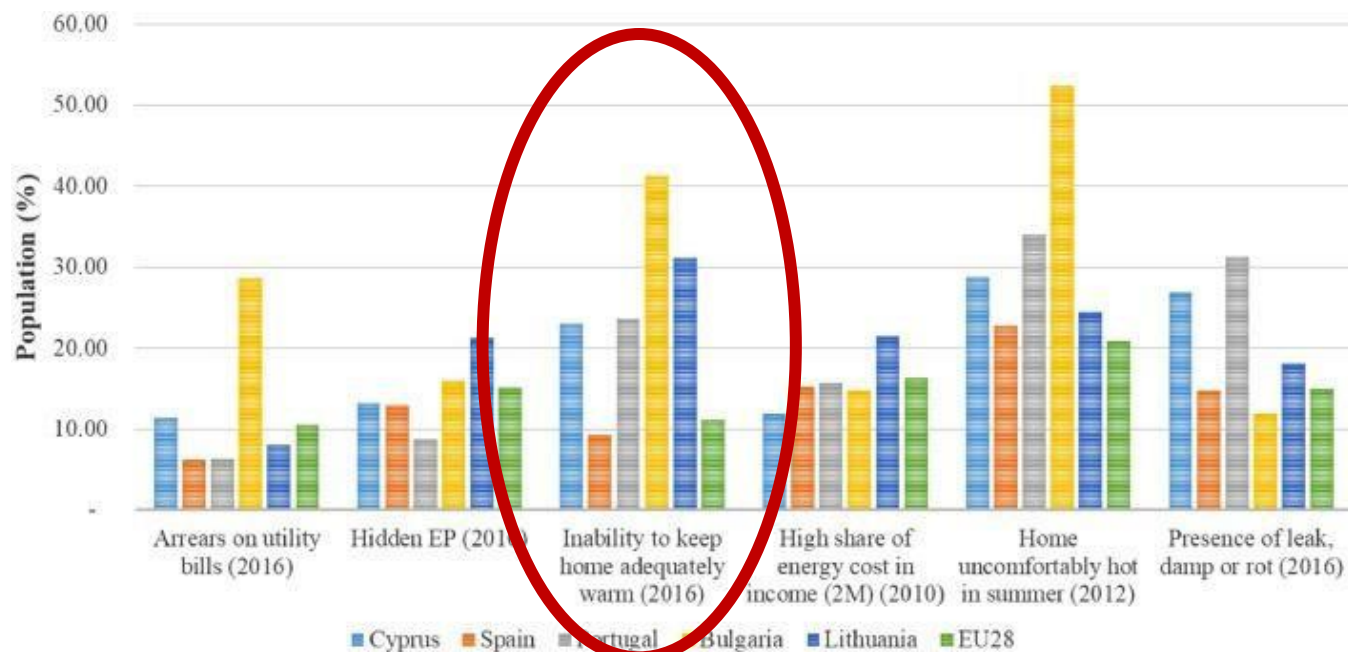
How we
remember

*Good storytelling is key to **creating change.***



3 Storytelling – Why?

Question: Which of these images makes you want to get involved?



Source: Kyrianiou et al. (2019)



© Right to Energy Coalition



3

Storytelling – Why?

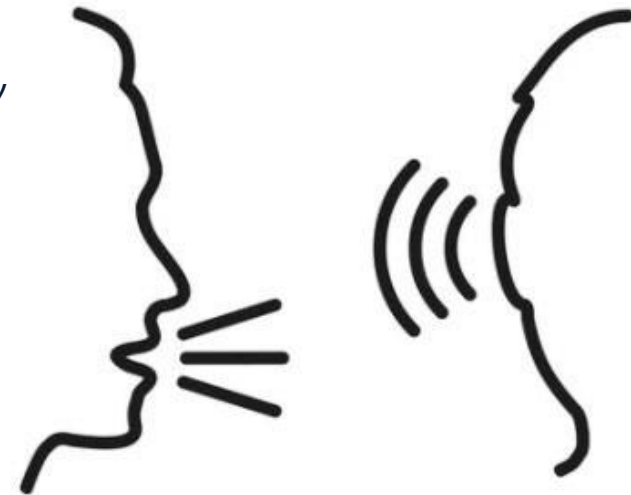
- *Facts and figures don't change our minds*
- *People need to feel connected*



3 Storytelling – How?

- You can change **belief systems** by creating **empathy**
- Be true to your **audience** (*listen*) and your **mission** (*tell*)

*Being involved in a community project means becoming a very good listener. You should be present in your community often, observing and learning. To understand the issues that affect members of the community, **get to know people and listen to them**. Take the time to listen to their stories, about themselves and their communities (Community Energy Guide, 70)*



3

Tips for writing a good story

1. *Know what you are trying to convey.*
2. *Open with a hook.*
3. *Show, don't tell.*
4. *Likable character.*
5. *Length matters.*
6. *Don't get stuck in the details.*
7. *Check your facts.*
8. *Bring the message home with an "aha" moment.*



Things that work like magic

- *Your story is **local** and talks to a local audience*
- *Your story brings out **emotions***
- *Your story is about a **pressing social issue***
- *Your story has a **face** and/or a **name***



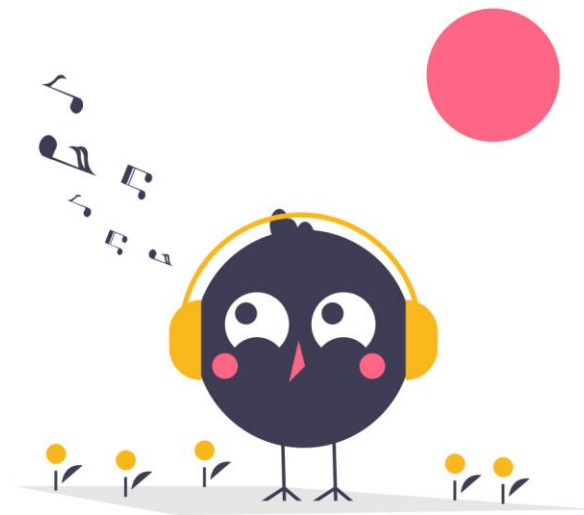
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Example

In a workshop with LAG managers in Czech Republic, one of the groups thought about what people in their community identify with or feel attached to. In their case, it was the unique flora and fauna. There is a specific type of bird in their area.

The group decided to tell a story about how this bird flies through their community. On its journey, the bird sees solar panels on the roofs, energy efficient household items through people's windows, and it enjoys the clean air and healthy nature thanks to the renewable energy. It also sees how the people interact with each other, and that they live in good conditions thanks to the money the energy community has brought in.

What would be the hero of your community?



3

Your turn!

Exercise: *Think of a story that will convince your community members to get involved in an energy community.*



3

Your turn!

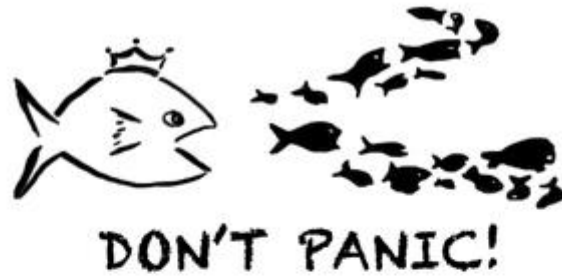
Leading questions:

- **Find your hero:** *What or who will people in your community identify with, or feel connected to? Is it a local landscape, a building, a specific type of food, a local tradition, a specific character trait?*
- **Find your story type:** *What kind of story will your people connect with the most? A sad story? A comedy? An inspiring story?*
- **What problem could community energy solve for you?** *Is it access to clean energy, clean mobility, more energy efficient homes, lower energy bills, economic benefits for your community, deciding about developments in your city?*
- **Tell your story:** *Write a short story that connects the three elements above; take your hero on a journey through which community energy solves one or several of the problems you identified.*



3

Where do we go from here?



Transformation idea (title):
i.e.: Setting up an energy community including all local fishers 'associations

To be completed by (timeframe):
i.e.: 2 years from now

Key actions (specific activities& responsible person)

- *i.e.: convince fishers 'associations to take part (Jane Doe)*
- *i.e.: check more suitable renewable energy possibilities for our area (John Doe)*

Key resources (financial, technical, etc.):

- *i.e.: FLAG Funding*
- *i.e.: other EMFAF funding line*
- *i.e.: national funds under general environmental/energy strategies*

Key allies (specific organisations or persons):

i.e.: City Council- Energy/Environmental Department

Obstacles:

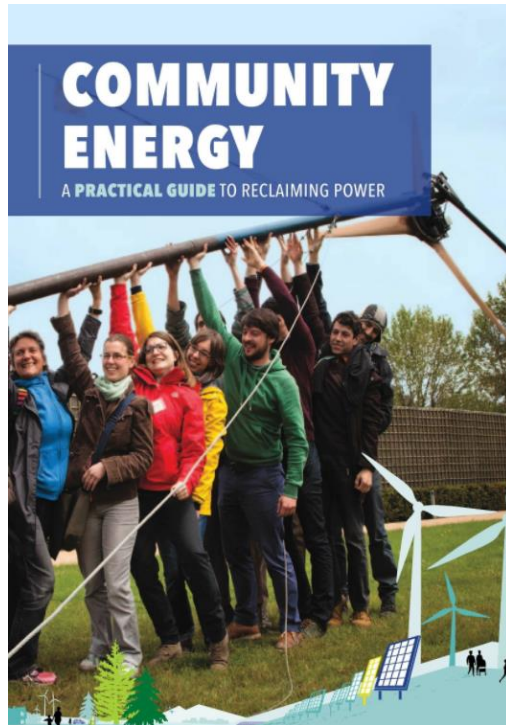
- *i.e.: reluctance of certain stakeholders*
- *i.e.: price could be over our financial possibilities*

Notes/Observations:



Resources

[Community Energy Guidebook](#)



[We the Power documentary](#)





THANK
YOU! 😊

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