

SHAREs
empowering communities

Outline and scope of the project

Bence Kovács | June 2022
MTVSZ – Friends of the Earth Hungary



AUSTRIAN ENERGY AGENCY



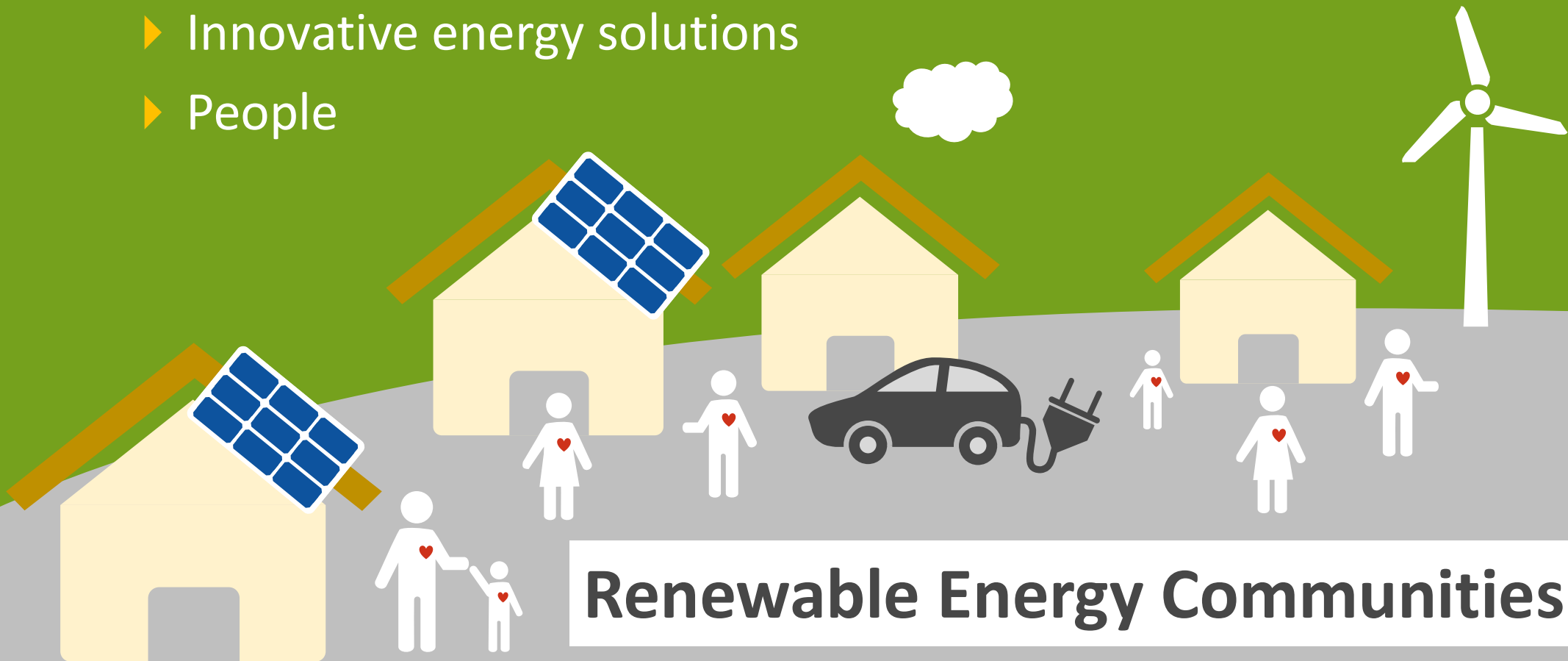
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Ingredients of a successful transition to renewable energy

- ▶ The sun, the wind, ...
- ▶ Innovative energy solutions
- ▶ People



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empowering communities



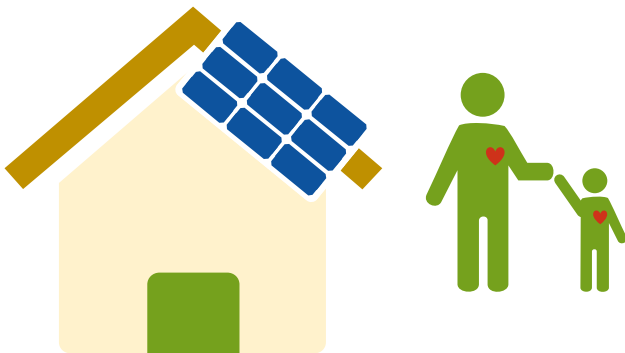
Renewable Energy Communities

Where does this idea come from?

EU Policies introducing energy communities



Through the **Clean energy for all Europeans package**, the EU has introduced the concept of **energy communities** in its legislation and thus puts **the consumer in the driving seat** of the green transition process.



*„Empowering renewable energy communities to **produce, consume, store and sell** renewable energy will also help advance **energy efficiency** in households, support the use of **renewable energy** and at the same time contribute to **fighting poverty** through reduced energy consumption and lower supply tariffs.“*

https://ec.europa.eu/energy/topics/markets-and-consumers/energy-communities_en

Challenges. The majority of potential energy community members lack resources, know-how or time



Two-speed energy world

Early Adopters



those who have the knowledge, access and opportunity to become a prosumer



ALL consumers

those who lack the resources, know-how, education or time to benefit from the new opportunities

- ▶ **Benefits** of energy communities **are not widely understood**
- ▶ Consumers are **not aware of their own potential** (for energy savings)
- ▶ Regulatory and socioeconomic **barriers** persist
- ▶ **Parallel initiatives** create confusion
- ▶ Not **all countries** benefit
- ▶ **Prejudices** towards cooperatives exist



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energy community as a niche product



Country wide application

Our target for the six participating countries: To make energy communities fly!

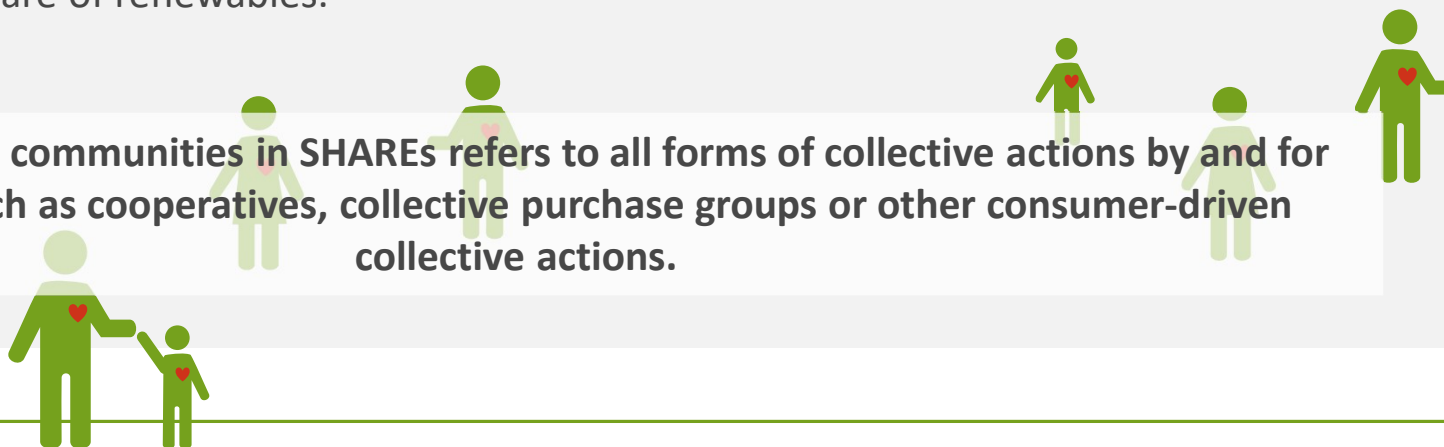


... supports the **set-up of new energy communities/collective actions** and the expansion of existing energy communities/collective actions

All types of collective actions are welcome, as long as they contribute towards

- ▶ increased energy efficiency and/or
- ▶ optimised energy management and/or
- ▶ integrating a higher share of renewables.

The term energy communities in SHAREs refers to all forms of collective actions by and for consumers such as cooperatives, collective purchase groups or other consumer-driven collective actions.



In SHAREs, we empower pioneer, pilot and potential communities



Pioneer communities

GROW

Existing energy communities and collective actions

Pilot communities

LEARN

Energy communities directly supported by the project

Potential communities

MAKE

Energy communities indirectly supported by the project

The GATEWAY

Implementation toolkit

...provides technical, legal, logistical, financial, regulatory information, tools, and materials to set up an energy community

Communication campaign design

...supports local heroes with tailored communication strategies and materials for their specific use case and target groups.

Mentoring Scheme

...existing pioneer communities pass on their first-hands experiences to aspiring energy communities.

Policy developers

...are addressed directly to find solutions to facilitate the set-up and expansion of energy communities in the long run.

Networks and multipliers

...of the international and national networks are used to spread the word and directly engage potential multipliers.

With whom we communicate

Target group



How we support local heroes

The Gateway



GATEWAY

... is aimed at local heroes with different objectives and background. It covers different use cases and different levels of prior knowledge.

- ▶ Country specific for AT, BG, DE, HR, HU, GE (No EU level Gateway -> Repository)
- ▶ Preferably implemented on national well established websites
- ▶ Implemented on the SHAREs website

Implementation toolkit

...provides technical, legal, logistical, financial, regulatory information, tools, and materials to set up an energy community.

Communication campaign

...supports local heroes with tailored communication strategies, materials and promotion options for their specific use case and target groups.

Gateway

Implementation toolkit



...provides technical, legal, logistical, financial, regulatory information, tools, and materials to set up an energy community.

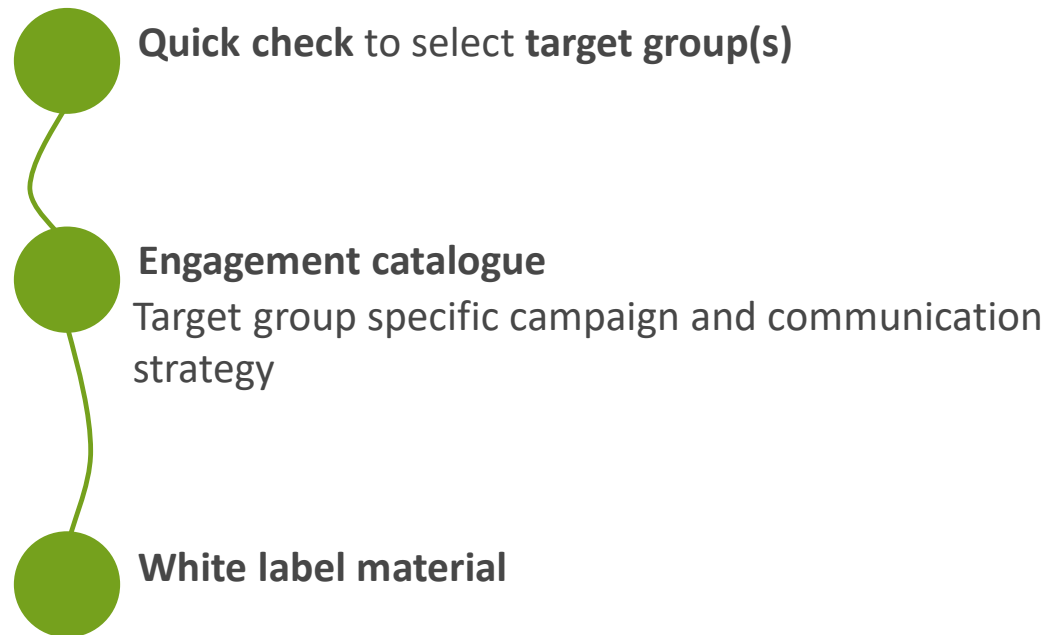
- ▶ Financial module
- ▶ Legal framework
- ▶ Step-by-step implementation guide
- ▶ Handbook on barriers and challenges & solutions to overcome these
- ▶ FAQs
- ▶ Consumer power
- ▶ Blueprints for various use cases (business cases)
- ▶ Concept for the participation on the electricity wholesale market (Day-Ahead, Intraday)
- ▶ Demand side management
- ▶ Avoiding pitfalls (e.g. rebound effect), Split incentives (concepts and model contracts)

Gateway

„Pick-and-mix“ communication campaign



...supports local heroes with tailored communication strategies, materials and promotion options for their specific use case and target groups.



With SHAREs we support energy communities to grow in a target group-oriented way



Communication campaign

supports local heroes with **communication strategies** and **materials** to reach their target group(s).

Target groups

Depending on the type of energy community, local conditions, ...
Based on easily understandable parameters, such as age, income, gender, city/state and "energy lifestyles".

Catalogue "Pick-and-Mix" Communication Strategies

Appropriate arguments, framing, language, timing, possible events, etc.
Examples: Picnic for young families, materials for the beer festival, senior citizens' association event, farmers, SMEs,...

White label materials

Flyers, presentations, information material, videos, pictures, graphics...
Tailored to the needs of the pilot communities, but publicly available/adaptable

Experienced energy communities, the pioneers, support **SHAREs** with their knowledge.



PIONEER CIRCLE

... people/organisations who have already implemented energy community projects.

- ▶ Seven to ten pioneers will take part in the “**pioneer circle**”.
- ▶ ...become part of the pioneer circle as an institution of knowledge
- ▶ ...provide feedback and input for Gateway development
- ▶ ...take part in the mentoring scheme
- ▶ ...act as a multiplier

Local heroes get direct support from SHAREs.



PILOTS

... municipalities/groups of people that set up/expand an energy community in the frame of and with support of SHAREs



- ▶ 20 pilots (at least 3 per country)
- ▶ ...give feedback and input concerning the Gateway
- ▶ ...take part in the mentoring scheme
- ▶ ...act as multipliers
- ▶ Information/Material on the Gateway will be tailored to their specific use cases and needs
- ▶ Range from
 - ▶ energy communities according to European right to very simple collective actions
 - ▶ experienced municipalities to newcomers

How does **SHAREs** support pilots?

SHAREs offers:

- ▶ Gateway including the implementation toolkit
- ▶ Tailor-made communication strategy and materials
- ▶ **Mentoring scheme**
 - ▶ Experience exchange with existing energy community (national or international)
 - ▶ On-site visits pilots ◀ ▶ pioneers
- ▶ **Internationale experience exchange**
- ▶ Input for relevant material for the partner countries („being heard“)
 - ▶ e.g. handbook on barriers and solutions
- ▶ International and national tool collection

Requirements for participation

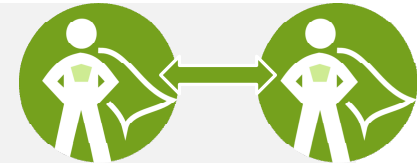
- ▶ **Set up or expanding an energy community or collective action (2021-2023)**
- ▶ Interest in working with us, **giving input**
- ▶ **Regular exchange** in the form of on-site or online meetings; input and feedback on products developed in the project, e.g. interviews;
- ▶ **No data collection** or similar necessary on the part of the communities
- ▶ Input from the community is time for regular exchange (estimated: 4 h per month)

SHAREs supports knowledge transfer in the frame of eh mentoring scheme.



MENTORING

...existing pioneer communities pass on their first-hands experiences to aspiring energy communities.



- ▶ each pilot will be paired with a pioneer
- ▶ provide them with a **sparring partner and mentor**
- ▶ **two 2-day workshops where pilots and pioneers learn hands-on from on-site visits**

- ▶ this ensures that a strong network is built
- ▶ **sparringpartner** and Mentor
- ▶ **international** or **national** Mentor

SHAREs

Some facts about the project

- ▶ Funded by the **Horizon 2020** programme of the European Commission
- ▶ Duration: **September 2021 – August 2024**
- ▶ 10 partners from **6 countries**
- ▶ Coordinated by the **Austrian Energy Agency**



SHAREs Partners

Energy agencies

(AEA, BSERC, REGEA)

Consulting companies

(BSU, WIP)

Energy communities

(OurPower)

Cooperative association

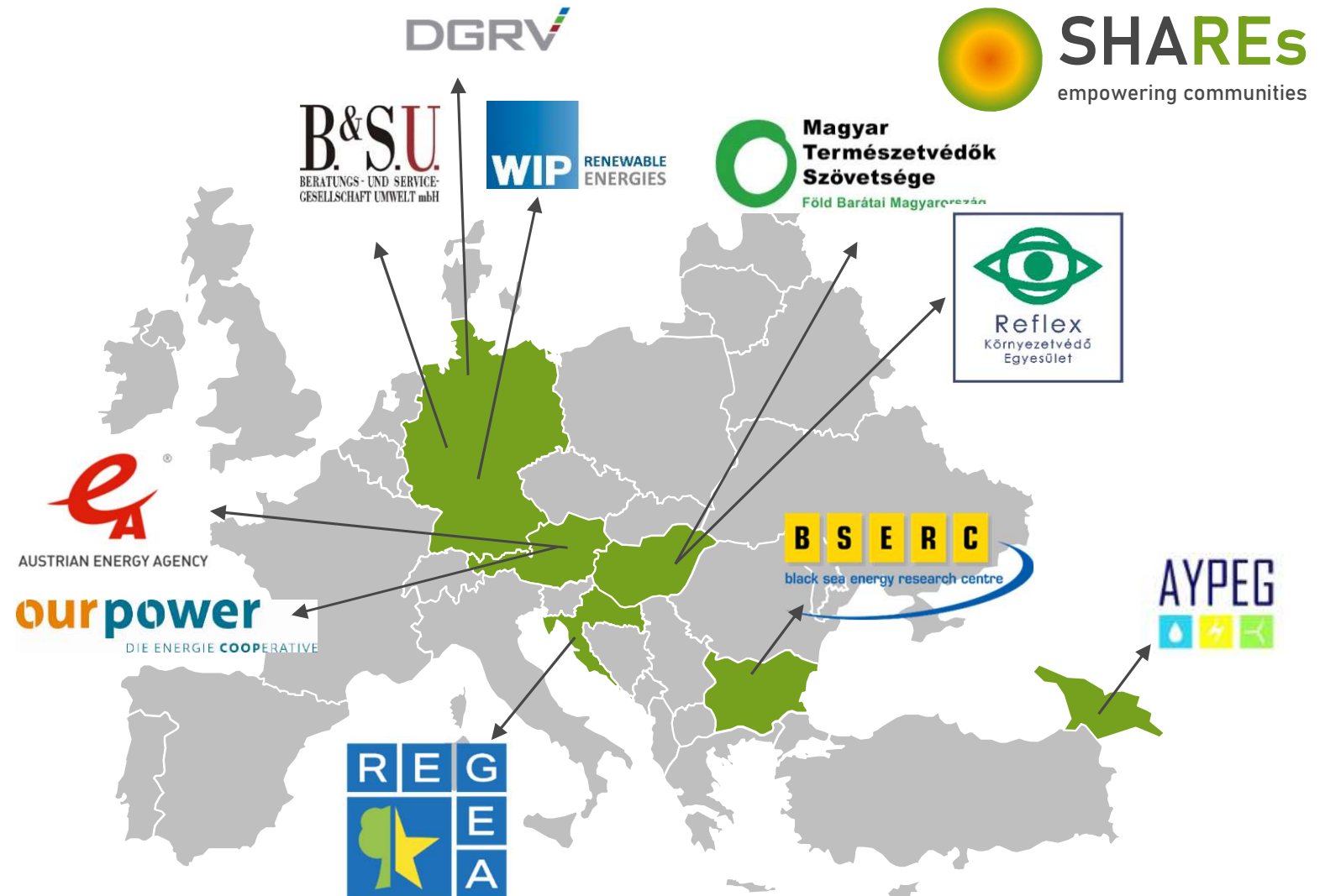
(DGRV)

Association of young professionals in energy

(AYPEG)

Environmental protection organisations

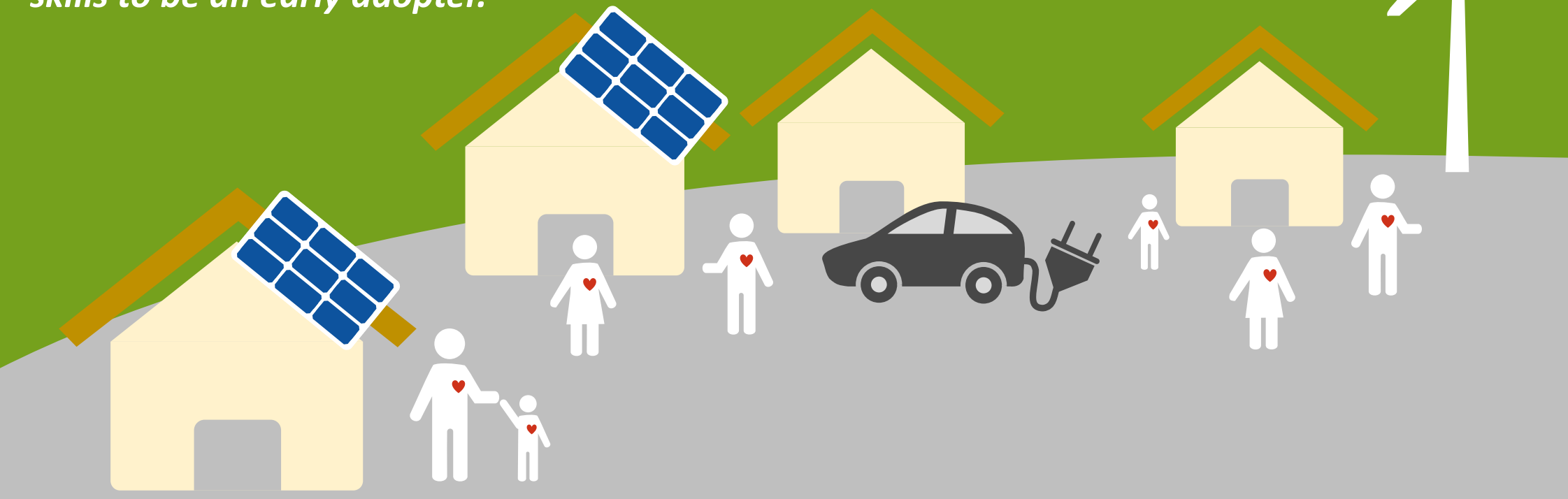
(MTVSZ, Reflex)



The essence

SHAREs supports the set-up of new and the expansion of existing energy communities as well as collective actions by providing local heroes with the framework and communication tools to reach out to those without the time, resources, information or digital skills to be an early adopter.

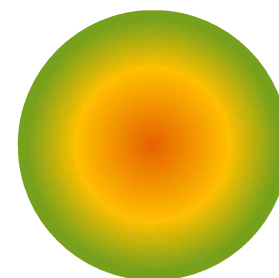
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Contact

Bence Kovács

Senior Community Energy Campaigner



SHAREs

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MTVSZ – Friends of the Earth Hungary

kovacs.bence@mtvsz.hu

Tel +36 20 968 6865

Üllői út 91/b | 1091 Budapest | Hungary

www.mtvsh.hu

<https://shares-project.eu/>



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