

# SHAREs

empowering communities

# Communication Strategies for Energy Communities

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**Magyar  
Természetvédők  
Szövetsége**  
Föld Barátai Magyarország



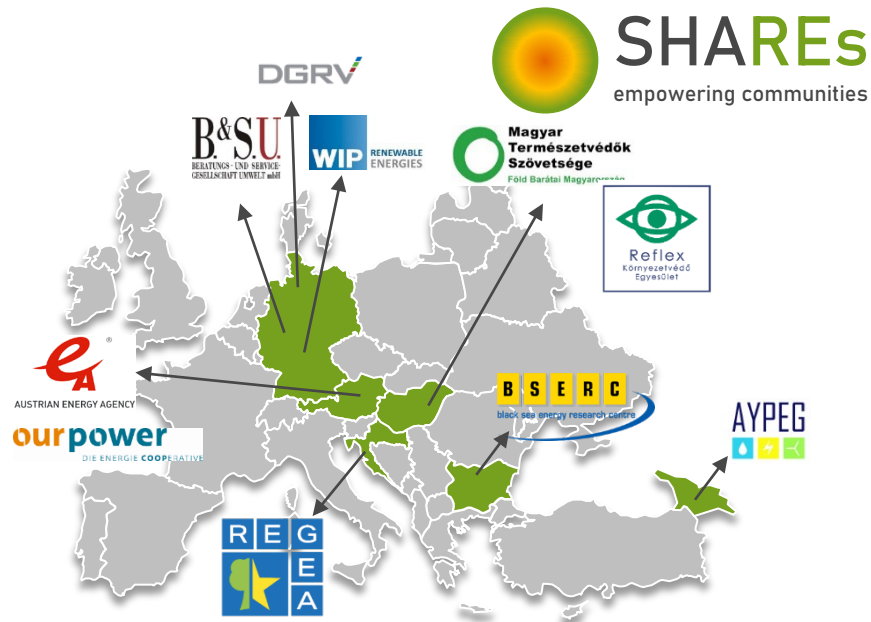
*Disclaimer: The views expressed in this presentation are the sole responsibility of the author and do not reflect the views of the funding body, the European Commission.*

# SHAREs

## Cornerstones of 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**  
[www.shares-project.eu](http://www.shares-project.eu)

## English template



- ▶ **6 national Gateways (One-Stop-Shop)** for energy communities / collective actions
- ▶ **Blueprint** (in English) for Gateway creation  
[www.sharer Renewables.eu](http://www.sharer Renewables.eu)

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

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WHY

To engage **all citizens** in energy communities and collective actions, including those without the time, resources, information or digital skills to be an early adopter.

WHO

**Local heroes:** those potentially interested in setting-up or expanding an energy community/collective action.

WHAT

**6 national Gateways** (One-Stop-Shops) in partner countries  
1 Blueprint

HOW

20 **pilots** in 6 countries  
In close cooperation with **pioneers, national stakeholders, policy developers**

WHERE

Austria, Bulgaria, Croatia, Germany, Hungary, Georgia

# Website tour

## Communication campaign

Reach people and motivate them to join your citizen-driven project

Get inspired

Get informed

Get equipped

Get members

Get active



### White label materials

Understand your target group(s)

Which messages convince them?

Adaptable communication material

How and where do I reach my target groups?

Instructions for editor

You can use the following materials to reach potential members:



#### Flyer

Find the perfect flyer template: Choose the perfect flyer template from a set of different flyer layouts...



#### Factsheet

Create a factsheet with all relevant information about your energy community. The factsheet is a few pages...



#### PowerPoint Slides

Prepare an appealing talk about your energy community using our PowerPoint slide set as starting point for...

Target group profiles

Types of members

Key messages

White label materials

Communication activities

How to use-Get members

# Get members



## Get inspired

Learn about **best practice examples** from all over Europe and get the latest news.



## Get informed

All you need to know to make your energy community a success: **basic concepts, financial and funding tips, legal aspects and FAQs.**



## Get equipped

Find a collection of **calculation tools, pictures and guidelines** that support you in setting up your project.



## Get members

Learn about **people who could join your energy project** and how to reach them. Use our **communication activity guides and white label materials.**



## Get active


We can help you to **get started with your energy community, to define your specific project** and to get in touch with other players in the field.

## Target group profiles


If you want to take a deep dive into the mind-set and motives to join an energy community, below you find 14 elaborated target group profiles of your potential members.

### How to apply profiles


These profiles are simplified abstractions and were not designed to cover all eventualities. In real life, there may be overlaps between the profiles. The applied categorization is intended to help local heroes to understand the views and priorities of their potential members.




**Silver Investors**  
have money left over to invest in new projects




**Grandparents**  
are concerned about their grandchildren's environmental and financial future




**Young Families**  
are busy with their everyday lives



**Established Families**  
are ready for new exciting projects



**Households With Spare Time**  
have time but only a very limited budget available



**Double Income, No Kids (DINK)**  
have much time and budget available for new projects

## your own event




© Arcana Events

Find our white label material for this action: **PowerPoint slides, flyer, factsheet, event invitation**


- 1 Specify the topic and objective(s) of your event +
- 2 Identify the proper activities (and methods) +
- 3 Develop the particular event concept +
- 4 Find a suitable location and time for your event and invite your cooperation partners +
- 5 Invite people to your event +
- 6 Detailed planning +

## White label materials


You can use the following materials to reach potential members of your energy project.




**Flyer**  
Find the perfect flyer template. Choose the perfect flyer template from a set of different flyer layouts...




**Factsheet**  
Create a factsheet with all relevant information about your energy community. The factsheet is a few pages...




**PowerPoint Slides**  
Prepare an appealing talk about your energy community using our PowerPoint slide set as starting point for...



**Event checklist**



**Event invitation**



**Communication Content Plan**

## Key messages

Picture this: someone asks you why they should join your project. You know exactly what to say because you are well prepared with the help of our key messages.

We provide you with to the point key messages and the explanations behind it.

SEE ALL KEY MESSAGES



**Financial benefits**  
Investing in renewable energy and energy efficiency measures and taking part in an energy community/collective action means...



**Regional value creation**  
© ruttman23 / 34 Images Commit to the future of your region by strengthening your local economy...



**Clear conscience**  
Investing in renewable energy and energy efficiency measures and participating in an energy community/collective action means that...



# 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

Based on easily understandable parameters, such as age, income, gender, city/rural and "energy lifestyles".  
e.g.: Grandparents, Silver investors, Young families, households with spare time, "language barriers", Single mom, etc...

### 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, pictures, graphics...  
Tailored to the needs of the pilot communities, but publicly available/adaptable

# With whom we communicate

## Target group





# Who do I want to reach?

## Types of members & target groups

### SILVER INVESTORS



have money left over to invest in new projects

### GRANDPARENTS



concerned about their grandchildren's environmental and financial future

### YOUNG FAMILIES



busy with everyday life, little time and money to invest in energy projects

### ESTABLISHED FAMILIES



ready for "new exciting projects", have time and some extra budget available

### DOUBLE INCOME – NO KIDS (DINK)



have time and budget available for new projects

### WORKING POOR



very little income and difficult working conditions, little time and money

### HOUSEHOLDS WITH SPARE TIME



time available, community-spirited, no kids, limited budget

### YOUNG GENERATION - STUDENTS



environmental awareness is high, spare time, but very little budget available

### YOUNG GENERATION - PUPILS



can approach their parents and convince them to take action, have spare time



PROSUMER



CONSUMER



MULTIPLIER



INVESTOR

### SMEs



focus on economic factors and impact on image

### FARMERS



have unused resources (roof space, biomass, etc.) they can profit from

### MUNICIPALITIES



aim for good budget, strengthened region and pioneer role; can access funding & enable citizen participation

### POLITICIANS



can ensure the participation of many people, powerful stakeholders in their community

### ASSOCIATIONS and NGOs



strengthen regional cohesion, seek new members, have unused spaces (e.g. roof)



# Who do I want to reach?

## Target groups

### SILVER INVESTORS



**Characteristics** have money left to invest in new projects

**Potential role** Prosumers, investors

<b>Age</b>	60+	<b>Location</b>	urban to rural
<b>Financial status</b>	comfortable	<b>Household size</b>	1-2 people



#### Financial payback versus concern for the environment



Silver investors want to make smart financial investments in order to secure a steady payback and participate in an attractive form of cost sharing. Their main motivation to invest are stable assets and preferably financial gain. Ecological issues on the other hand play a secondary role for them. Reliability and, in the best case, a good return should therefore be at the centre of communication measures on investments.

#### Attitude towards green energy



Silver investors' motivation to invest is not necessarily the funding of green energy or energy efficiency measures. These do not need to be explained in detail in information materials.

#### Open versus apprehensive towards new technology



The group is not homogeneous in terms of technical interest: some are afraid of new technologies and others want to know every detail about them. As a result, when participating in energy communities, it should be possible for them to deal with the technical aspect or not have to deal with it at all. In any case, it should be emphasised that the process to join is simple and does not require any expertise.

#### Community spirit



Silver investors' motivation to invest is not necessarily driven by their place in a particular community. However, pointing out the (financial) benefits for the region and the community at large could be a deciding factor for them to invest. Furthermore, the social recognition they would receive by investing in a green future project may be another important reward for this target group.

#### Challenges/reasons not to take part in energy communities/collective actions



- › Fear of change (e.g. change of energy contracts, etc.)
- › More focus on investment opportunity than on interacting with others
- › Switching to a renewable energy source not relevant
- › Entire process of establishing an energy community perceived as too complicated
- › Bad experiences with community projects
- › No trust in the person(s) driving the project forward



### TOUCHPOINTS: HOW TO COME INTO CONTACT WITH SILVER INVESTORS

#### How do I reach silver investors?

- To see how to engage your audience, view our [step-by-step guides](#) and [white label materials](#). To inform silver investors specifically, these actions may help:
- › Personal outreach
  - › Coverage in newspaper
  - › Flyers



#### Where do I reach silver investors?

- › Local/regional events
- › Organic and farmer's markets
- › Sport activities for elderly participants
- › Seniors' association
- › Senior's clubs
- › Active retirement groups
- › Regulars' tables
- › Coffee parties
- › Cultural activities (theatre, opera, museums)



For detailed step-by-step guides on how to get in touch with this target group, see [How to reach Prosumers](#) and [How to reach Investors](#).

### COMMUNICATION MESSAGES



#### Key messages to reach silver investors

While many key messages apply to all target groups, there are also some special key messages that may help you get through to silver investors:

- › Your investment pays off; You can expect a secure return on your investment
- › Place a safe and green investment
- › Increase the value of your own property by investing in green energy



#### Avoid these messages

- › The group is sceptical of messages perceived as paternalism
- › Ecological arguments are not in the foreground, but don't necessarily have to be avoided



- › Characteristics of the group
- › Their potential role in the project
- › **Where do I reach them,**
- › **with which communication activities**
- › **and with which messages?**

# Get members

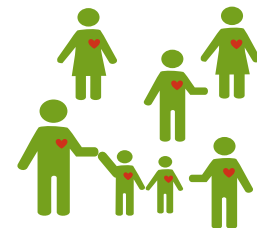
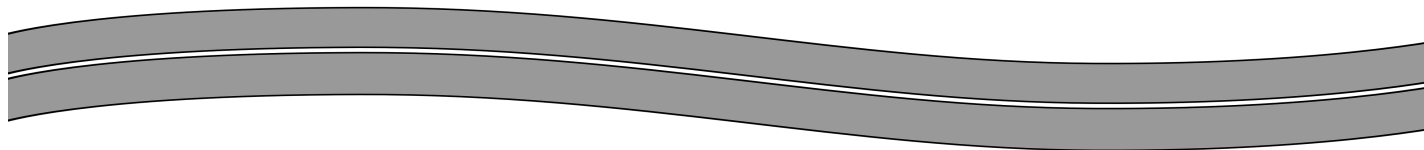
## Pick & Mix communication package



Types of members &  
Target groups

Key messages

Communication activities  
&  
white-label materials



Who can best  
compliment my  
project?

With which  
arguments can  
I motivate them?

How and where do  
I reach my target  
groups?

Theory



Practice

# We support energy communities with free **white-label-materials**.



Flyer



Factsheet



Newspaper articles

Checklist for events



Event invitation



Communication plan



# We support energy communities with free **white-label-materials.**

## Editable Texts

Your Slogan

BE PART OF THE CHANGE

**GET YOUR ENERGY FROM YOUR NEIGHBORS!**



- How are we supposed to stop climate change?
- How can we reduce our energy costs?
- How can our neighborhood get fit for the future?

We can make it possible:

- climate friendly & locally produced energy
- independence from fluctuating energy prices
- adding value to our community and creating jobs
- \*add specific benefits your project offers to the community\*

How? →



Your key messages

The **ExampleEnergyCommunity**

is the answer we have all been looking for:

- In an energy community, energy is locally produced, shared, and used in a neighborhood.
- Public bodies, companies, and residents join forces to shape the energy future of our community together.
- It's a win-win-situation for everyone – you, your neighbor, and the climate!

Interested?

Find more information on [www.exampleenergycommunity.com](http://www.exampleenergycommunity.com)

Your website



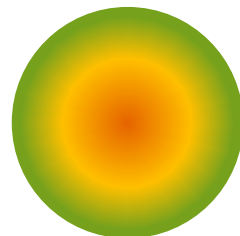
Your Logo



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## Contact

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# SHARes

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[www.energy4all.ge](http://www.energy4all.ge)

[www.energetske-zajednice.hr](http://www.energetske-zajednice.hr)

<http://tudaster.kozenergia.hu>



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