



KEY MESSAGES



These messages help you motivate people to join your energy project.

Regional value creation



More renewables installed / energy efficiency measures implemented in your region / taking part in an energy projects means that ...

- ... you create jobs and help local businesses grow, leading to local value creation
- ... you let financial resources circulate in your home region instead of the money being used elsewhere, resulting in even greater local value creation
- ... you make your region more independent of fossil fuel imports
- ... you protect each other from price fluctuations
- ... you strengthen community spirit and regional cohesion

Clear conscience



Investing in renewable energy and energy efficiency measures and participating in an energy community/collective actions means that ...

- ... you reduce your CO2 emissions
- ... you are actively involved in driving the green energy transition
- ... you become independent of autocratic systems
- ... you shape the (energy) future of your children and grandchildren
- ... you protect our climate and quality of life
- ...you support the green transformation in Europe – the best time to act is now!

Financial incentives



Investing in renewable energy / energy efficiency measures / taking part in an energy project means that ...

- ... you become more independent of energy price fluctuations
- ... you reduce your energy costs – it pays off to join an energy community!
- ... you take advantage of the financial support now available – seize the moment!
- ... you increase the value of your own property by investing in green energy
- ... you can be sure of the value of your (sustainable) investment and expect a secure return

Community spirit



Taking an active part in an energy community/collective action means that ...

- ... you get actively involved in your community
- ... you become an important part of the change
- ... you participate in an energy community without having to contribute financially
- ... you support your local community

Regional value creation



Commit to the future of your region by strengthening your local economy!

Taking part in a citizen-driven energy action means that ...

... you create jobs and help local businesses grow, leading to local value creation

Local jobs are created due to the need to install/maintain/repair renewable energy generation technologies (e.g. electricians) and/or implement energy efficiency measures (e.g. thermal refurbishment of buildings). Money is invested domestically (instead of being spent on fossil fuel imports) and revenues of local businesses are improved, which allows them to hire more (local) employees.

... you let financial resources circulate in your home region instead of the money being used elsewhere, resulting in even greater local value creation

Local businesses and employees who install renewables spend most of their money locally and thus keep it recirculating. Even if you don't invest in renewables or energy efficiency measures yourself, by joining a renewable energy community you support their expansion in your region.

... you make your region more independent of fossil fuel imports

You can help end our dependency on foreign fossil fuels, which will boost economic growth and security of supply.

... you protect each other from price fluctuations

(Producing) businesses have to hold their own in a global market with varying framework conditions. Affordable energy and security of supply are fundamental to their success. When energy market prices are very high, participating in an energy community with fixed or fairly stable prices helps make business more predictable (as a prosumer or consumer).

... you strengthen community spirit and regional cohesion

You become part of a neighbourly community. Together you help each other to get the most out of renewables. You can establish a renewable energy community with a pricing system separate from the energy market. If you set energy prices to be just slightly higher than costs of infrastructure and administration, you can protect each other from price fluctuations. At meetings, you can get to know other members. Everyone can participate, from lawyers to electricians, and everyone can support the community's development with their individual skills.

Financial incentives



Make a smart and sustainable choice!

Investing in renewable energy & energy efficiency and taking part in citizen-driven energy action means that ...

... you become more independent of energy price fluctuations

In an energy community, members enter into a contract in which they agree on internal energy prices. For example, they could agree on stable prices that are set to cover the costs of installations and administration and do not fluctuate with the energy market. This gives all members (producers and consumers) price stability and security, so they know what economic factors to expect in the following years.

... you reduce your energy costs – it pays off to join an energy community!

Collectively investing in renewable energy or energy efficiency measures reduce costs for individuals, e.g. by establishing a purchasing group for green power, insulation material, PV panels, etc. Furthermore, once installed or implemented, these measures save costs by either helping you consume less energy or by generating energy yourself. Investments in energy efficiency measures and renewable nowadays have an amazingly short amortisation period (they usually pay off within a few years).

... you take advantage of the financial support now available – seize the moment!

Currently, there are a whole range of financial schemes to support energy efficiency measures, renewable technologies, and energy communities/collective actions.

[Research and name relevant current [support measures](#) that apply to your target group]

At EU level: _____

At national level: _____

At regional level: _____

At municipal level: _____

... you increase the value of your own property by investing in green energy

More and more people want the option of becoming energy-independent. An energy-efficient home with a renewable energy generation device installed makes it future-proof for the next generation and more attractive to potential buyers.

... you can be sure of the value of your (sustainable) investment and expect a secure return

By investing in renewables/energy efficiency measures, you can contribute to climate protection and secure the value of your savings. Especially in view of the currently very high energy prices, they offer you a high return on your investment. As a prosumer, you secure your access to green energy.

Clear conscience



Take an active role in the green energy transition!

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

... you reduce your CO2 emissions

You reduce your carbon footprint by investing in your own renewable energy generation devices or in energy efficiency measures, or by joining an energy community.

... you are actively involved in driving the green energy transition

You have the opportunity to take an active role without having to wait for politicians to act. Shape our path to the energy transition, great changes come from the bottom up – from the people.

... you become independent of autocratic systems

Producing renewable energy regionally, investing in energy efficiency measures and taking part in an energy community helps to avoid fossil fuel imports from autocratic systems and thus become more independent of them.

... you shape the (energy) future of your children and grandchildren

By enforcing regional or local renewable energy production, you ensure that your community has access to affordable energy in the future. A system change cannot happen overnight. Therefore, invest in renewables and energy efficiency now to mitigate climate change and improve the geopolitical situation for generations to come.

... you protect our climate and quality of life

It is never too late and no effort is too small to influence our future quality of life. Every 0.1°C of global warming can massively change the kind of world we will live in.

...you support the green transformation in Europe – the best time to act is now!

Our society (within the EU) has set itself the goal of becoming climate-neutral by 2050. By making your contribution to energy efficiency/generation now, you can help your country's infrastructure and administration adapt in time.

Community spirit



Strengthen community spirit and regional cohesion!

Taking an active part in an energy community/collective action means that ...

... you get actively involved in your community

Your community and you can shape your future together. Collect and exchange ideas and experiences to adapt the local infrastructure to your (future) needs.

... you become an important part of the change

Your actions count in the fight against climate change. You can take matters into your own hands in your neighbourhood, create a domino effect, and inspire others to take similar measures.

... you participate in an energy community without having to contribute financially

You don't have to invest money to join an energy community, you can also participate and profit as a consumer only.

... you support your local community

By enforcing and investing in renewables locally and attracting more members, you support the development of your community, help create jobs in your region and contribute to regional value creation.