

Types of members

for citizen-driven energy action

For different target groups different benefits might be the most convincing. This guideline suggests how to best reach consumers, prosumers, investors, and multipliers.

Consumers

Consumers can be described as “customers” who get their energy through (renewable) energy communities. In contrast to conventional energy customers, who play a more passive role in society, these consumers become responsible drivers of the energy transition by belonging to an energy community. Convincing them to be part of your energy community is crucial for the broad acceptance of the energy transition that is generally necessary.

Investors

The main characteristic of investors is their ambition (and ability) to invest in (renewable) energy sources. Investors are crucial for a successful energy community. For them, your energy community means a chance to place a sustainable investment with their private capital. Additionally to consuming the produced energy, their advantage lies in the economic aspect: they profit from the return of investment that the energy community brings.

Prosumers

Prosumers are both producers and consumers of (renewable) energy. The progress in technologies like photovoltaics offers private persons and companies the chance of producing electrical energy themselves. Prosumers are active members at the heart of the energy transition: instead of just using energy like consumers do, they also produce it with their own generation plants. They act as role models and pioneers when it comes to green energy and play a crucial role in transforming the energy market.

Multipliers

Multipliers help spread your message by talking to their peers about your energy community. Convincing them of your project leads to a greater and faster outreach. Additionally, people tend to trust recommendations from established and trustworthy community members. Hence, hearing about your energy community project from someone they know and trust can have a stronger effect than hearing from you. Multipliers are important to increase social acceptance of the energy transition.

	have money left over to invest in new projects
	concerned about their grandchildren's environmental and financial future
	busy with everyday life, little time and money to invest in energy projects
	ready for “new exiting projects”, have time and some extra budget available
	have time and budget available for new projects

WORKING POOR

	very little income and difficult working conditions, little time and money
	time available, community-spirited, no kids, limited budget
	environmental awareness is high, spare time, but very little budget available
	can approach their parents and convince them to take action, have spare time

	focus on economic factors and impact on image
	have unused resources (roof space, biomass, etc.) they can profit from
	aim to keep a good budget, strengthen the region and act as pioneers; can access funding & enable citizen participation
	can ensure the participation of many people, powerful stakeholders in their community
	strengthen regional cohesion, seek new members, have unused spaces (e.g. roof)

Consumers

What is the purpose of this communication strategy?

This section gives you guidance on how to motivate conventional customers to become a member of your energy community. It helps you identify potential consumers in your area and target them with suitable messages through various communication activities

Target audience – who are you communicating with?

The target audiences listed here are examples of potential consumers. These groups of consumers have in common that they do not have large financial resources to spare. This means that as part of your energy community, they can only buy energy and not build their own generation facility.

Young families



Grandparents



Students & trainees



Working poor



Households with spare time



Now it's your turn: who can you think of that could become a consumer in your energy community? Have a look at the full profiles and learn more about your [target groups!](#)



Benefits – how do the target audiences profit from participating?

Different target groups can be convinced of the value of energy communities with different arguments. These arguments are based on the specific benefits that can be gained by the group.



Young families, grandparents, students, working poor and DINKs

- ✓ Independence from energy price fluctuations
- ✓ Regional value creation
- ✓ Financial incentives
- ✓ Community spirit

Especially for students:

- ✓ Clear conscience
- ✓ Participation in the green energy transition
- ✓ Positive climate factor

Investors

What is the purpose of this communication strategy?

This section provides guidance on how to reach potential investors and convince them of the advantages of putting their money into building or expanding energy communities. It helps you identify potential investors in your area and target them with suitable messages through various communication activities.



Keep in mind: this target group is closely linked to prosumers and consumers. The goal is to convince investors also to consume energy from the energy community that they have invested in, so that they become prosumers. Conversely, they start out as consumers, invest in energy plants and thereby become prosumers.

Target audience – who are you communicating with?

The target audiences are examples of potential investors.

**Double Income,
No Kids (DINKs)**



**Established
families**



Silver investors



Municipalities



**Traditional
farmers**



Organic farmers



SMEs



Now it's your turn: who can you think of that could become an investor in your energy community? Have a look at the full profiles and learn more about your [target groups!](#)



Benefits – how do the target audiences profit from participating?

Different target groups can be convinced of the value of energy communities with different arguments. These arguments are based on the specific benefits that can be gained by the group.



Private households, SMEs, farmers:

- ✓ Financial incentives
- ✓ Regional value creation
- ✓ Clear conscience (sustainable investment)
- ✓ Community spirit

For farmers and SMEs specifically:

- ✓ Improved image

Municipalities:

- ✓ Regional added value
- ✓ Image building
- ✓ Energy independence
- ✓ Strengthening of community cohesion
- ✓ Financing through citizen participation
- ✓ Easier access to funding
- ✓ Role model function

Prosumers

What is the purpose of this communication strategy?

This section gives you guidance on how to motivate people to produce renewable energy themselves, consume it, and share surplus energy with neighbours in your energy community – regardless of whether they already have power generation plants or the means to build them. It helps you identify potential prosumers in your area and reach them with suitable messages through various communication activities.



Keep in mind: investors, consumers, and multipliers can later become prosumers.

Target audience – who are you communicating with?

In order to reach and convince people, it is important to understand their views and priorities – before making contact. The following target audiences can be seen as exemplary representations of who might be a prosumer.

**Double Income,
No Kids (DINKs)**



**Established
families**



Silver investors



Those who live in a single-family house usually own it and can freely decide how to use the roof space. Unlike single-family houses, residents of apartment buildings share a roof space.

Municipalities



**Traditional
farmers**



**Organic
farmers**



SMEs



**Associations
and NGOs**



Now it's your turn: who can you think of that could become a prosumer in your energy community? Have a look at the full profiles and learn more about your [target groups!](#)



Benefits – how do the target audiences profit from participating?

Different target groups can be convinced of the value of energy communities with different arguments. These arguments are based on the specific benefits that can be gained by the group.



Benefits for prosumers



Private households are a very **heterogeneous group**; some benefits may be more important to special target groups than to others.

- ✓ Financial incentives, like a safe and green investment in the future, greater energy independence/self-sufficiency
- ✓ Regional value creation (e.g. job creation)
- ✓ Clear conscience

For homeowners specifically:

- ✓ Value increase of their property



Municipalities:

- ✓ Regional added value
- ✓ Image building
- ✓ Energy independence
- ✓ Strengthening of community cohesion
- ✓ Financing through citizen participation
- ✓ Easier access to funding
- ✓ Role model function



Associations and NGOs:

- ✓ Regional value creation and cohesion
- ✓ Additional members due to improved image



Traditional farmers:

- ✓ Commercial exploitation of unused resources

Organic farmers:

- ✓ Commercial exploitation of unused resources
- ✓ Image building and advertising



SMEs:

- ✓ Advertising
- ✓ Financial incentives
- ✓ Greater independence from price fluctuations on the market
- ✓ Optimisation of self-consumption

Multipliers

What is the purpose of this communication strategy?

This section gives you guidance on how to motivate multipliers to spread the message. It helps you identify potential multipliers in your area and target them with suitable messages through various communication activities.

Target audience – who are you communicating with?

The target audiences listed here are examples of potential multipliers.

Local politicians



Associations and NGOs



Pupils



Students and trainees



Have a look at the full profiles and learn more about your [target groups!](#)



Benefits – how do the target audiences profit from participating?

Different target groups can be convinced of the value of energy communities with different arguments. These arguments are based on the specific benefits that can be gained by the group.



Local politicians:

- ✓ Improved image
- ✓ Regional value creation



Associations:

- ✓ Regional value creation and social cohesion
- ✓ Additional members due to improved image



Pupils, students and trainees:

- ✓ Participation in the energy transition
- ✓ Opportunity to change the world for the better
- ✓ Active combat against climate change

Additionally for students and trainees:

- ✓ Gaining experience and know-how about technologies
- ✓ Learning organisational skills

