

Citizen energy experiences from Croatia

*4th Renewable Energy Cooperatives Conference, Milas
15th June 2019.*

*Boris Pavlin, PhD
Zelena energetska zadruga (ZEZ)*





BY 2050

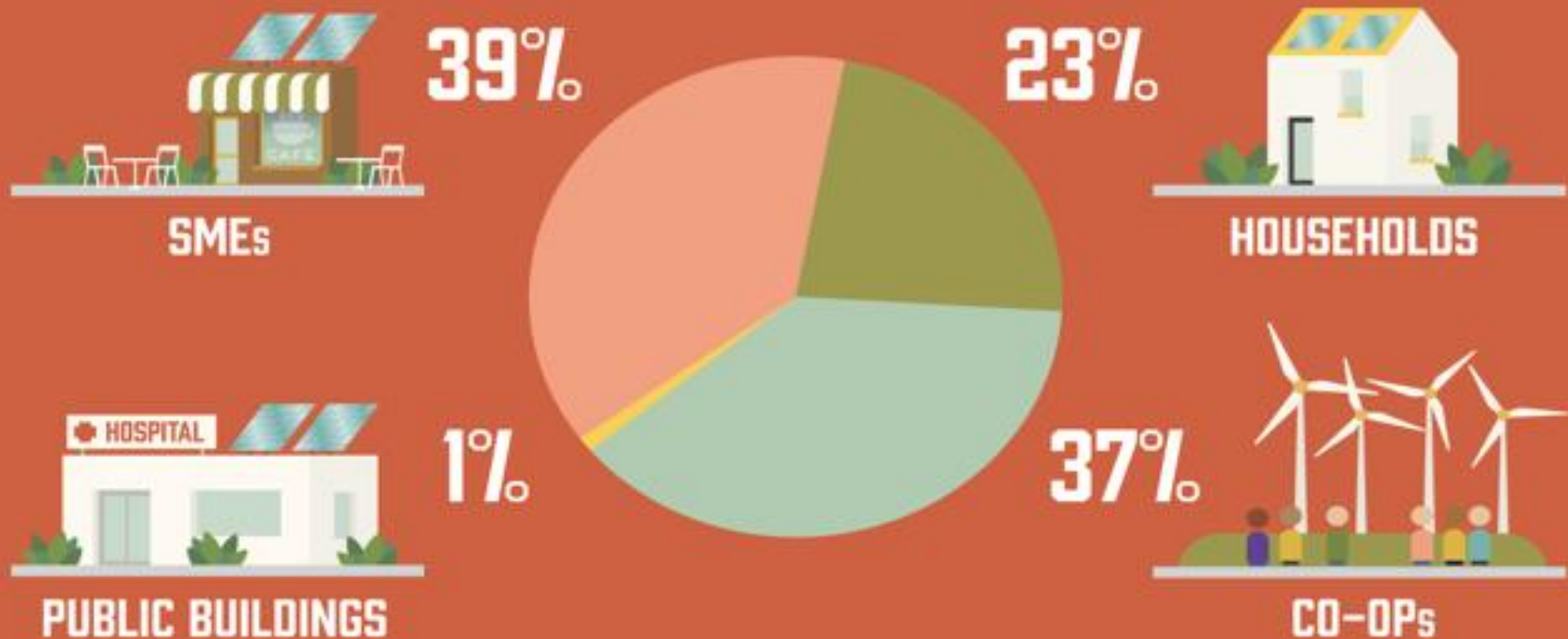
1 OUT OF 2 PEOPLE

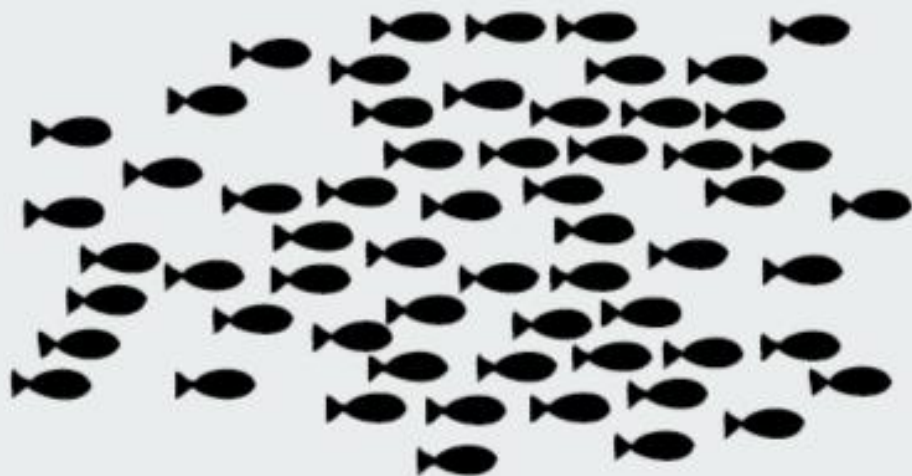
IN THE EU

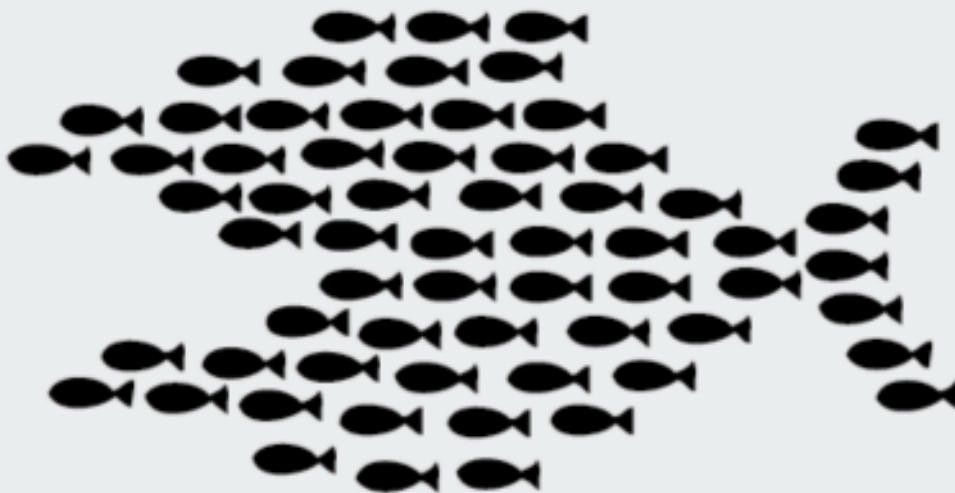


COULD BE PRODUCING THEIR OWN **ELECTRICITY**

THE EU'S CITIZEN-OWNED ELECTRICITY IN 2050









Who is ZEZ?



ZEZ – Cooperative, 20 members-experts on energy, economy, environmental protection, sustainable development



Realization of community RES powerplants



Promoting the concept of citizen owned RES in Croatia and the region



EU projects

- Different H2020, ESF projects



Compile

REGREEN

- Members of EIT Climate-KIC



- Studies, conferences, workshops...

Crowdfunding
Academy



Community solar
powerplants
Križevci Municipality

OUR EXAMPLES



Digital platform for
community RES
projects



Energy independent school
Kaštela

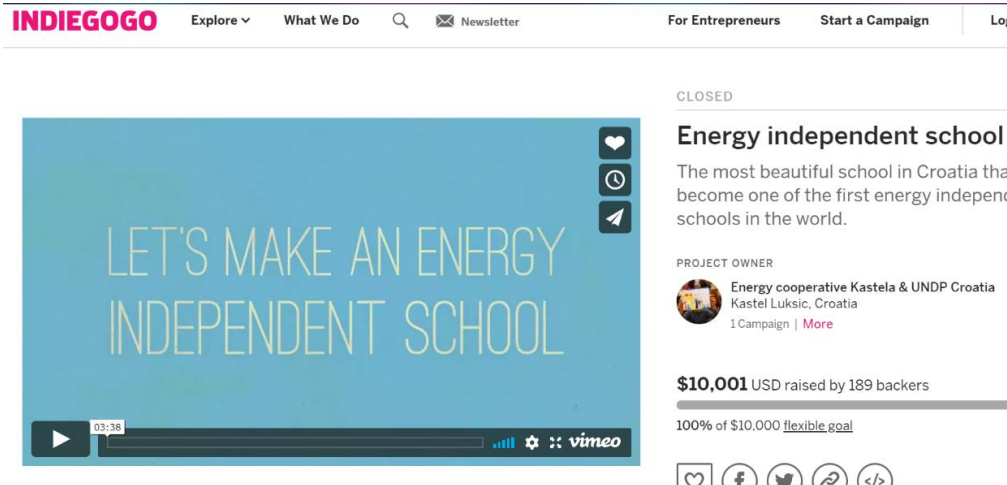


**NEKE IDEJE IMAJU ENERGIJU,
SAMO IH TREBA POKRENUTI.
TU POMAŽEMO.**

- ✓ Started in 2014.
- ✓ Realized 50+ campaigns
- ✓ 15 countries
- ✓ Over 1.000.000 €

**CROWDFUNDER
ACADEMY**

Kaštel Lukšić - Crowdfunding for energy independent school



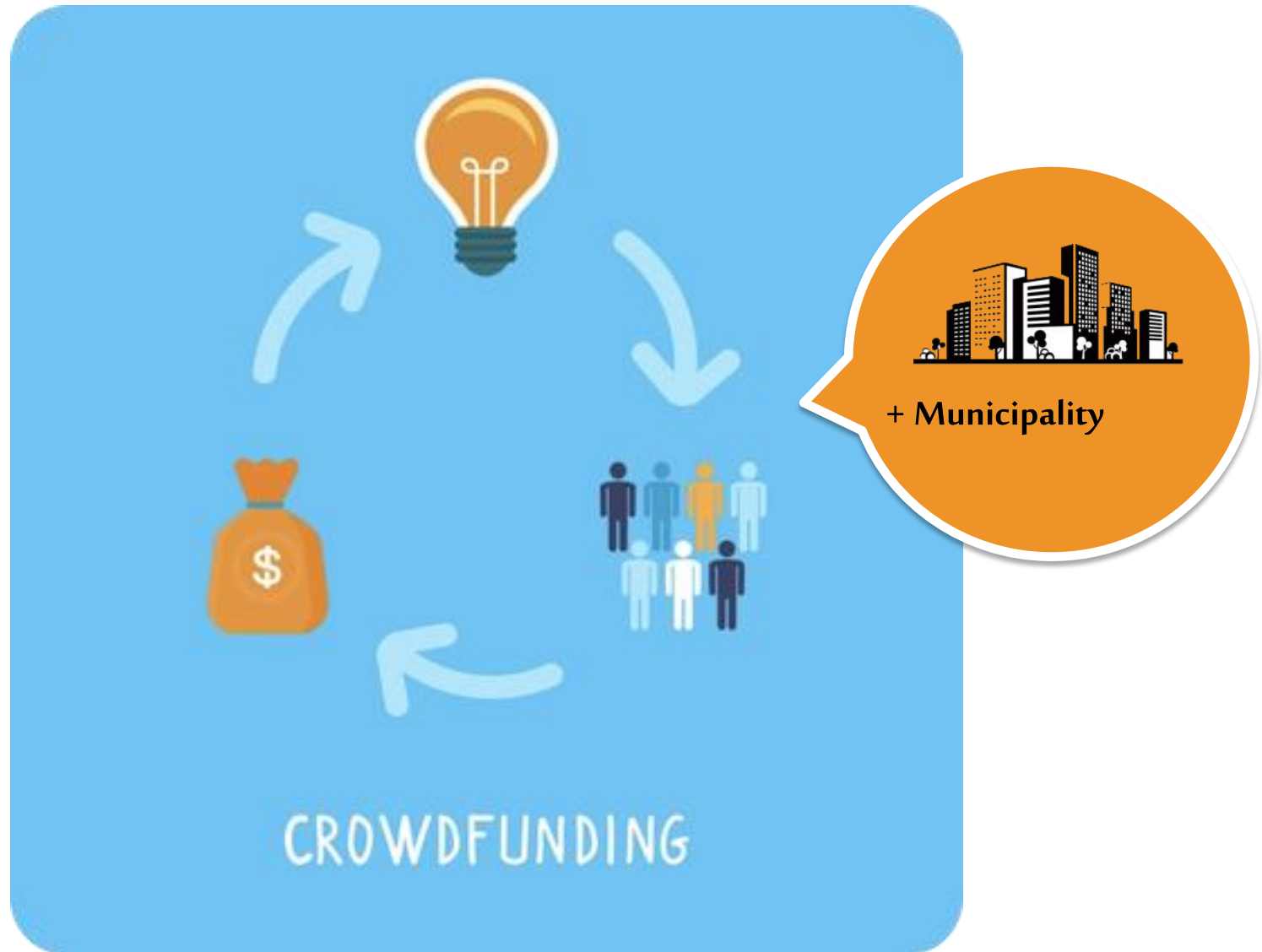
Kaštel Lukšić - Crowdfunding for energy independent school



Crowdfunding



Communal Crowdfunding = City + Citizens



Križevci Municipality – First solar powerplant financed through citizens' crowdfunding in Croatia

KRIŽEVAČKI SUNČANI KROVOVI

DO PRVIH SOLARA ZAJEDNO!

Glavni nositelj projekta i idejni začetnik projekta Križevački sunčani krovovi je Zelena energetska zadruga (ZEZ).

Ali u tome nismo sami! Podršku nam daje **REA Sjever** u tehno-ekonomskim studijama, te uz podršku **Greenpeace-a** i **Grada Križevaca** u provođenju kampanje, te brojne međunarodne organizacije, kao što su Europska federacija energetske zadruga (REScoop.eu) i europsko udruženje Energy Cities.

Ovim projektom omogućavamo da svatko od vas može postati ulagač u solarnu elektranu!

Kada kaže "energija u rukama građana", ZEZ misli ozbiljno.



prikupljeno **100%** sredstava

0%

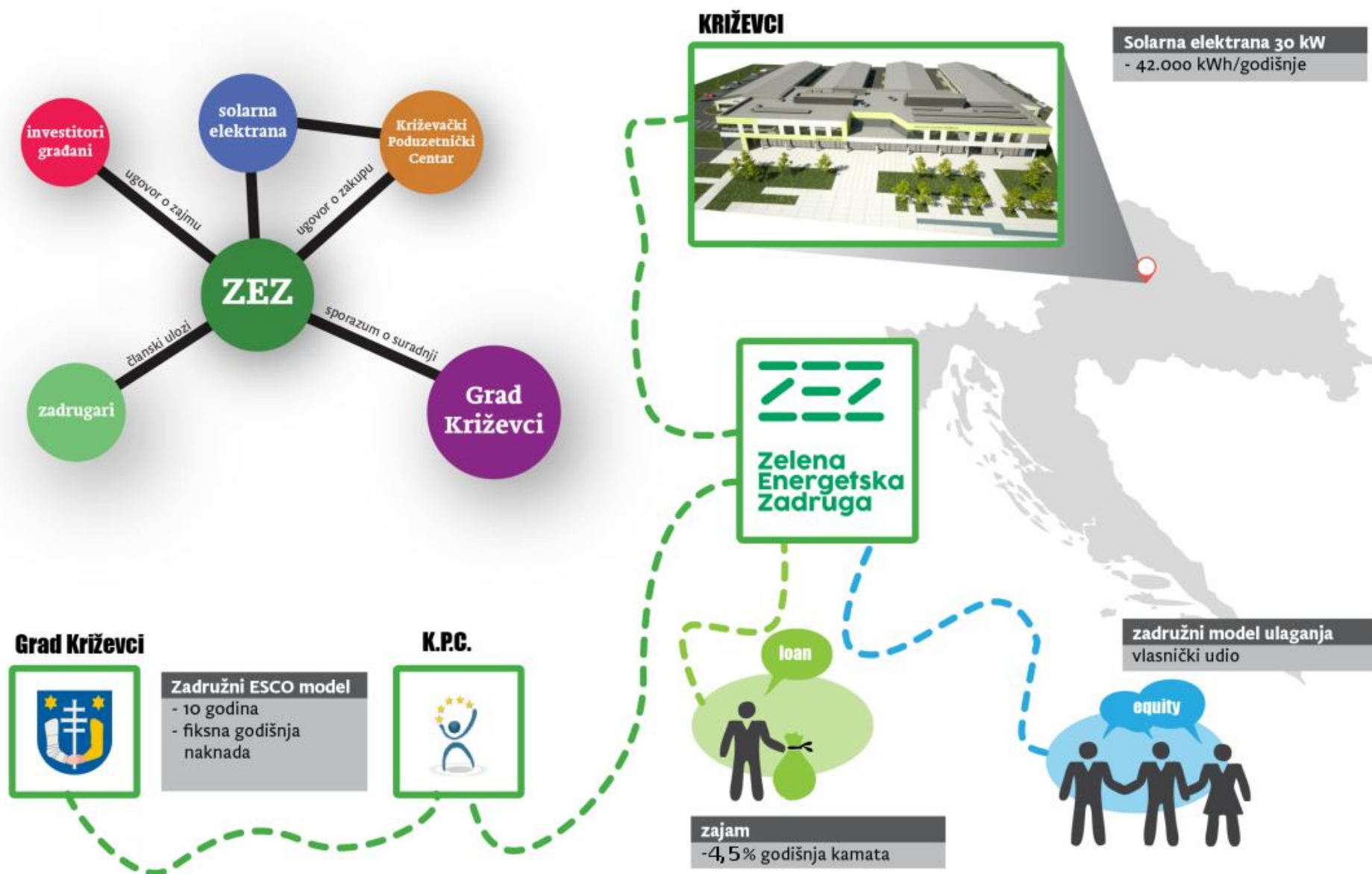


100%

Ova kampanja je uspješno financirana!



Innovative financing models



Business model

- The Green Energy Cooperative, citizen-investor representative, gives solar equipment to **lease for 10 years**
- All investors sign a loan agreement with ZEZ for 10 years, for which **4.5% of the annual interest** on accrued funds is realized
- The PV system meets some of the energy needs and realize monthly savings on electricity bill
- After 10 years required to pay for the investment, the system goes into the ownership of the City **and continues to make savings.**

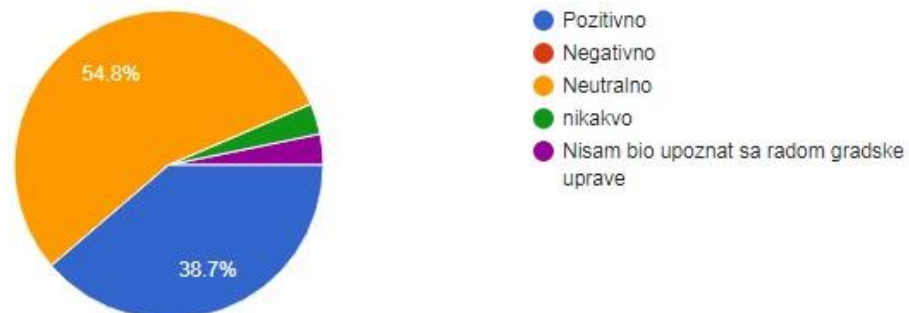
Photovoltaic power plant for own consumption Development Centre & Technology Park KRIŽEVCI



For the first time in Croatia, a project for investments in renewable energy sources through group financing

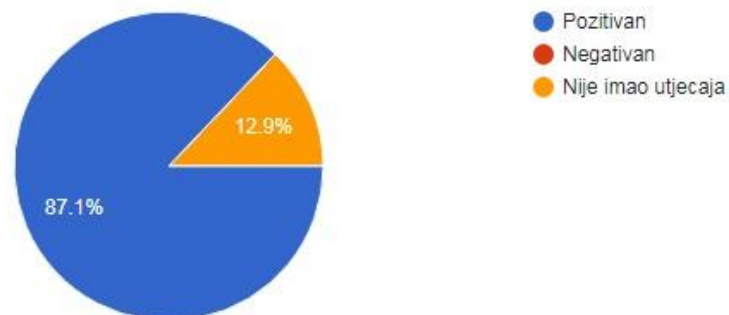
Kakvo ste mišljenje imali o gradskoj upravi grada Križevci prije kampanje Križevački sunčani krovovi?

31 responses



Kakav utjecaj je imao projekt Križevački sunčani krovovi na vaše mišljenje o trenutnoj gradskoj upravi grada Križevci?

31 responses





Compile

Pilot site: Križevci - Croatia

- What would we like to demonstrate – the goal of pilot site

The goal of pilot site is to demonstrate
**a combination of social
(crowdfunding and
cooperatives)**

and technological innovations
**(applications in blockchain and
artificial intelligence)** in an urban
microlocation which can be scaled up
throughout urban areas in Croatia



Objectives of COMPILE

- | Empowering Local Energy Systems through transition from a centralized system into a flexible but secure decentralized network
- | Foster the creation of energy communities taking into account positive effects on the local economy and user acceptance considering vulnerable groups
- | Create new ways to stimulate actors in the value chain to cooperate to maximize the societal benefit, to foster the adoption of the technological solutions and enable a large-scale replication of the developed technological solutions and business models

Result

- Creation of a new energy investment cooperative with
- Municipality and the citizens!**



ZEZ INVEST - Digital platform for RES project investment

[🏠 NASLOVNA](#)[☰ PROJEKTI](#)[🔍 FAQ](#)[✉ KONTAKT](#)[🔒 PRIJAVI SE](#)

JEDNOSTAVNO

Uložite i sudjelujte u tranziciji prema obnovljivim izvorima energije!



ULOŽITE U PROJEKTE
OBNOVLJIVIH IZVORA
ENERGIJE!

IMATE PROJEKT

obnovljivih izvora energije kojeg želite
grupno financirati?

✉ Javite nam se

ŽELITE ULOŽITI

u projekt obnovljivih izvora
energije?

👤 Registrirajte se

Why communal RES projects through citizen crowdinvesting?



Citizen engagement – citizens co-creating public projects



Supplementing city budgets and attracting new sources of financing



Increased RES use – getting closer to energy independence and clean technology



Strong marketing tool and Municipality promotion



Instead bank saving accounts, citizens invest in projects that directly benefit the community



Transparent model – public-civil partnership



Fulfillment of climate and energy action plans



SOLAR CITIES

CONNECTING INNOVATION, INVESTMENT AND CIVIC ENGAGEMENT FOR CLEAN ENERGY PRODUCTION AND CONSUMPTION

Solar Cities aims to boost solar energy projects and citizen involvement in the energy transition **BY JOINING MAYORS FROM ALL WORLD TOGETHER TO SIGN THE SOLAR MAYORS CHARTER** - an international declaration of Mayors pushing for the adoption of solar powers in urban environment.

[Read the full Charter](#)

- ✓ **The Solar Mayor's Club** – an initiative for collaboration between local-level governments, civic actors, private sector and citizens, openness and efficiency of institutions, as well as to stimulate innovation and cross-sectoral collaboration with the private sector.
- ✓ **The digital platform Solar Mayor's Club** will collect bottom up experiences for installing solar power; and promote crowdfunded solar energy projects (at least one per city) that will be hosted on crowdfunding platforms.
- ✓ The **Solar Mayor's Club** will reflect the philosophy that the development and transformation of cities must be achieved through an effective bottom-up strategy of citizen involvement.

Takeaways

Capacity Building (Local communities and governments)

- Capacity Building should be made by enabling framework where cooperatives could show its influence while raising awareness
- While going down the ladder NGOs are great carriers of capacity building for informing the citizens, but it should be a bottom-up approach
- While communicating with lowest level local content is needed to get attention of citizens and provide examples of pilot projects.

Takeaways

Creating enabling frameworks for citizens energy cooperatives and local authorities

- Cooperatives should use examples of good practice to promote its work and new partnerships are often overlooked.
- What is lacking to build energy cooperatives? Trust and recognition
- Main benefit of being a part of cooperative is to have networking culture which should be shared in between the community of cooperatives
- **The gap between the cooperatives could be filled with specific and tailored roles of local government bodies** (in example: mapping of public buildings, integration of citizen energy, communication, youth involvement and creating local incentives)
- Energy cooperatives should keep its main frame of non-profit; profits should be used to make new projects or to share it within community

Thank you! 😊



**Zelena
Energetska
Zadruga**

[E: boris.pavlin@zez.coop](mailto:boris.pavlin@zez.coop)

www.zez.coop