

Characteristics	have money left to invest in new projects
Potential role	Prosumers, investors

Age	60+	Location	urban to rural
Financial status	comfortable	Household size	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

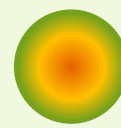


Silver investors' motivation to invest is not necessarily driven by their place in a particular community. However, pointing out the (financial) benefits for the region and the community at large could be a deciding factor for them to invest. Furthermore, the social recognition they would receive by 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                     | ▶ Active retirement groups                      |
| ▶ Organic and farmer's markets              | ▶ Regulars' tables                              |
| ▶ Sport activities for elderly participants | ▶ Coffee parties                                |
| ▶ Seniors' association                      | ▶ Cultural activities (theatre, opera, museums) |
| ▶ Senior's clubs                            |                                                 |



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



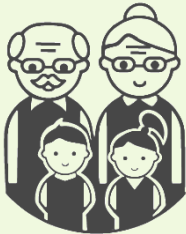
### Avoid these messages

- ▶ 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	concerned about their grandchildren’s environmental and financial future
Potential role	consumers, increase awareness

Age	60+	Location	urban to rural
Financial status	money left	Household size	1-2 people



## Financial payback versus concern for the environment



Grandparents are willing to become active and invest a small amount of money for environmental reasons. Their main motivation is to contribute to a better future for the forthcoming generations. Financial payback is not per se a motivation for them to take part in energy communities/collective actions. However, since they cannot afford to lose money, financial reliability and security of an energy community is an important aspect to consider in the communication. In addition, it is worth stressing that joining projects is a helpful contribution to climate protection as is conveying that installing photovoltaic (PV) modules, for example, increases the value of their own house, both for the benefit of their grandchildren.

## Attitude towards green energy



Grandparents do not necessarily have an opinion on green energy and energy efficiency. In case they have not yet taken action, they need to be activated and convinced that investing in sustainable energy solutions will help to save the planet for future generations (their grandchildren).

## Open versus apprehensive towards new technology



Fears and concerns that some of them have regarding new technologies can hinder participation. At the same time, others may have a strong technical interest. 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 joining is simple and does not require any expertise.

## Community spirit

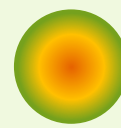


Grandparents’ motivation to join collective action could be driven by their position in a particular community or their close contact with neighbours and friends, particularly in rural areas. Therefore, pointing out different benefits for their region, their community and the future generation in the communication makes sense.

## Challenges: Possible reasons for not taking part in energy communities/collective actions



- ▶ Fear of change (e.g. change of energy contracts, etc.)
- ▶ Feel it is too late in their lives to become active
- ▶ Handing over responsibility to young people
- ▶ Entire process of establishing energy communities perceived as too complicated
- ▶ Disregard for the impact of small investments on the environment
- ▶ Handing over responsibility to young people
- ▶ Bad experiences with community projects
- ▶ No trust in the person(s) driving the project forward



## TOUCHPOINTS: HOW TO COME INTO CONTACT WITH GRANDPARENTS

### How do I reach grandparents?

To see how to engage your audience, view our [step-by-step guides](#) and [white label materials](#). To inform grandparents specifically, these actions may help:

- ▶ Events
- ▶ Coverage in newspapers
- ▶ Flyers



### Where do I reach grandparents?

- |                                              |                                                 |
|----------------------------------------------|-------------------------------------------------|
| ▶ Local/regional events                      | ▶ Senior's clubs                                |
| ▶ Local cafés/restaurants, regulars' tables  | ▶ Active retirement groups                      |
| ▶ Coffee parties                             | ▶ Activities with their grandchildren           |
| ▶ Sports activities for elderly participants | ▶ Cultural activities (theatre, opera, museums) |
| ▶ Seniors' association                       |                                                 |



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



## COMMUNICATION MESSAGES



### Key messages to reach grandparents

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

- ▶ Increase the value of your own property by investing in green energy.
- ▶ You can be part of an energy community without having to contribute financially.
- ▶ Participation is not complicated and takes little time.
- ▶ Create something of value for yourself and your family.
- ▶ Each investment counts, anyone can invest.
- ▶ It is never too late to become active.



### Avoid these messages

- ▶ Statements that focus primarily on the financial aspect
- ▶ Arguments that "push" too much and lead to aversion



Characteristics	Are busy with their everyday lives; have little time and money to invest in energy projects
Potential role	Consumers

Age	25+	Location	urban to rural
Financial status	little money left	Household size	3-6 people



## Financial payback versus concern for the environment



The main motivation of young families is to save money and enable a better future for their children. Due to other competing priorities (e.g. childcare, housekeeping), they usually do not have time for additional projects. However, they can be motivated to act if the commitment does not require a lot of time and money and contributes to a better future for their family. It is therefore useful to highlight that participation is not difficult and is possible even with small amounts.

## Attitude towards green energy



Young families, in general, are concerned about the environment and aware of the climate crisis. They are either indifferent or positive towards green energy and energy efficiency. This is a great potential to exploit when communicating with them.

## Open versus apprehensive towards new technology



Young families are not afraid of new technologies or shy away from them. They are usually up to date with new technologies. However, they do not have much time to deal with intricate technical issues that could give the impression that energy communities are complicated and time-consuming. Information about energy communities and technical details should therefore be short and simple.

## Community spirit



Young families usually settle down, build a (family) nest for the years to come and create relationships with those around. Projects like energy communities are ideal for them to connect with other families in their community, which is why this is one of the aspects to be at the forefront in communication campaigns.



## Challenges: Possible reasons for not taking part in energy communities/collective actions

- ▶ No time for additional projects besides family matters (competing priorities)
- ▶ Money worries
- ▶ Knowledge gap regarding energy communities/collective actions

## TOUCHPOINTS: HOW TO COME INTO CONTACT WITH YOUNG FAMILIES

### How do I reach young families?

To see how to engage your audience, view our [step-by-step guides](#) and [white label materials](#).

To inform young families specifically, these actions may help:

- ▶ Social Media (e.g. Facebook, Instagram)
- ▶ Educational games (card games, etc.)
- ▶ Events (e.g. picnic)



### Where do I reach young families?

- |                          |                                                     |
|--------------------------|-----------------------------------------------------|
| ▶ Local/regional events  | ▶ Clubs (sport, voluntary fire brigade, etc.)       |
| ▶ Children's events      | ▶ Kindergartens                                     |
| ▶ Children's playgrounds | ▶ Schools                                           |
| ▶ Family centres         | ▶ Associations                                      |
| ▶ Doctor's offices       | ▶ Public transport stations (before and after work) |
| ▶ Maternity centres      |                                                     |



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



## COMMUNICATION MESSAGES



### Key messages to reach young families

While many key messages apply to all target groups, there are also some special key messages that can help you get through to young families.

- ▶ You can be part of an energy community without having to contribute financially.
- ▶ Participation is not complicated and takes little time.
- ▶ Create something of value for yourself and your family.
- ▶ You can improve your children's future without much effort.



### Avoid these messages

- ▶ Statements that put them under pressure and create a bad conscience
- ▶ Unclear details about costs
- ▶ Information that is too complicated to understand and makes the participation process appear time consuming



Characteristics	Are ready for new, exciting projects; have time resources and some extra budget available
Potential role	Prosumers, investors

Age	45-55	Location	urban to rural
Financial status	some money left	Household size	3-5 people



Financial payback versus concern for the environment



Established families have some funds left over to invest in safe, long-term projects that bring added value for them and the region. The investment should therefore be presented as a new project opportunity that saves costs, generates additional profit and raises their comfort and living standards. Ecological matters are definitely of interest to them and is to be addressed as well.

Attitude towards green energy



This group could be described as moderately “green” and quite committed to doing their part for the energy transition. However, their knowledge of how exactly they can fulfil this role and how renewable energy can benefit them is less pronounced. All this is a chance for energy community projects to gain their support, not least by providing detailed instructions for participation and using some form of social pressure (e.g. through social comparison) to influence their decision.

Open versus apprehensive towards new technology



Since this group prefers to enjoy comfort rather than pore over technical complexities, information about technologies should be kept to a minimum.

Community spirit



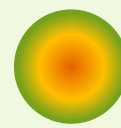
Established families have experience with community activities in general due to different hobbies of their children (sports clubs, etc.). They usually aspire to become role models and set a good example for their children. Therefore, emphasising participation in a collective energy project as a means to act as good parents and valuable members of the community can bring them to join.



Challenges: Possible reasons for not taking part in energy communities/collective actions

- ▶ Already busy with other new projects
- ▶ Investment considered less attractive from a financial point of view





## TOUCHPOINTS: HOW TO COME INTO CONTACT WITH ESTABLISHED FAMILIES

### How do I reach established families?

To see how to engage your audience, view our [step-by-step guides](#) and [white label materials](#). To inform established families specifically, these actions may help:

- ▶ Flyers
- ▶ Social media (e.g. Facebook or LinkedIn)
- ▶ Municipal/local/regional news (radio or newspapers)



### Where do I reach established families?

- ▶ Local/regional events
- ▶ Public transport stations (before and after work)
- ▶ Supermarkets and food stands (around dinnertime)
- ▶ Cultural activities (e.g. theatre, museum)
- ▶ Clubs (e.g. sports, biking, hiking, surfing, music)

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



## COMMUNICATION MESSAGES



### Key messages to reach established families

While many key messages apply to all target groups, there are also some special key messages that can help you get through to established families.

- ▶ 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.
- ▶ Create something of value for yourself and your family.



### Avoid these messages

- ▶ Unclear information about costs
- ▶ Information that is too complicated to understand
- ▶ Environmental arguments: not necessarily to be avoided, but of lesser importance
- ▶ Patronising statements





Characteristics	Have time but only a very limited budget available; are community-spirited
Potential role	Consumers

Age	30-50	Location	urban to rural
Financial status	no money left	Household size	1-2 people



Financial payback versus concern for the environment



Due to their difficult financial situation, any kind of financial benefit is interesting for this group. Solely environmental reasons will probably not motivate this group as they have other, more pressing concerns in their everyday lives.

Attitude towards green energy



This group may be aware of the climate crisis in general and green energy in particular, but do not think about it further, because they cannot see any options for their own contribution. Communication materials should make them realise that despite their lack of money, they too can act for the good of both the environment and the community through the participation in energy community projects.

Open versus apprehensive towards new technology



They probably are not very interested in new technologies because they cannot afford them. Information about participation in energy communities, therefore, does not need to explain technical issues in detail, but offer possibilities to explore them if necessary.

Community spirit

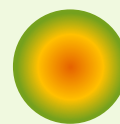


Due to their time availability, they are already active in local associations and projects or can be more easily convinced to do so in the future. For these reasons, the group is open to projects in community energy that give them the opportunity to meet like-minded people, make new contacts and help the community grow.



**Challenges: Possible reasons for not taking part in energy communities/collective actions**

- ▶ Lack of motivation to invest their time in additional initiatives



## TOUCHPOINTS: HOW TO COME INTO CONTACT WITH HOUSEHOLDS - SPARE TIME

### How do I reach households with spare time?

To see how to engage your audience, view our [step-by-step guides](#) and [white label materials](#). To inform households with spare time specifically, these actions may help:

- ▶ Social media (e.g. Facebook or Instagram)
- ▶ Flyers
- ▶ Coverage in local newspapers or on the radio



### Where do I reach households with spare time?

- |                                              |                                     |
|----------------------------------------------|-------------------------------------|
| ▶ Club/association events                    | ▶ Discounters (depending on income) |
| ▶ Local/regional events                      | ▶ Social markets                    |
| ▶ Cultural activities (e.g. theatre)         | ▶ Doctor's offices                  |
| ▶ Clubs (e.g. sports, biking, hiking, music) | ▶ Municipal offices                 |



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



## COMMUNICATION MESSAGES



### Key messages to reach households with spare time

While many key messages apply to all target groups, there are also some special key messages that can help you get through to households with spare time.

- ▶ You can be part of an energy community without having to contribute financially.
- ▶ The time you spend on the project is time spent on climate protection.

Also among the general messages, especially these:

- ▶ Become independent from global energy price increases.
- ▶ You can become an important part of change.
- ▶ Reduce your energy costs. It pays off to join an energy community.
- ▶ Create sustainable jobs in your region.



### Avoid these messages

- ▶ Statements that are too complicated to understand
- ▶ Unclear information about the costs



# DOUBLE INCOME NO KIDS (DINK)

Characteristics	Have much time and budget available for new projects
Potential role	Prosumers, investors

Age	25-65	Location	urban to rural
Financial status	high disposable income	Household size	2 people



## Financial payback versus concern for the environment



DINKs have the time to think about increasing their wealth and protecting the climate, and the means to do so. Using their financial capacities to invest in green energy, therefore, kills two birds with one stone. Reliability and, in the best case, a good return should be at the centre of communication measures on investments. In addition, it is worth stressing that joining projects is a helpful contribution to climate protection as is conveying that installing photovoltaic (PV) modules, for example, increases the value of their own house.

## Attitude towards green energy



DINKs are interested in green energy and sustainability. They may have some knowledge in this regard and already invest in green energy projects (e.g. PV on their roof if they are homeowners).

## Open versus apprehensive towards new technology



They are usually open to new technologies since they can afford to follow new trends, which is why communication materials should offer them the possibility to learn about the technicalities of energy communities if needed, without getting lost in details.

## Community spirit

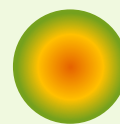


DINKs already have experience in community activities in general because their free time allows them to pursue various hobbies (sports clubs, etc.). Therefore, they can be easily motivated to contribute and give back to the community. Social recognition for doing their bit could be an added value.



## Challenges: Possible reasons for not taking part in energy communities/collective actions

- ▶ Already busy with other new projects
- ▶ Benefits of participating and investing not clear enough



## TOUCHPOINTS: HOW TO COME INTO CONTACT WITH DINK

### How do I reach DINK?

To see how to engage your audience, view our [step-by-step guides](#) and [white label materials](#). To inform DINKs specifically, these actions may help:

- ▶ Flyers
- ▶ Social media (e.g. Facebook or LinkedIn)
- ▶ Coverage in newspapers or radio



### Where do I reach DINK?

- ▶ Local/regional events
- ▶ Cultural activities (e.g. theatre, museum)
- ▶ Clubs and sports centres
- ▶ Sports shops
- ▶ Organic and farmer's markets



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 DINK

While many key messages apply to all target groups, there are also some special key messages that can help you to get through to DINKs.

- ▶ 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.
- ▶ Create local jobs.
- ▶ Be more independent from price fluctuations.



### Avoid these messages

- ▶ Complicated statements
- ▶ Unclear information about the costs



Characteristics	Hardly have time and money because of low income and difficult working conditions
Potential role	Consumers

Age	20-65	Location	urban to rural
Financial status	rather poor	Household size	1-5 people



## Financial payback versus concern for the environment



Due to low income and difficult working conditions, they may hold more than one job to make ends meet and have no money and time left for investments. They are mainly concerned about issues such as cost of living and affordable accommodation. Therefore, it is paramount to highlight that community energy projects can save them money (e.g. energy savings, additional small financial profits). In contrast, mentioning only environmental reasons is unlikely to motivate members of this group, as they have other, more pressing concerns in their daily lives.

## Attitude towards green energy



This group is aware of the climate crisis in general, but does not think about it further because they cannot see any options to contribute themselves. However, through the participation in energy community projects they can be empowered to do their bit to protect the environment.

## Open versus apprehensive towards new technology



They may never have thought of benefiting from new green technologies, assuming they were unaffordable for them. In addition, they are easily deterred by anything that seems too complicated because of their limited time.

## Community spirit

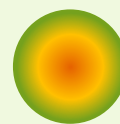


Working poor might be socially excluded from some community activities that they cannot afford. However, that does not mean that they are not interested in participating in community activities in general. Community events with free goodies (food and drinks, children's entertainment) are a good chance to approach them.



## Challenges: Possible reasons for not taking part in energy communities/collective actions

- ▶ Money worries
- ▶ Perceived inability to participate/contribute
- ▶ Knowledge gap about energy communities/collective actions
- ▶ Feeling of being socially excluded



## TOUCHPOINTS: HOW TO COME INTO CONTACT WITH WORKING POOR

### How do I reach working poor?

To see how to engage your audience, view our [step-by-step guides](#) and [white label materials](#). To inform working poor specifically, these actions may help:

- ▶ Personal outreach
- ▶ Cooperation with discounters
- ▶ Social media (e.g. Facebook or Instagram)



### Where do I reach working poor?

- |                                                                                  |                                                                                                          |
|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| ▶ Local/regional events and festivals                                            | ▶ Job centres (possibly time for personal contact)                                                       |
| ▶ Community events with free goodies (food and drinks, children's entertainment) | ▶ Transfer stations in the early morning (5:00-6:30); best via consumer-specific flyers during rush hour |
| ▶ Discounters                                                                    | ▶ Public parks at meal times                                                                             |
| ▶ Libraries                                                                      |                                                                                                          |
| ▶ Solidarity markets                                                             |                                                                                                          |



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



## COMMUNICATION MESSAGES



### Key messages to reach working poor

While many key messages apply to all target groups, there are also some special key messages that can help you get through to working poor.

- ▶ You can be part of an energy community without having to contribute financially.
- ▶ Participation is not complicated and takes little time.

Also among the general messages, especially these:

- ▶ Reduce your energy costs. It pays off to join an energy community.
- ▶ Become independent from global energy price increases.
- ▶ You can become an important part of change.



### Avoid these messages

- ▶ Statements that are too complicated to understand
- ▶ Unclear information about the costs
- ▶ Explanations implying that money and time are needed



# YOUNG GENERATION - STUDENTS AND TRAINEES

Characteristics	Have high environmental awareness, spare time, but only a small budget
Potential role	Consumers, multipliers

Age	16-28	Location	Rather urban
Financial status	no money left	Household size	1-6 people



## Financial payback versus concern for the environment



The young generation is aware of the environmental situation and is very concerned about the future. As a result, they are willing and able to motivate others in their peer group (roommates, friends) to participate in collective actions (as consumers rather than investors since financial considerations tend to take a back seat). In addition, they can raise awareness in their families about environmental issues and community energy benefits. They can also motivate their parents to become active and invest.

## Attitude towards green energy



As a rule, students and trainees attach great importance to green energy. They even see it as their duty to become active and do something for their own future. They are keen to take action.

## Open versus apprehensive towards new technology



The young generation as digital natives are not afraid to embrace the newest technologies and are eager to understand how they work. Although it is not necessary to deal with technical issues when actively participating in energy communities, communication materials should offer the possibility to learn about them in detail.

## Community spirit



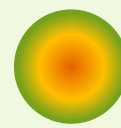
The young generation is well connected locally via their activities, studies, training, etc. They may already be active in initiatives, for example in the Fridays for Future movement. They are open to making new contacts, proactively networking and getting involved in new activities and interesting projects. Community energy can be presented to them as a new opportunity to meet new like-minded people.



## Challenges: Possible reasons for not taking part in energy communities/collective actions

- Financial dependence on parents and no income of their own yet





## TOUCHPOINTS: HOW TO COME INTO CONTACT WITH STUDENTS AND TRAINEES

### How do I reach students and trainees?

To see how to engage your audience, view our step-by-step guides and white label materials. To inform students and trainees specifically, these actions may help:

- ▶ Factsheets
- ▶ Social media (e.g. Facebook or Instagram)
- ▶ Presentations



### Where do I reach students and trainees?

- |                                                                    |                                                                                       |
|--------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| ▶ Local/regional events                                            | ▶ Clubs and associations (sports, music, climate justice, youth, etc.)                |
| ▶ Events for students (set-up of an information stand)             | ▶ Schools and universities (getting information on the topic, presentations in class) |
| ▶ Environmental movements/demonstrations (e.g. Fridays for Future) | ▶ Libraries                                                                           |



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



## COMMUNICATION MESSAGES



### Key messages to reach students and trainees

While many key messages apply to all target groups, there are also some special key messages that can help you get through to students and trainees.

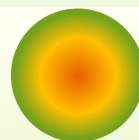
- ▶ You can be part of an energy community without having to contribute financially.
- ▶ Motivate your family to join an energy community.
- ▶ Learn more about renewable technologies first-hand.
- ▶ The time you spend on the project is time spent on climate protection



### Avoid these messages

- ▶ Statements that are too complicated to understand
- ▶ Unclear information about the costs
- ▶ Unnecessary focus on financial investment, because this group cannot invest





Characteristics	Have spare time but no income; can get their parents to take action
Potential role	Multipliers

Age	10-18	Location	urban to rural
Financial status	No own income	Household size	3-5 people



## Financial payback versus concern for the environment



Pupils are generally more likely to be convinced by the idea of green energy supply than by financial payback opportunities. Nevertheless, it should be communicated that participating in an energy community pays off financially or at least is no financial loss; otherwise, it would be difficult to convince their parents.

## Attitude towards green energy



They are highly aware of key environmental issues and understand their causes. In general, they are better informed than their parents and believe that adults should do much more to combat climate change. Therefore, they are willing to motivate their parents to participate in green energy projects (as consumers and as prosumers). In addition, they can raise awareness of environmental issues and convey the benefits of community energy in their families.

## Open versus apprehensive towards new technology



The young generation as digital natives are interested in the newest technologies and are eager to understand how they work. However, in order to help them to convince their parents, they should be made aware that engaging with technical issues is not required to participate.

## Community spirit

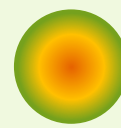


Pupils are well connected locally via their school and extracurricular activities. Many of them may already be active in environmental initiatives. They are open to making new contacts and learning from others. Pupils are positive thinkers and solution-oriented. In addition, they believe they can make a difference; therefore, they want to persuade their parents to become active by explaining relevant facts to them.



## Challenges: Possible reasons for not taking part in energy communities/collective actions

- Financial dependence on parents and no income of their own yet



## TOUCHPOINTS: HOW TO COME INTO CONTACT WITH PUPILS

### How do I reach pupils?

To see how to engage your audience, view our [step-by-step guides](#) and [white label materials](#). To inform pupils specifically, these actions may help:

- ▶ Factsheets (if the topic is discussed in class)
- ▶ Social media (e.g., Instagram, TikTok or Snapchat)
- ▶ Presentations



### Where do I reach pupils?

- |                                                                                                                                                                              |                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| ▶ Local/regional events                                                                                                                                                      | ▶ Events for pupils                                                                  |
| ▶ Schools including extracurricular activities (e.g. bulletin boards, presentations, educational games in class, cooperation with the school to organise a common excursion) | ▶ Environmental movements and initiatives                                            |
| ▶ Supermarkets near schools (before classes and during lunch break for a very limited time)                                                                                  | ▶ Clubs (e.g. sports, music)                                                         |
|                                                                                                                                                                              | ▶ Public swimming pools, public sports areas (e.g. basketball courts, soccer fields) |
|                                                                                                                                                                              | ▶ Parks and playgrounds                                                              |
|                                                                                                                                                                              | ▶ Cinemas                                                                            |
|                                                                                                                                                                              | ▶ Educational programmes (e.g. tutoring institutions)                                |



For detailed step-by-step guides on how to get in touch with this target group, see [How to reach Multipliers](#).  
Keep in mind: When you approach pupils, you are mostly addressing minors. Always make sure to contact the school administration first before talking to them.



## COMMUNICATION MESSAGES



### Key messages to reach pupils

While many key messages apply to all target groups, there are also some special key messages that can help you get through to pupils.

Pupils come from different backgrounds, so you may need to apply different strategies accordingly (for some of them you may want to focus on benefits for the family, for others on climate protection).

- ▶ Convince your family to join an energy community.
- ▶ You can be an example for your classmates.
- ▶ Learn more about renewable technologies and their environmental benefits.
- ▶ The time you spend on the project is time spent on climate protection.



### Avoid these messages

- ▶ Statements that are too complicated to understand
- ▶ Unclear information about the costs
- ▶ Unnecessary focus on financial investment, because this group cannot invest
- ▶ Condescending, disrespectful comments based on a stereotypical view of children
- ▶ Supposedly cool or funny campaigns that have not been double-checked with real pupils



Characteristics	Are focused on economic aspects and in some cases on their “green” image
Potential role	Prosumers, Investors

e.g. small bakery, medium carpentry, hairdresser, dairy-factory, plumbers, electricians, IT companies, medical practices

Location

urban to rural

Financial status

medium – very good



Financial payback versus concern for the environment



SMEs (e.g. small bakeries, medium-sized carpentries, hairdressers, dairies, plumbers, electricians, IT companies, medical practices) may have environmental concerns, but their top priority is to run a successful business and position themselves as future-proof companies. Energy prices are a relevant factor in the overall production costs. Thus, reducing energy costs and being independent from fluctuating energy prices is essential in order to guarantee a profitable business. Communication about investments should highlight their profitability.

Attitude towards green energy



Many SMEs have financial capacities to invest, but their main motivation is not necessarily the funding of green energy or energy efficiency measures. However, the environmental aspect of such investments can improve their image and attract new customer groups.

Open versus apprehensive towards new technology



Technical affinity very much depends on the type of SME and its employees. The know-how of technically inclined SMEs could be used in your energy community. However, it is vital to take possible fears and concerns of other SMEs regarding new technologies seriously and inform them that technical expertise is not necessary in order to participate actively in energy communities.

Community spirit

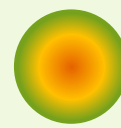


Social recognition through an investment in a green future project and the associated advertising impact may be a critical benefit for this target group. In this way, they can position themselves against competing SMEs and attract more customers. Regional value creation can also be important; after all, the success of many SMEs depends on regional purchasing power. Furthermore, SMEs can motivate their staff members to become active in renewable energy projects. This could be an additional motivation for good team spirit. They can connect and cooperate with other SMEs (partners). In this way, they help increase awareness among their partners, employees and customers.



Challenges: Possible reasons for not taking part in energy communities/collective actions

- ▶ Unclear profit advantage (no business case for an SME)
- ▶ Lack of personnel for additional projects besides everyday business
- ▶ Lack of interest in the topic and lack of understanding of its benefits



## TOUCHPOINTS: HOW TO COME INTO CONTACT WITH SMEs

### How do I reach SMEs?

To see how to engage your audience, view our [step-by-step guides](#) and [white label materials](#).  
To inform SMEs specifically, these actions may help:

- ▶ Factsheets
- ▶ Presentations
- ▶ Personal outreach



### Where do I reach SMEs?

- ▶ At the SME's location on site
- ▶ Regional/local events
- ▶ Local business group events/meetings
- ▶ Conferences and trade fairsx

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



## COMMUNICATION MESSAGES



### Key messages to reach SMEs

While many key messages apply to all target groups, there are also some special key messages that can help you get through to SMEs.

- ▶ Your investment pays off; you can expect a secure return on your investment.
- ▶ Improve your image and attract new customer groups.
- ▶ Energy communities open up new business opportunities.
- ▶ Energy communities profit from the heterogeneous consumer structure. While private households need most of the energy on evenings and weekends, your SME may need it on workdays. You can profit from being in a community with different stakeholders (private households, farmers, etc.).
- ▶ Be more independent from energy price fluctuations.
- ▶ Doing it together works out great. We take a lot of the work off your hands, but you still reap all the benefits.
- ▶ You can be a role model for your staff members and partners.
- ▶ Create sustainable jobs in your region and increase purchasing power in your area.



### Avoid these messages

- ▶ Statements that are too complicated to understand
- ▶ Unclear information about the costs
- ▶ Information that suggests a high expenditure of time and personnel



# TRADITIONAL AND ORGANIC FARMERS

Characteristics	Are focused on their business and, in the case of organic farmers, on green marketing; have unused resources (roof space, biomass, etc.), which they want to exploit profitably		
Potential role	Prosumers, investors		

Age	25-60	Location	rural
Financial status	low to very good	Household size	2-6 people



## Financial payback versus concern for the environment



Farmers run a business; their investments must be profitable. Investments should therefore be presented as an additional income opportunity. They also have unused resources (roof space, biomass, etc.) from which they can make a profit. On the other hand, they live off the land they cultivate and thus could be motivated by environmental benefits to become active, as long as the investment does not mean a financial loss.

## Attitude towards green energy



Organic farmers are naturally interested in green energy and sustainability and wish to contribute if it is financially feasible and profitable. They have knowledge about renewable energies and sustainability. Green energy projects could expand their business (organic products and green energy).

Traditional large-scale farmers strive for high production volumes and sales profits. They are not motivated to change their behaviour; they would rather keep things as they are. Green energy is minor topic for them.

## Open versus apprehensive towards new technology



With farmers, the topic of technological open-mindedness is often a question of generations. Both groups usually have basic technological understanding. However, while younger, green farmers tend to be open-minded and used to smart technologies, the older generation tends to be more averse. Here, it is vital to take the fears and concerns regarding new technologies seriously and inform farmers that technical know-how is not necessary in order to participate actively in energy communities.

## Community spirit

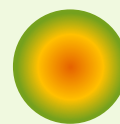


Contributing to the community is a significant motivator for farmers who sell their produce locally/regionally. These farmers often already have experience with community activities. It can be part of their marketing strategy to take part in community projects. For industrial-scale farmers, their involvement in community activities is not such an important issue. They see their activity explicitly as a business.



## Challenges: Possible reasons for not taking part in energy communities/collective actions

- ▶ Unclear profit advantage
- ▶ No good practice examples in the neighbourhood demonstrating the solid business case
- ▶ Lack of time



## TOUCHPOINTS: HOW TO COME INTO CONTACT WITH FARMERS

### How do I reach farmers?

To see how to engage your audience, view our [step-by-step guides](#) and [white label materials](#). To inform farmers specifically, these actions may help:

- ▶ Personal outreach
- ▶ Municipal/local newspapers, farmer's newspapers
- ▶ Presentations & Factsheets



### Where do I reach farmers?

- |                                                                                  |                                                 |
|----------------------------------------------------------------------------------|-------------------------------------------------|
| ▶ Farmers' meeting point at local pubs                                           | focus e.g. regarding machinery)                 |
| ▶ Local and regional events (harvest festivals)                                  | ▶ Farmers associations                          |
| ▶ Events for farmers (like agricultural competitions, fairs with an agricultural | ▶ Social media groups of farmers (if available) |
|                                                                                  | ▶ Training institutes for agriculture           |



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 farmers

While many key messages apply to all target groups, there are also some special key messages that can help you get through to farmers.

- ▶ Energy communities open up new business opportunities: Use your unexploited resources (roofspace, biomass) to make sustainable profits.
- ▶ Your investment pays off; you will make a good and sustainable investment.
- ▶ Improve your image.
- ▶ Create sustainable jobs in your region and increase purchasing power in your area.
- ▶ Doing it together works out great. We take a lot of the work off your hands, but you still reap all the benefits.
- ▶ Energy communities profit from the heterogeneous consumer structure. While private households need most of the energy on evenings and weekends, you may need it on workdays. You can profit from being in a community with different stakeholders (private households, SMEs, etc.).
- ▶ Be more independent from energy price fluctuations.
- ▶ [Depending on the image and regulations of agri-PV:] Join the second generation of ecological farming by applying agri-photovoltaics, where the soil is protected by the PV modules. Harvest twice!



### Avoid these messages

- ▶ Statements that are too complicated to understand
- ▶ Unclear information about the costs
- ▶ Comments that implicate potential conflicts with neighbours/neighbouring farmers
- ▶ Information that suggests a high expenditure of time and personnel





Characteristics	Aim to run a good budget, strengthen the region and act as pioneers; can access funding and enable citizen participation
Potential role	Prosumers, Investors, Implementers of collective actions

Urbanisation level	urban to rural
Financial status	low – very good



### Financial payback versus concern for the environment



Local value creation and payback of the investment to the budget are crucial factors for municipalities. Likewise, independence from energy price fluctuations, which ideally goes hand in hand with clean energy, is fast becoming an investment incentive for both the municipality and citizens. Municipalities should be made to realise that they can position themselves as trustworthy implementers, since they have experience in accessing financial support schemes and have staff capacity to manage these. Furthermore, they need to know that community energy projects can improve their image as a modern and green municipality (in comparison to neighbouring municipalities).

### Attitude towards green energy



More and more municipalities want to achieve local and national objectives in terms of renewable energy and sustainability. This could be a good starting point to explore the topic of energy communities and collective actions. Compelling communication material should highlight that these projects help meet renewable energy goals.

### Open versus apprehensive towards new technology



When it comes to tackling new areas of responsibility, municipalities often lack the personnel capacities and expertise, so they may shy away from it. Therefore, it is of utmost importance to either find a motivated person who wants to get involved or to make implementation as simple as possible. Secure and long-term solutions are a must for municipalities to engage with new technologies.

### Community spirit

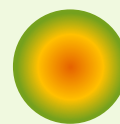


One of the basic tasks of municipalities is to bring people together and foster community spirit. The focus is on the added value for citizens.



### Challenges: Possible reasons for not taking part in energy communities/collective actions

- ▶ Lack of financial and human resources
- ▶ Insufficient clarity about the benefits of collective actions
- ▶ Unclear or complicated legal framework



## TOUCHPOINTS: HOW TO COME INTO CONTACT WITH MUNICIPALITIES

### How do I reach municipalities?

To see how to engage your audience, view our [step-by-step guides](#) and [white label materials](#).

To inform municipalities specifically, these actions may help:

- ▶ Project flyers
- ▶ Personal connections
- ▶ Local regional newspapers, press, radio (regional or local, if available)
- ▶ Personal outreach (e.g. to the person in charge of energy issues)



### Where do I reach municipalities?

- ▶ Local/regional events
- ▶ Municipal council meetings
- ▶ Municipal hall during consultation hours

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



## COMMUNICATION MESSAGES



### Key messages to reach municipalities

While many key messages apply to all target groups, there are also some special key messages that can help you get through to municipalities.

- ▶ Improve your image! Be an inspiration to your community and other municipalities.
- ▶ Become a pioneer amongst municipalities by supporting energy communities.
- ▶ Start a community project that benefit your citizens for years to come.
- ▶ Seize the moment and get (financial) support for setting up RECs now.
- ▶ Make a good and sustainable investment for your municipality.
- ▶ Investing in clean energy means investing in better living conditions for your citizens.



### Avoid these messages

- ▶ Statements that are too complicated to understand
- ▶ Unclear information about the costs
- ▶ Messages that criticise the administration, even if unintended
- ▶ Comments that have not been checked for compatibility with policies of the governing party, thereby hindering cooperation



Characteristics	Are trustworthy and well connected in the community; have very strong community spirit and unused resources (e.g. roof)
Potential role	Multipliers, Prosumers

e.g. voluntary fire brigade, hunting club, cultural associations, sports clubs, religious entities, environmental NGOs

Urbanisation level

urban to rural

Financial status

low – very good



Financial payback versus concern for the environment



Activities of associations and NGOs (e.g. volunteer fire brigades, hunting clubs, cultural associations, sports clubs, religious institutions, environmental NGOs) are not based on profits; therefore, financial benefits are not so much in the foreground. However, as they usually have limited financial resources, generating additional income to support their activities and reducing their energy bills through community energy is quite useful. When communicating with those of them who have a relevant association purpose, environmental issues should also be emphasised.

Attitude towards green energy



The attitude of associations and NGOs towards green energy very much depends on the type of association and the people involved. Some of them even have specific expertise on sustainable energy (e.g. environmental NGOs). In general, however, they are all motivated to make a positive impact on their local environment. They should be made aware that community energy projects could improve their image and attract new members.

Open versus apprehensive towards new technology



Associations and NGOs usually have a rather heterogeneous membership structure. While there may be some who are afraid of new technologies, there are always those who know about technical things. Communication material should be adapted to both groups.

Community spirit

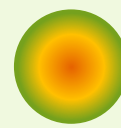


Associations, and in some cases NGOs, are characterised above all by the fact that their members invest time on a voluntary basis for the benefit of the public. The community spirit is therefore certainly more pronounced than in other groups. Associations and NGOs are active in their communities and have a large network at their disposal. They improve social interactions through their activities, for example by frequently organising local events. As they are based on voluntary work, they are always looking for new active members. Community energy projects can therefore be a useful way for them to cultivate their contacts even more intensively and to gain new members.



Challenges: Possible reasons for not taking part in energy communities/collective actions

- ▶ Lack of interest in the topic because of competing priorities
- ▶ Lack of financial and human resources due to reliance on volunteers and donations
- ▶ Unclear profit advantage



## TOUCHPOINTS: HOW TO COME INTO CONTACT WITH ASSOCIATIONS AND NGOS

### How do I reach associations and NGOs?

To see how to engage your audience, view our [step-by-step guides](#) and [white label materials](#). To inform associations and NGOs specifically, these actions may help:

- ▶ Personal outreach
- ▶ Presentations



### Where do I reach associations and NGOs?

- ▶ Events organised by associations and NGOs
- ▶ Contact with members
- ▶ Regional/local events

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



## COMMUNICATION MESSAGES



### Key messages to reach associations and NGOs

While many key messages apply to all target groups, there are also some special key messages that can help you get through to associations and NGOs.

- ▶ You have the network and the roof space; you will really make a difference if you take part.
- ▶ Energy communities profit from the heterogeneous consumer structure. While private households need most of the energy on evenings and weekends, your association may need it on workdays. You can profit from being in a community with different stakeholders (private households, farmers, SMEs, etc.).
- ▶ Doing it together works out great. We take a lot of the work off your hands, but you still reap all the benefits.
- ▶ Thanks to you, your community benefits from more regional jobs, better energy supply security and lower energy costs. You make your community a better place to live.
- ▶ Improve your image and attract new members.
- ▶ Strengthen your position as a pioneer and innovation leader.
- ▶ Make a good and sustainable investment.
- ▶ You can be a role model for your members.



### Avoid these messages

- ▶ Statements that are too complicated to understand
- ▶ Unclear information about the costs
- ▶ Information that suggests a high expenditure of time and personnel
- ▶ Comments that imply criticism of their use of public funds and a disregard for their time commitment



Characteristics	Are trusted opinion leaders and powerful stakeholders in their community; can ensure the participation of many people
Potential role	Multipliers

Location	urban to rural
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Financial payback versus concern for the environment



Depending on their political leanings, they focus on financial aspects or the environment. What they all have in common is their wish to be re-elected. Local value creation, added value for citizens and payback of the investment are therefore important factors. Investments should be presented as lucrative for the municipal budget or beneficial for the local environment, or both.

Attitude towards green energy



Politicians’ attitude towards green energy very much depends on the individual person and on the targets of their party. Nevertheless, many local politicians work across party lines and are motivated to improve their local environment. They should be made aware that community energy projects could improve their image and attract new potential voters.

Open versus apprehensive towards new technology



Their handling of new technologies is as varied as their attitude towards green energy. However, given the importance of politicians as multipliers und opinion leaders, it is essential to convince them that technical knowledge is not a prerequisite for participation. Best practice examples of how community energy projects actually work may help them to encourage citizens to get involved.

Community spirit



Community spirit defines the work of politicians. They need to find consensus and collaborate with other democratic parties. They need to fulfil citizens’ expectations and be close to them. All of this strengthens them when it comes to convincing many people to take part in community projects. Conversely, every successful project that they support helps their political campaigns.



Challenges: Possible reasons for not taking part in energy communities/collective actions

- ▶ Competing political approaches
- ▶ High risk aversion in case of project failure
- ▶ Assumed lack of support from the public (public opinion)

## TOUCHPOINTS: HOW TO COME INTO CONTACT WITH POLITICIANS

### How do I reach politicians?

To see how to engage your audience, view our [step-by-step guides](#) and [white label materials](#). To inform politicians specifically, these actions may help:

- ▶ Project flyers
- ▶ Personal outreach



### Where do I reach politicians?

- ▶ Local/regional events
- ▶ Election campaign events
- ▶ Municipal council meetings

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



## COMMUNICATION MESSAGES



### Key messages to reach politicians

While many key messages apply to all target groups, there are also some special key messages that can help you get through to politicians.

- ▶ The investment pays off for your citizens.
- ▶ Improve your position as a pioneer and innovation leader! Be a role model for your community.
- ▶ Investing in clean energy means investing in better living conditions and creating local jobs.



### Avoid these messages

- ▶ Statements that are too complicated to understand
- ▶ Unclear information about the costs
- ▶ Messages that run counter to their political beliefs

