

# Citizens role in energy transition – From What Is to What If?

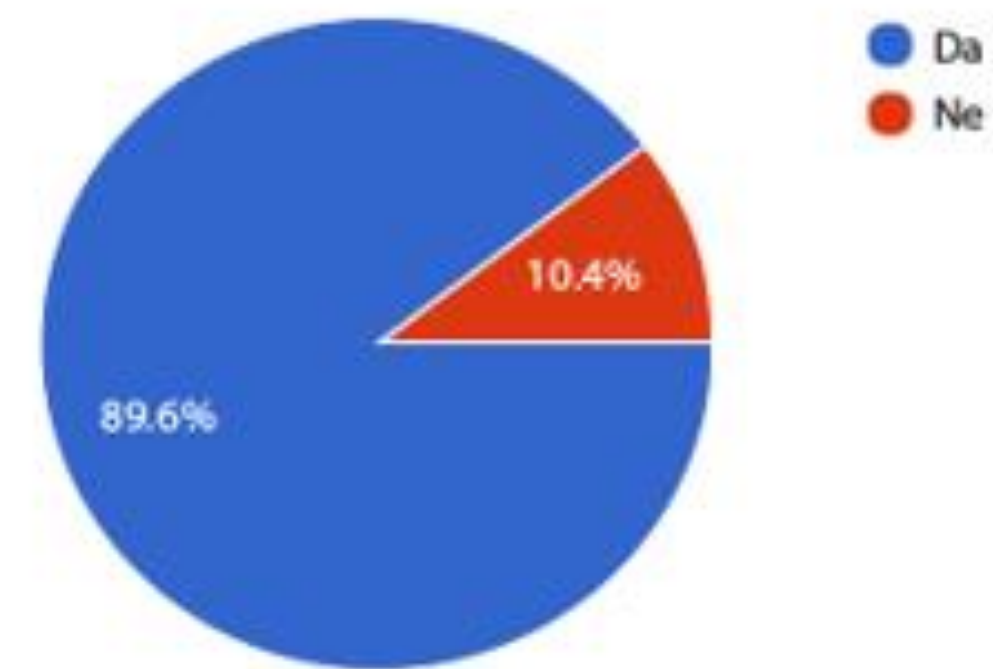
*“The Clean Energy Package and the  
national energy and climate plans  
- Outlook for Renewable Energies in  
Croatia” , Zagreb, 16.10.2019.*

*Zoran Kordić  
Zelena energetska zadruga (ZEZ)*



**What if -  
instead of  
asking others-  
We ask our  
citizens to  
invest in RES?**

Ukoliko bi vam bila ponuđena opcija ulaganja u OIE, da li biste bili voljni sudjelovati u investiciji?



Source: Market research, ZEZ, 2018

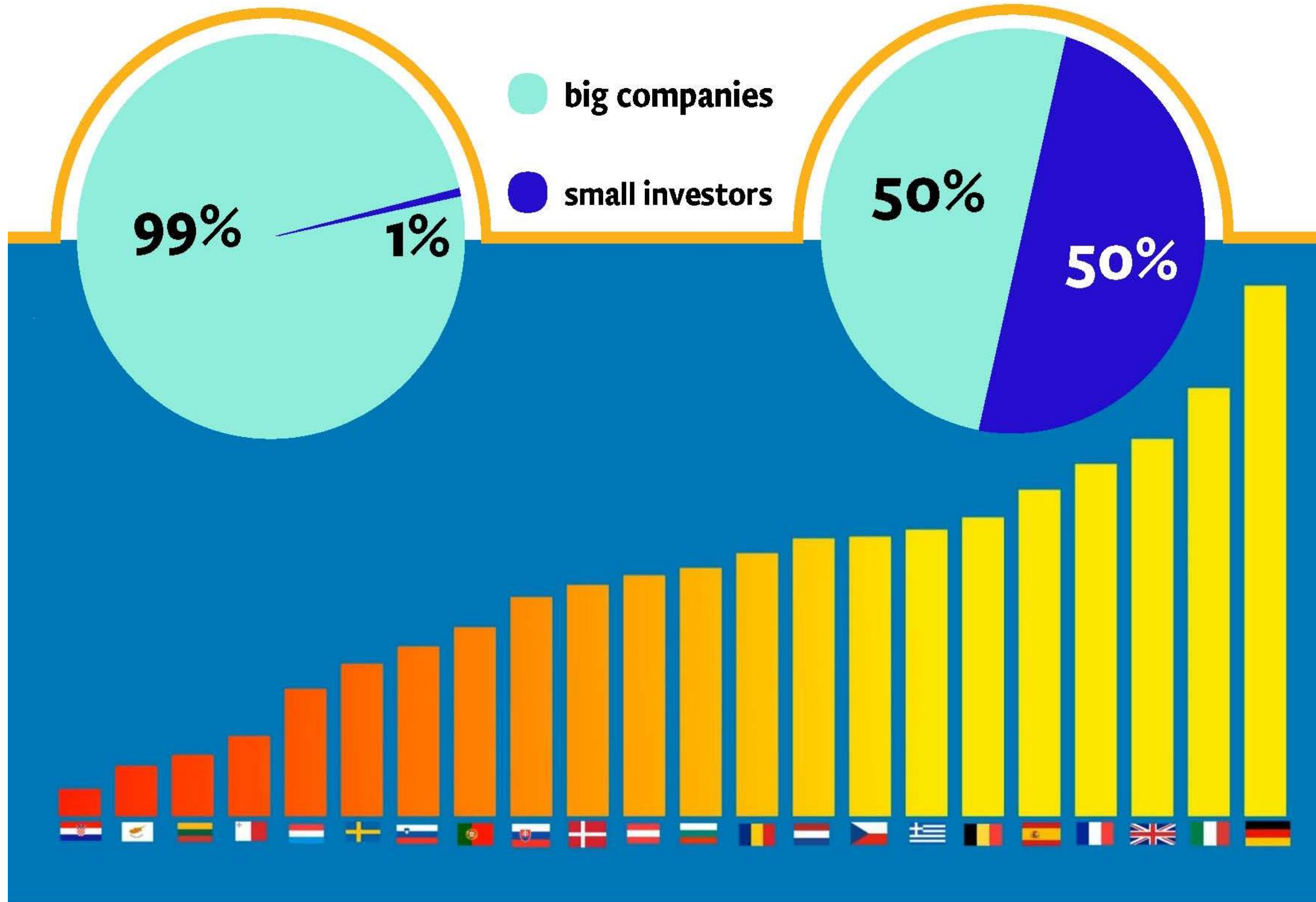






### RES investments in Croatia

### RES investments in Germany



Capacities of installed photovoltaic systems in MW



EREF  
EUROPEAN RENEWABLE ENERGIES FEDERATION

GREENPEACE

*Polovica građana u EU  
mogla bi do 2050.  
proizvoditi svoju energiju*

**BY 2050**

**1 OUT OF 2 PEOPLE**

**IN THE EU**



**COULD BE PRODUCING THEIR OWN ELECTRICITY**



**THE EU'S**



# CITIZEN-OWNED ELECTRICITY

**IN 2050**



**SMEs**

**39%**



**HOUSEHOLDS**

**23%**



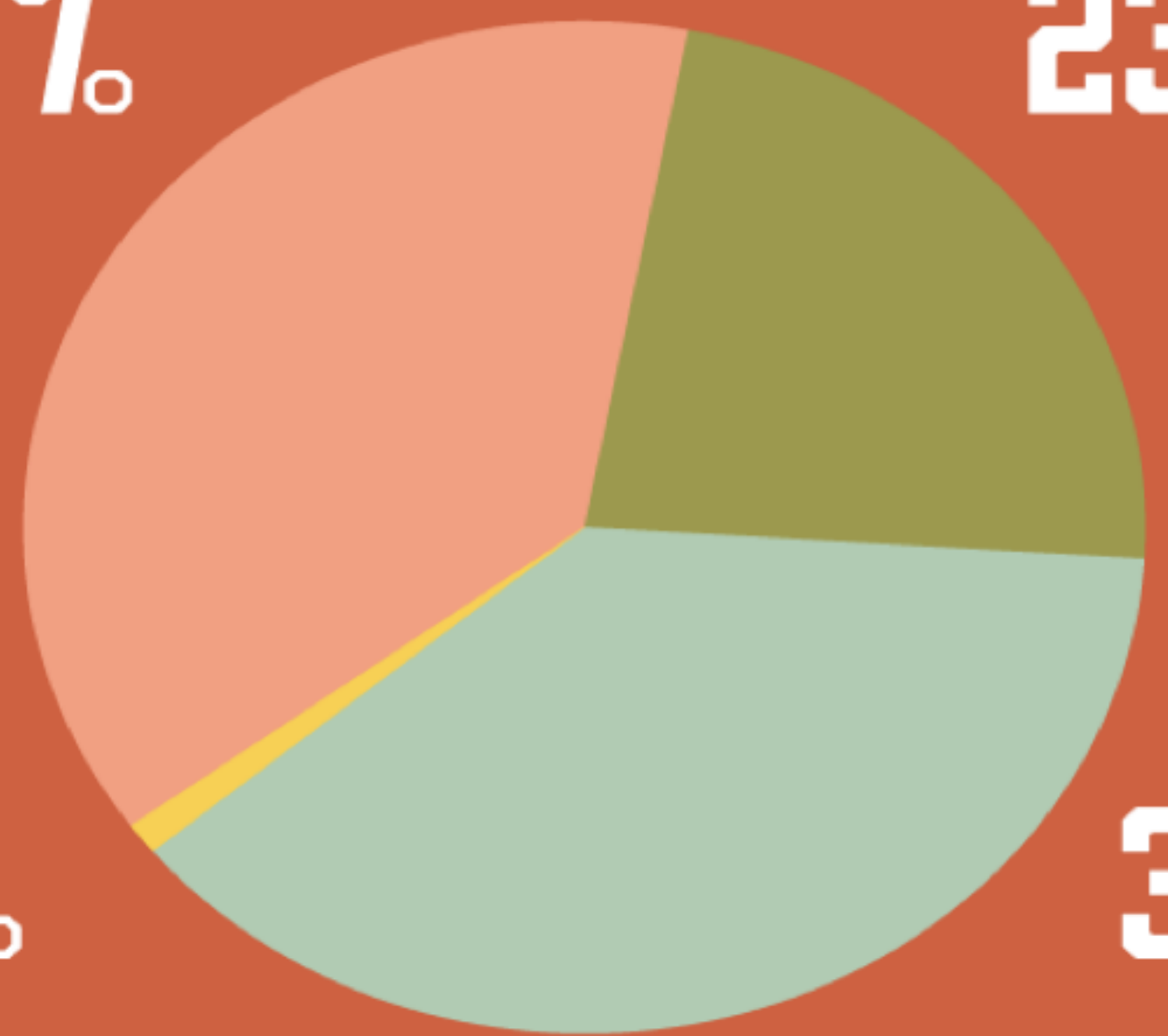
**PUBLIC BUILDINGS**

**1%**



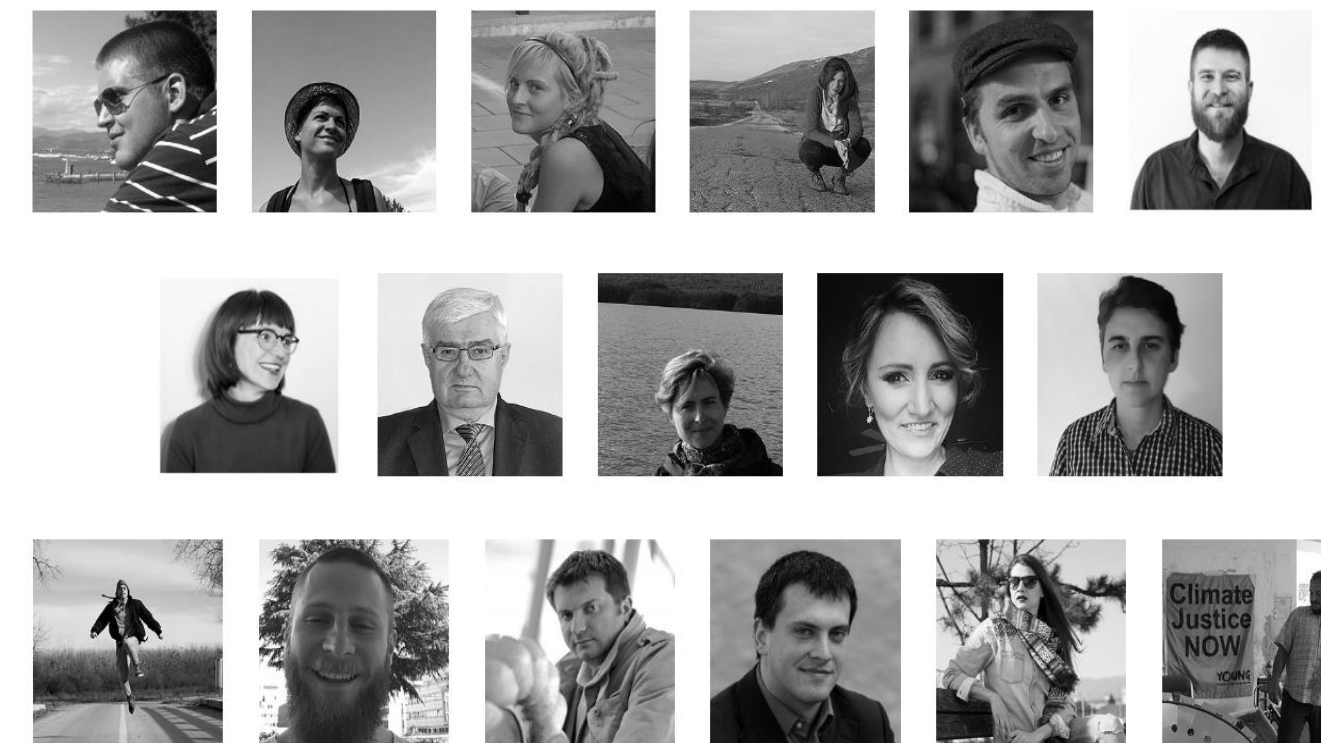
**CO-OPs**

**37%**



# About ZEZ

- Energy cooperative, created in 2013 in Croatia
- Act as aggregator for community energy projects in Croatia & Western Balkan
- Aim to help citizens and local authorities in RES utilization!
- Now **20 members** and **10 staff** working together to **make impact on energy&climate**
- Promoting and working on social inovations in climate&energy sector
- **Board member of REScoop.eu** – EU Federation of energy cooperatives



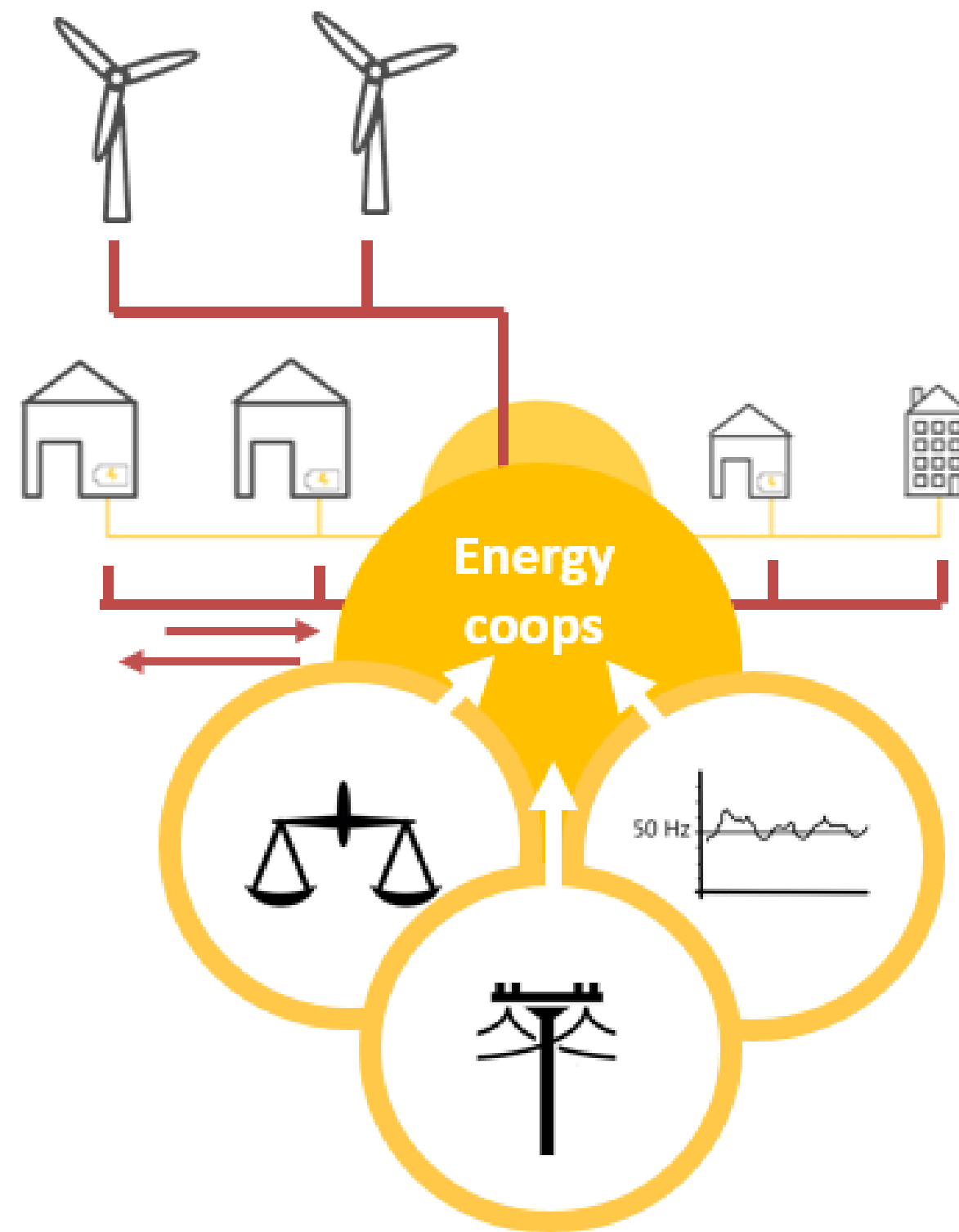
**What are  
emerging  
business  
models?**

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## Emerging buisness models



- Energy/Solar cooperatives – Going solar as a group
  - Self-consumption households – Going solar individually
  - Self-consumption public buildings
  - Crowdfunding
  - Collective self-consumption (multi-apartment building)
  - Renewable/Citizen energy communities
  - Microgrids
-

What if one municipality go community solar?

Example: Solar Roofs of Križevci

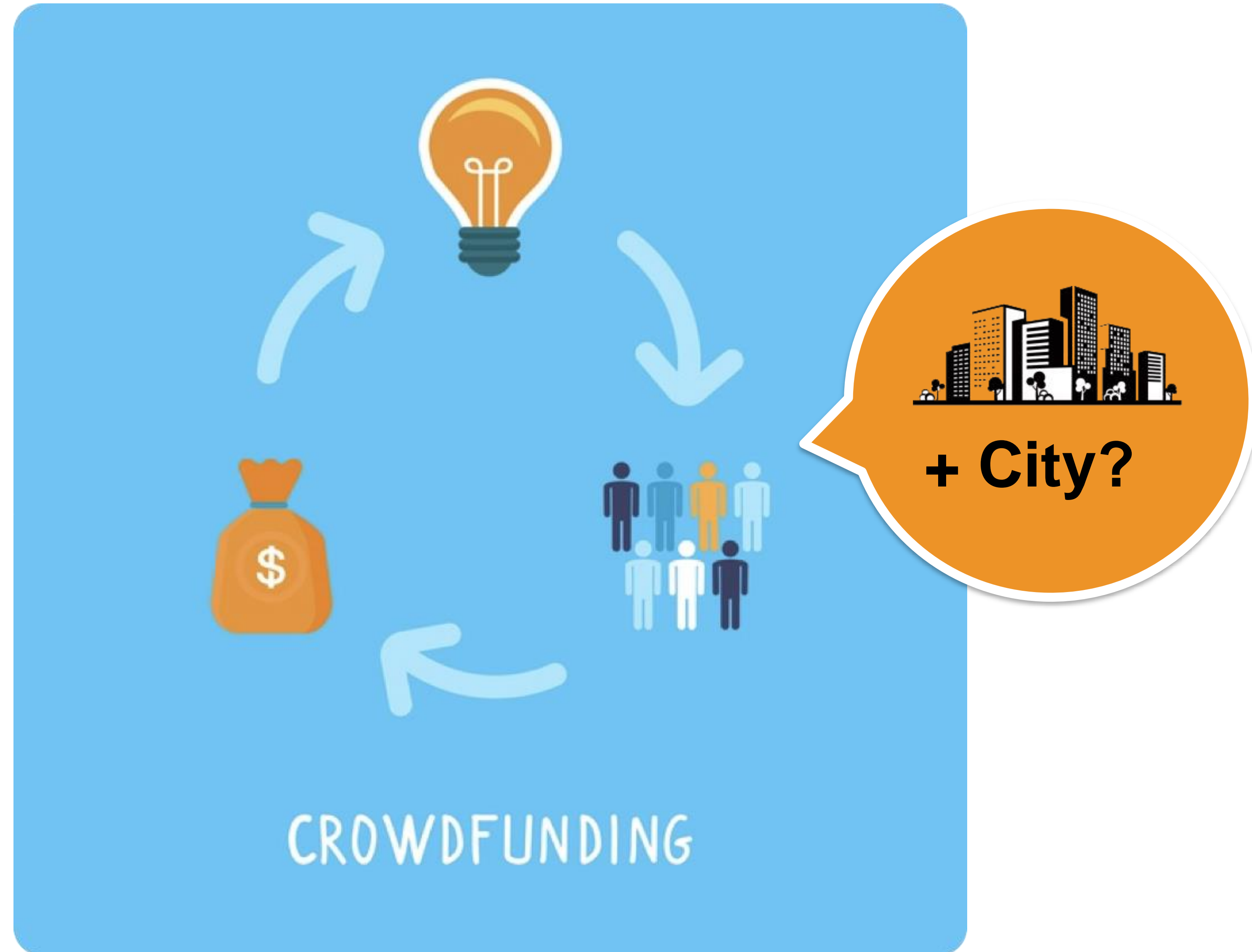




# Crowdfunding



# Crowdfunding for solar energy on public buildings







**KRIŽEVCI**



Solarna elektrana 30 kW  
- 42.000 kWh/godišnje



**Grad Križevci**



**Zadružni ESCO model**  
- 10 godina  
- fiksna godišnja naknada

**K.P.C.**



**zajam**  
-4,5% godišnja kamata

**zadružni model ulaganja**  
vlasnički udio







**Impact created?**

**What if other  
municipalities will  
follow?**

### **1.CAMPAIGN**

**50 Investors**

**230.000 HRK**

**Funded in 10 days**

**Interest rate: 4.5%**

**30% of investment - people from Križevci**

### **2.CAMPAIGN**

**30 Investors**

**170.000 HRK**

**Funded in 48 hours**

**Interest rate: 3.0%**

**20% of investment - people from Križevci**

**Recorded interest: over 1.000.000 HRK**

**Value of media coverage: 1.360.000 HRK**



# How to invest? - Domestic digital platform for investing in good energy projects



[NASLOVNA](#)

[PROJEKTI](#)

[FAQ](#)

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## 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?

[Registrijte se](#)

# Conclusions and policy recommendations?

- **Creating high ambition scenario for renewable community energy** (i.e. goals until 2025 and 2030)
  - **Introducing definition of citizen energy communities** – opportunities for municipalities and citizens to take part in energy transition
  - **Creating policy environment for emerging business models** – collective self-consumption and citizen energy communities
-



**Thank you!**



**Energija  
u rukama  
građana**



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