



# Social innovation in the energy transition: People-centered participation models

ENGAGE - Energy research and network building for the collaborative expansion of social engagement opportunities

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**100** | prozent  
erneuerbar  
stiftung

**IKEM**

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## Social innovation - What is that?



# engage - Project partners

## Partners



Institut für  
Klimaschutz, Energie  
& Mobilität



Bündnis  
Bürgerenergie  
(BBEn)



eueco GmbH  
(eueco)



100 Prozent Erneuerbar  
Stiftung (100pes)

## Duration

October 2021-September 2024

## Funding source

Federal Ministry for Economic Affairs & Climate Action (BMWK)



14/07/2022

# engage - Activities

- **Transdisciplinary energy research**  
Inventory & analysis of innovative participation models & representative energy transition projects
- **Energiewende-O-Mat (EOM)**  
Based on the inventory, develop a user-friendly online-tool
- **Communication, visualisation & capacity-building**  
Creative communication, capacity-building workshops & visualisation



# engage - Goals

- Facilitate engagement in energy transition projects
- **Increase social innovation** in the energy transition
- **Foster local acceptance** of decentralized renewable energy
- Give citizens, communities, businesses & policy-makers the **know-how and tools** to tap into the potential of social innovation



# 5 Fields of Action



## Power, Heat & Storage

- Citizen wind farm
- (Energy-) Cooperatives



## Housing, Work & Life

- Tenant electricity
- Community energy storage



## Mobility

- e-Carsharing
- Community e-charging



## Finance

- Crowdfunding
- Financial participation in wind and PV plants



## Education & capacity building

- Energy education
- Information



# Citizen wind farm

## What?

- The local (affected) population jointly develops a wind farm
- This concerns the planning and the financing of the wind farm

## Why?

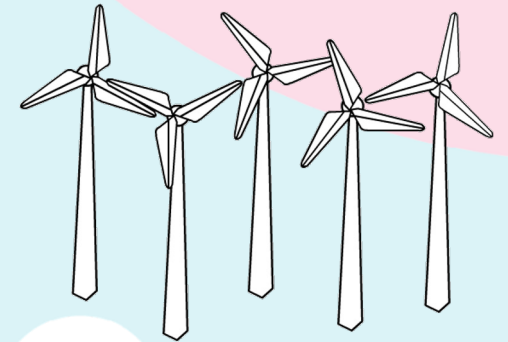
- Germany has to build 1500-2000 (BMWK) windmills per year to meet the German Climate targets
- 2 % of the landscape Germany is blocked for windmills

## Effort?

- Planning, investment, perseverance

## Advantages?

- Direct impact on the planning, jobs for the region and members, higher acceptance, financial benefits





# (Energy-) Cooperative

## What?

- A voluntary association of persons in form of memberships

## Why?

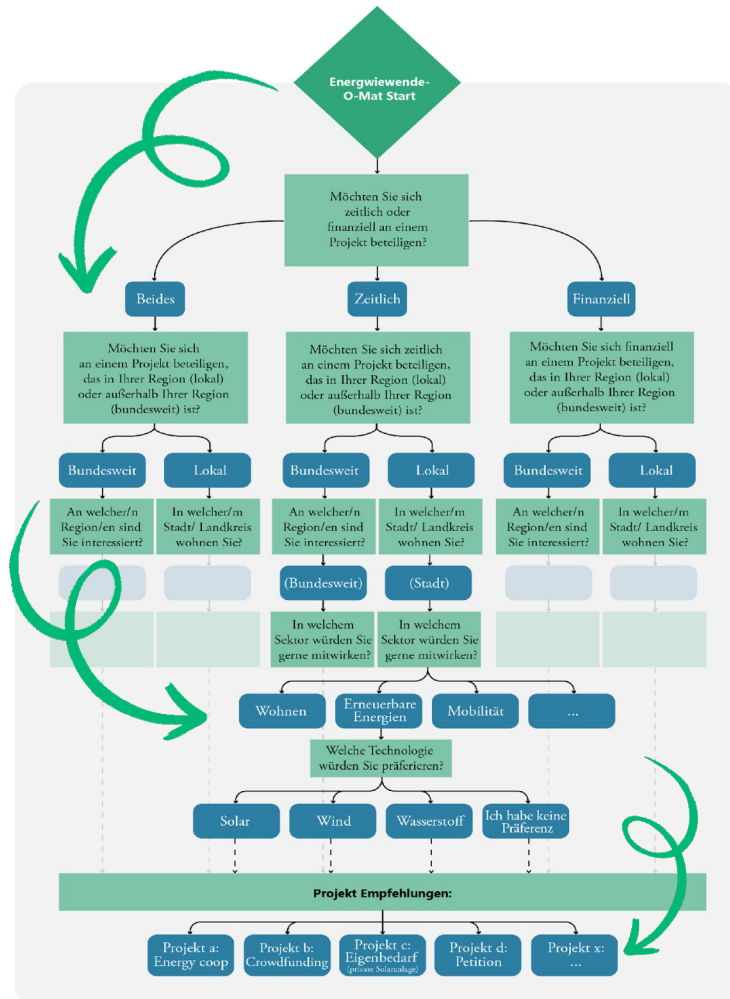
- Member is owner, partner and decision maker
- benefit from the dividend

## UrStrom cooperative:

- With a Membership:  
support the expansion of solar-panels and e-Carsharing system
- 100% renewable electricity & e-Carsharing use
- profit from cooperative´s expertise and consulting



# Energiewende-O-Mat (EOM)

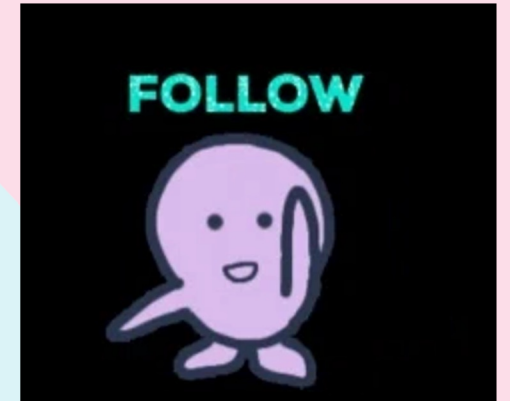


- The award-winning EOM is a convenient one-stop-shop for citizens who want to engage in an energy transition project
- The EOM's decision-tree connects users with a participatory project that matches their interests, and provides personalized recommendations
  - E.g. citizen wind farms, crowdfunding for solar power plants, or engagement in energy cooperatives

# Social Innovation Challenge

Social Innovation Challenge ongoing

- Submit your social innovation now
- Great prizes
- Deadline: 14.08.2022



 website:

[engage.jetzt](https://engage.jetzt)



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# Contact us



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Looking forward to ENGAGED discussions!

# Customer Journey Map

