

# Community Power

*Ivan Zoković, Island Movement, Croatia*

*10.12.2019.*

# Future of energy system

## STAYING BIG OR GETTING SMALLER?

Expected structural changes in the energy system made possible by the increased use of digital tools

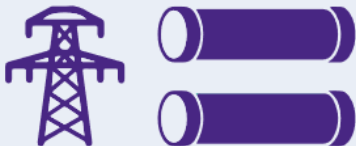
**YESTERDAY**



FEW LARGE POWER PLANTS



CENTRALISED, MOSTLY NATIONAL



BASED ON LARGE POWER LINES AND PIPELINES



TOP TO BOTTOM



PASSIVE ONLY PAYING

**PRODUCTION**



MANY SMALL POWER PRODUCERS



DECENTRALISED, IGNORING BOUNDARIES



INCLUDING SMALL-SCALE TRANSMISSION  
AND REGIONAL SUPPLY COMPENSATION



BOTH DIRECTIONS



ACTIVE, PARTICIPATING IN THE SYSTEM

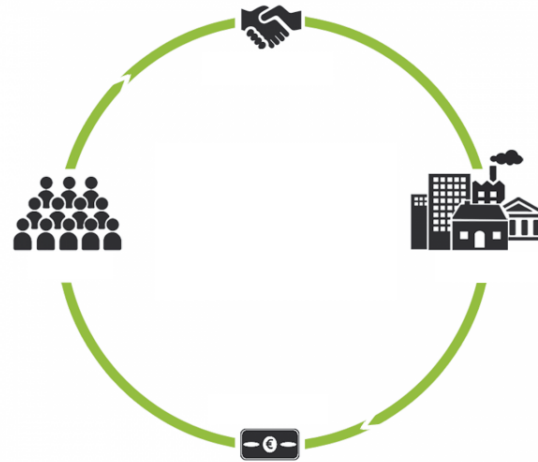
**MARKET**

**TRANSMISSION**

**DISTRIBUTION**

**CONSUMER**

# Sustainable community energy system



It refers to decentralized energy production from renewable sources owned or operated by citizens, local initiatives, communities, local authorities, NGOs, farmers, co-operatives or small and medium-sized entrepreneurs, and **generating added value on the local level in a particular region.**



Friends of the Earth Europe

GREENPEACE

EREF

EUROPEAN RENEWABLE ENERGIES FEDERATION

BY 2050

1 OUT OF 2 PEOPLE

IN THE EU



COULD BE PRODUCING THEIR OWN **ELECTRICITY**

**BY 2050**

**264**

**MILLION**

**PEOPLE IN THE EU  
COULD BE PRODUCING  
THEIR OWN ELECTRICITY**



**How to involve citizens?**

**Co-Design**

**Crowdsourcing**

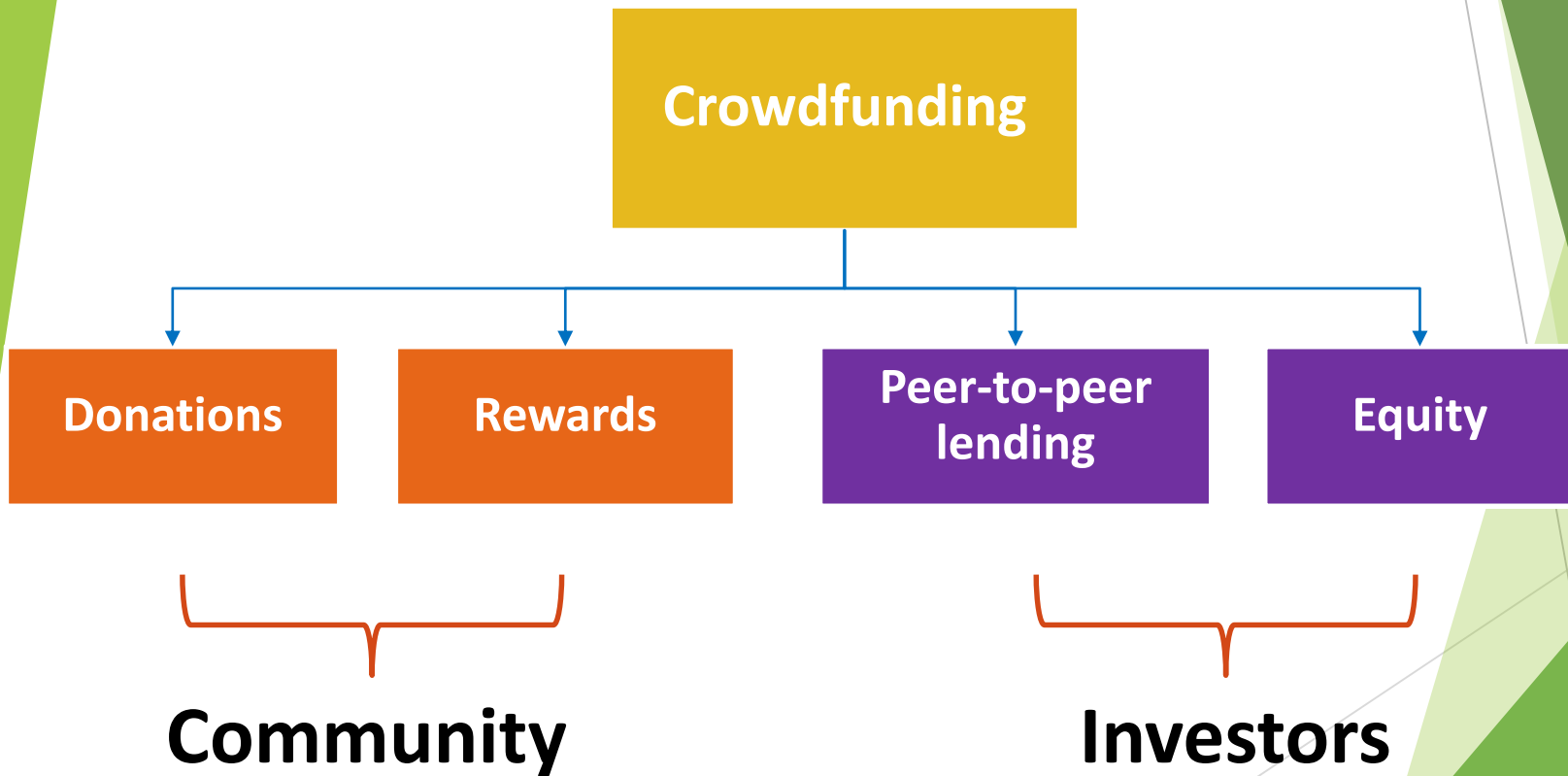
**Crowdfunding**

**Crowdinvesting**

# Crowdfunding = City/Municipality + Citizens



**Crowdfunding** is an online call through an interactive web site aimed at mobilizing financial resources for a particular project





# Dictionary

*Crowdfunding*

- group financing

*A campaign*

- communication tool that reaches a certain group of people at a specific time for a particular project

*Backer*

- supports you, whether donating or investing

*Perks*

- awards

*Platforms*

- relational mediators act as an intermediary between supply and demand

*Equity*

- involves the offer of securities which include the potential for a return on investment

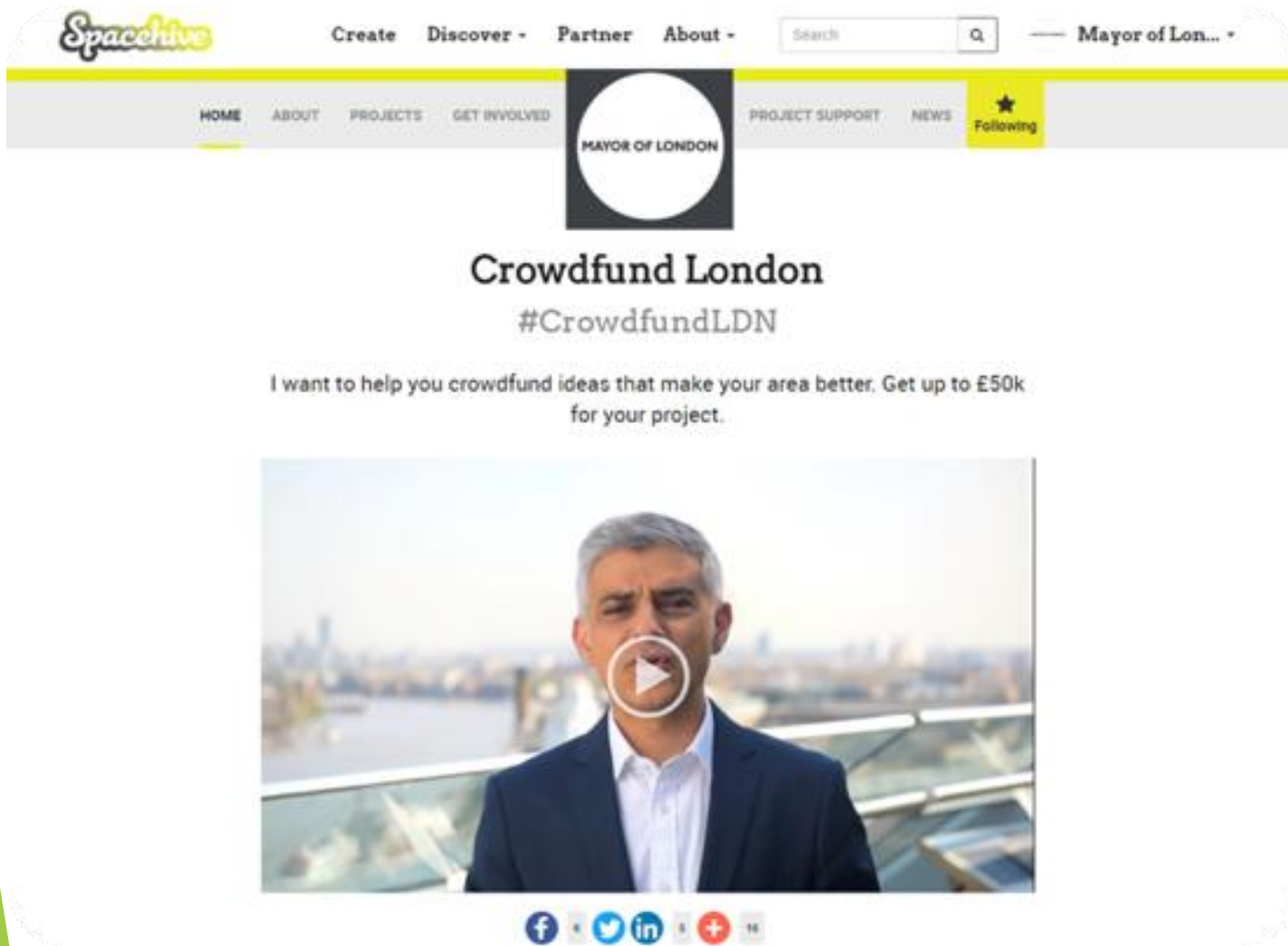
*P2P lending*

- is the practice of lending money to individuals or businesses through online services that match lenders with borrowers.

# Online crowdfunding platforms



# Spacehive, UK



The screenshot displays the Spacehive website interface. At the top left is the Spacehive logo. The navigation menu includes 'Create', 'Discover', 'Partner', and 'About'. A search bar is located to the right of the menu. Below the navigation bar, there are tabs for 'HOME', 'ABOUT', 'PROJECTS', 'GET INVOLVED', 'PROJECT SUPPORT', 'NEWS', and 'Following'. The 'Following' tab is active, indicated by a star icon. The main content area features a circular profile picture placeholder for the Mayor of London, the text 'MAYOR OF LONDON', and the heading 'Crowdfund London' with the hashtag '#CrowdfundLDN'. Below this, a message reads: 'I want to help you crowdfund ideas that make your area better. Get up to £50k for your project.' A video player shows a man in a suit speaking, with a play button overlay. At the bottom of the video player are social media sharing icons for Facebook, Twitter, LinkedIn, and a plus sign for more options, along with a '16' view count.

# Peckham Coal Line Urban Park, UK



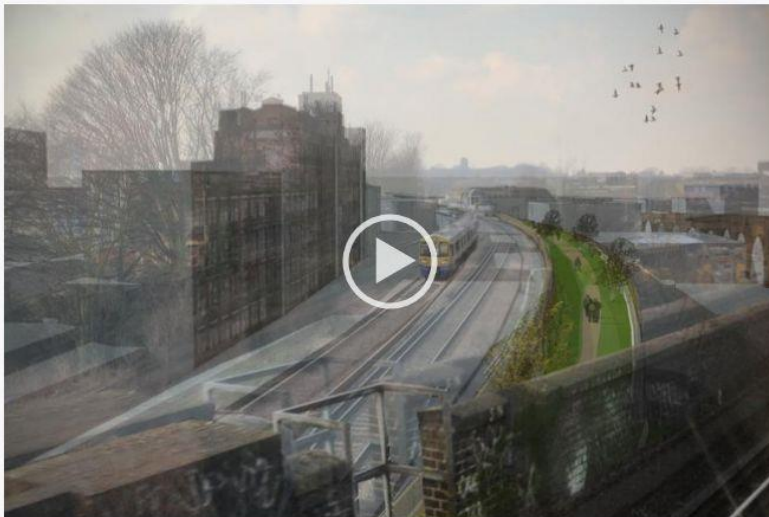
Create Discover Partner About

Search

Sign up Log in

## The Peckham Coal Line urban park

By [The Peckham Coal Line](#) [Southwark](#) [Delivery stage](#)



**928**  
backers

**£75,757**  
raised

Share this project

Like 31 Comment 151 Follow 515

The Peckham Coal Line will be an elevated urban park built on disused railway coal sidings to form a natural, physical and social link between two high streets

The Peckham Coal Line

[About me](#)

[PeckhamCoalLine](#)





# Peckham Coal Line Urban Park, UK



Thanks to you the Peckham Coal line is happening. Come and celebrate and hear about next steps



19th June - 7.00-9.00pm  
The Old Waiting Rooms  
Peckham Rye Station

**RSVP**

<https://peckhamcoallinecrowdfunders.eventbrite.com>



## ABOUT LUCHTSINGEL



The Luchtsingel connects Rotterdam North to the center and revitalizes a forgotten area. This part of the city did not count for years and was dominated by vacancy and neglect. With the realization of the Luchtsingel we reconnect the Central Station, North and between North and Binnenrotte. Besides that the Luchtsingel is a catalyst for economic growth, it also consists out of the following projects:

### 4 STAGES OF THE BRIDGE



### PARTNERS



### ORGANIZATION



### THE IDEA



### THE CITY INITIATIVE





ABOUT LUCHTSINGEL

LOCATIONS

CURRENT

VISIT

PARTICIPATE

MEDIA

## BUY A PLANK



mail [info@luchtsingel.org](mailto:info@luchtsingel.org)

## BUY A PLANK



BUILD ALONG!

## BUY AN ELEMENT



BUILD ALONG!

## BUY A PART



BUILD ALONG!

## OVERVIEW



BUILD ALONG!





# Detroit Zoo Biodigester



Story

Updates

Donors

**PURE MICHIGAN**<sup>®</sup>  
Michigan Economic Development Corporation

The Michigan Economic Development Corporation will contribute \$55,000 if we meet our goal!

Royal Oak, MI Other

## \$82,600

funded of \$55,000 goal

## 391

patrons

Project Closed

Success!



**SUCCESS!**

This campaign reached its goal on Jun 16, 2015 6:01 AM.



**TAX DEDUCTIBLE**

**Detroit Zoological Society** is a Registered 501(c)(3), Tax ID 38-6027356.



**CAMPAIGN BY:**

**Detroit Zoological Society**

[f](#) [%](#) [✉](#) Email Directly

# Green Spaces and Green Energy





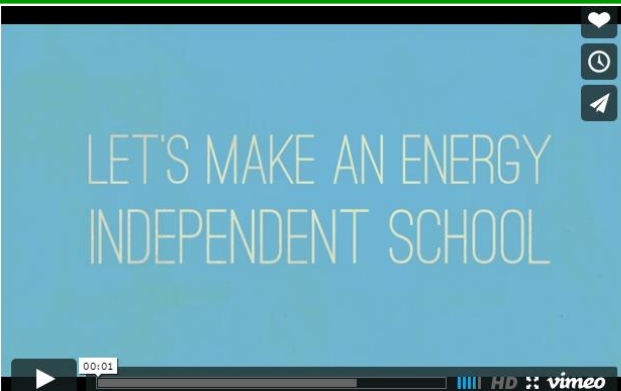
# ENERGY INDEPENDENT SCHOOL IN KAŠTEL LUKŠIĆ

**80,000 USD total:**

- 10.000 USD Indiegogo
- 25.000 USD through personal contact
- 45.000 USD UNDP

## Innovations:

- crowdfunding
- net metering ESCO model
- cooperative model



**\$10,001 USD**  
raised by **189 people** in 1 month

100% funded      0 time left

**\$10,000 USD goal**  
Flexible Funding

**CAMPAIGN CLOSED**  
This campaign ended on January 30, 2014

Total Project Value:

**488.231,31 kn**

Electricity savings:

**73.224,81 kn/annually**

The payback period: **6,6 years**

A screenshot of the Crowdfunder website. The main campaign is titled "Energetski neovisna osnovna škola Ostrog" with a goal of \$275 USD and 59 days left. A secondary campaign "Mečvara i priča o URK-u" is also visible with a goal of \$8,038 USD.



A screenshot of a Treehugger article. The title is "Help launch an energy independence pilot project at an elementary school in Croatia". The author is Denis Markšić and the date is January 20, 2014. The article features a colorful illustration of a school building with energy flows (sun, wind, rain) and people.

# Photovoltaic power plant for own consumption RAZVOJNI I TEHNOLOŠKI PARK KRIŽEVCI



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

# Campaign

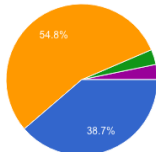
- ✔ Funded in 10 days
- ✔ EUR 31,000
- ✔ 53 small investors
- ✔ Average stake about 580 EUR
- ✔ Min stake 135 EUR
- ✔ Max stake 1.350 EUR
- ✔ Annual interest 4.5%
- ✔ Expressed interest 68.000 EUR



Research results show that **87%** of respondents have a positive opinion of city administration compared to 38% of those who had such a prior opinion before the campaign of *Križevački sunčani krovovi*.

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

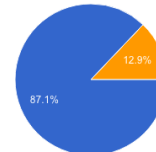
31 responses



● Pozitivno  
● Negativno  
● Neutralno  
● Nisam bio upoznat sa radom gradske uprave

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


31 responses



● Pozitivan  
● Nije imao utjecaja



# Social media



**Zelena Energetska Zadruga**

## Zelena energetska zadruga

@zelenaenergetskazadruga

Home

About

Posts

Videos

Photos

Community

Events


Info and Ads

Promote


Manage Promotions

Liked Following Share ...

Send Message

 **Zelena energetska zadruga** is 🎉 celebrating this special day.  
Published by Hajdana Rukavina · May 15 · Krizevci ·

Krenuli smo! Otvaramo mogućnost svim građanima da po prvi put ulože u sunčanu elektranu po principu mikro zajmova! I vi možete biti jedan od investitora. Klikni i ulož: <http://www.zez.coop/ulaganja/> #energijaurukamagrađana




<b>47,478</b> People Reached	<b>2,662</b> Engagements	<b>4,283</b> Clicks
---------------------------------	-----------------------------	------------------------


[View More Insights](#) [Boost Post](#)


👍❤️👎 201      9 Comments · 294 Shares · 19K Views

Energy Company  
Opens tomorrow  
Closed Now  
Suggest Edits

Pages Liked by This Page

 **Rainforest Action Network**

 **DOOR**

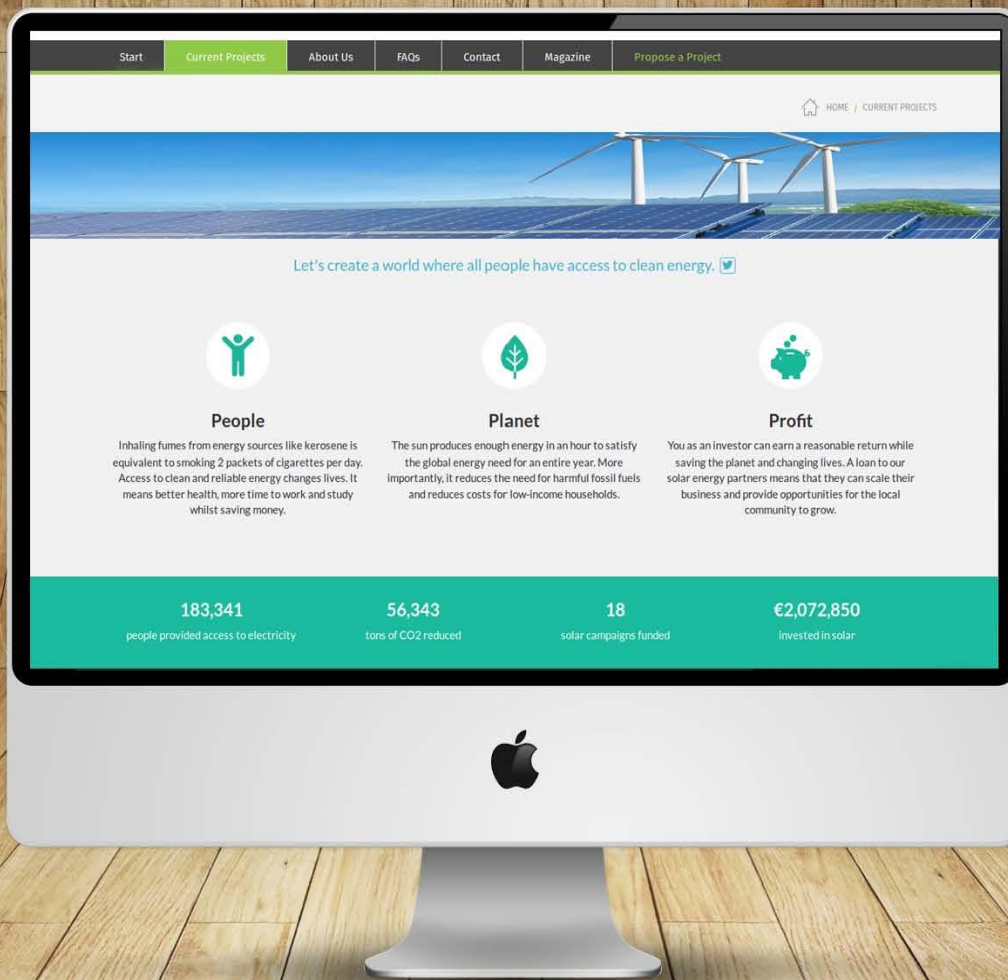
 **ODRAZ-Održivi razvoj zajednice**

English (US) · Hrvatski · Deutsch · Español · Português (Brasil) +

Information about Page Insights Data  
Privacy · Terms · Advertising · Ad Choices · Cookies · More  
Facebook © 2018

Chat (60)

# Online platform for local impact investment



**Wind**

**The Converging World**

*by The Converging World*

5.0% loan to The Converging World, a UK charity which invests in renewable energy.

Min. Investment	£50
Type	Loan
Return	5.00%
	(Annual Interest Rate)

TIPPING POINT £200,000

£50,000

0 HOURS LEFT    43 LENDERS

**Hydro**

**Whalley Hydro**

*by Whalley Community Hydro*

Invest in a 100kW micro hydroelectric plant on the south side of the River Calder.

Min. Investment	£250
Type	Community Share
Return	3.00%
	(Up to 5% dividend)

TIPPING POINT £750,000

£610,000

0 HOURS LEFT    285 INVESTORS

**Mixed energy**

**Guinness EIS 5**

*by Guinness Asset Management*

Guinness EIS 5 follows up on the success of its predecessors with this £15 million raise.

Min. Investment	£10,000
Type	Fund
Return	14.40%
	(Targeted)

TIPPING POINT £15MIL

£12,000,000

0 HOURS LEFT



# Crowdfunding platform



## Project browsing

Online portal for browsing the available crowdfunding projects.

Invite people to invest through referral links, social media sharing and more.



## Automated Profit Sharing

When it's time to distribute profit to investors, the AMPnet platform takes care of the heavy lifting for you.

Simply deposit money onto the project wallet and it gets distributed to investors automatically



## Project exchange

Once investments are finished, you can enable project shares to be traded on an exchange.

Enable early exits for investors in need of money, and discounted project shares for the later investors

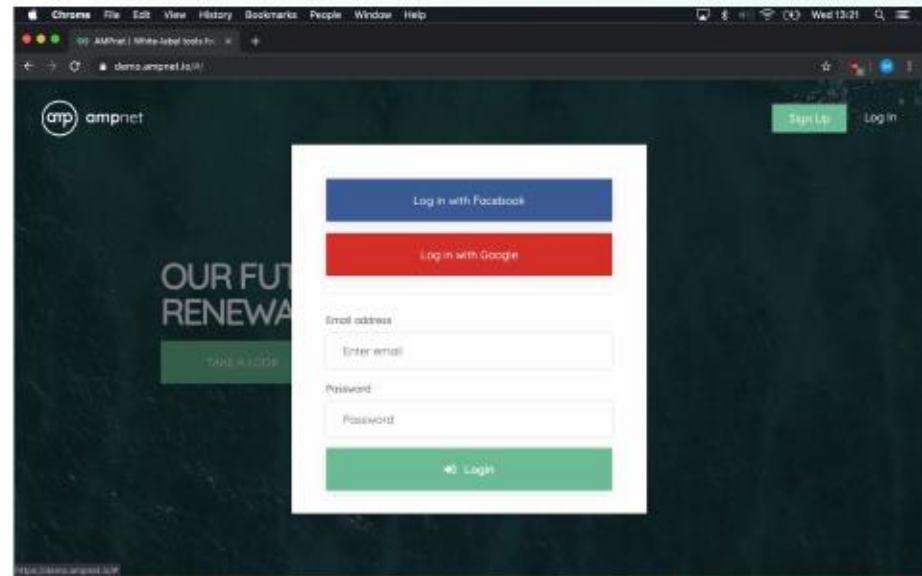
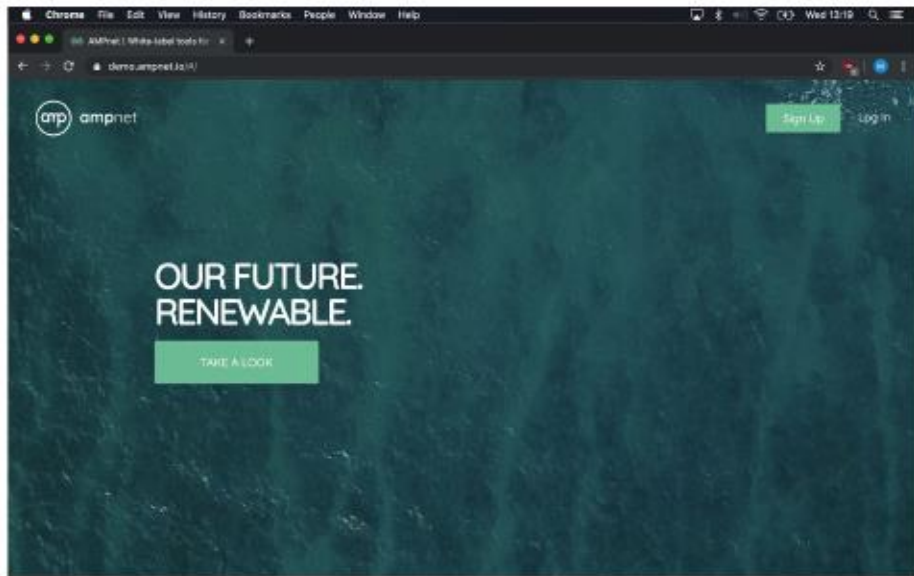


## Governance

A successful crowdfunding campaign is the beginning of a long road towards project sustainability.

AMPnet has an intuitive voting system, allowing investors to have a voice on how the project is managed and run







The screenshot shows a web browser window with the URL 'localhost:4200/#!/dashboard'. The page features a green header with the 'amp' logo and 'Test Test' text. A sidebar on the left contains navigation options: 'OFFERS', 'My Portfolio', 'Watch', 'Deposit', 'SETTINGS', 'ADMIN', 'Tasks', 'Manage Users', 'Approved Groups', 'Miscellaneous', and 'Favorites'. The main content area displays a listing for 'WIND FARM BR3' with an 'EXPECTED YEARLY RETURN 10%'. It includes an image of wind turbines, a description, and a price of '€250,000'. Below the price, it shows 'May 1st, 2020' and 'Deadline'. A green 'Sign up' button is visible at the bottom right of the listing.

The screenshot shows a web browser window with the URL 'localhost:4200/#!/dashboard/1'. The page features a green header with the 'amp' logo and 'Test Test' text. A sidebar on the left contains navigation options: 'HOME', 'OFFERS', 'My Portfolio', 'Watch', 'Deposit', 'SETTINGS', 'ADMIN', 'Tasks', 'Manage Users', 'Approved Groups', 'Miscellaneous', and 'Favorites'. The main content area displays a detailed view of 'WIND FARM BR3'. It includes a large image of wind turbines, a description, and an 'INVEST' button. The 'ABOUT' section contains text: 'A wind turbine, or alternatively referred to as a wind energy converter, is a device that converts the wind's kinetic energy into electrical energy. Wind turbines are manufactured in a wide range of vertical and horizontal axis. The smallest turbines are used for applications such as battery charging for auxiliary power for boats or caravans or to power traffic warning signs. Larger turbines can be used for making contributions to a domestic power supply while others are used to feed in the power to the national grid. There are also small scale turbines for the off-grid market.' The 'INFO' section shows 'LOCATION: Brussels', 'OFFERED BY: General Funding Cooperative', and 'RETURN ON INVESTMENT: 10%'.

# Why start crowdfunding?



Civic activism - Citizens co-creators of public projects



Complement city budgets and attract new funding sources



More use of renewables - energy independence and clean technologies



Powerful marketing tool and city promotion



citizens invest in concrete socially beneficial projects



Transparent model - public-civil partnership



Fulfillment of measures from climate and energy plans

The background features abstract, overlapping green geometric shapes in various shades, including lime green, forest green, and olive green, set against a white background. The shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel.

# Thank you

*Ivan Zoković, Island Movement, Croatia*

*10.12.2019.*

*[ivan.zokovic@islandmovement.eu](mailto:ivan.zokovic@islandmovement.eu)*