Best Practice

Crowdfunding Projects for Municipal Photovoltaics (PV) in Austria

August 2022

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 892034.

Project full title	Award Excellence, Invest in Trust: Tailored Energy Management Services for East European Local Authorities
Project acronym	EXCITE (Excite)
Grant Agreement No.	892034
Coordinator	Center for Energy Efficiency (EnEffect)
Project duration	1 September 2020 – 31 August 2023
Project website	http://www.excite-project.eu/
Work Package	3
Deliverable	Best Practice factsheet to PV Crowd Funding in Austria, amendment to Deliverable 3.1
Delivery Date	Month 24
Dissemination level	Public
Main target group	Local authorities of municipalities
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Disclaimer: The sole responsibility for the contents of this publication lies with the authors. It does not necessarily reflect the opinion of the EASME or the European Union.

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Contents

INTRODUCTION

EXCITE, a H2020 project, **applies well-established energy management schemes** in Central and Eastern European municipalities, enabling them to become trusted partners for investors, engage local communities for climate action, and gain Europe-wide public recognition for their efforts.

The project also devotes significant efforts in developing interface capacities for **engagement with civil society** to motivate citizens to invest in renewable energy, the latter a process in which municipalities play a key role. In addition, municipalities can considerably drive the energy transition and facilitate crowd investing projects.

Climate change and environmental degradation are an existential threat to Europe and the world. To overcome these challenges, the **European Green Deal** will transform the EU into a modern, resource-efficient and competitive economy, ensuring:

- no net emissions of greenhouse gases by 2050
- economic growth decoupled from resource use
- no person and no place left behind

Austria has transposed RED II (Renewable Energy Directive) into law, resulting in the Renewable Energy Expansion Act. The Austrian government programme includes a commitment to achieve climate neutrality by 2040 and to switch to electricity from 100 percent renewable sources by 2030. At the same time, Austria aims to strengthen the competitiveness of the country as a business location. Renewable energy communities (REC) and citizen energy communities (CEC) increase the possibilities of decentralised energy supply and the strengthening of regional supply concepts.

The crowdfunding approach – completely different to the common typical business process – is a method used to raise capital and finance a project through small collective efforts (amounts of money) of a large number of people, such as friends, family members, customers and other interested individuals.

Crowdfunding is mainly based on three types of actors:

- the founder (or company), who has the project idea and aims to develop it;
- a large crowd of people (investors), who support the idea with donations, rewards or loan crowdfunding (crowd lending);
- a web platform on which the idea can be launched, applied for and shared (or an organisation that undertakes the launch, application and dissemination of the idea (Winkler, 2017) (Excite, 2021)

➔ Read more on the subject in Excite's Deliverable 3.1 *Toolbox for innovative business models for investors, municipalities (public entrepreneurs) and energy communities*.

Best practice projects in Austria

There are different relevant topics which can be addressed within energy cooperatives (renewable energy, energy saving, e-mobility, etc.), but photovoltaics (PV) would be the best for starting the creation of an energy cooperative in Central and Eastern European countries (Creupelandt, 2022).

Therefore, this factsheet presents three Austrian best practice photovoltaic (PV) projects with citizen participation, two of which were financed by crowd investing. The third example shows another form of investing in PV with citizen engagement, namely the new concept of renewable energy communities, a social concept in which citizens have a more active role. However, even if theoretically financial benefits can be expected for the participants, real projects have yet to show if the benefits outweigh the service costs.

General advice for municipalities

- Offer your citizens an attractive interest rate (in the case of a classic crowd financing project)
- Be very transparent with project data (what exactly will be repaid to an investor, for which investment volumes, when will the repayment be made)
- Keep it going! Regular projects are the most convincing argument for renewables
- Cap the investment volume to involve as many citizens as possible and keep them motivated
- Get informed on the legislature that applies to you
- Check if your energy agency has cooperation projects you could join; if not, propose to start one together as pioneers
- Make a cost-benefit analysis (or have one made)


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I. SOLAR POWER PLANTS OF WOLKERSDORF IN THE WEINVIERTEL/LOWER AUSTRIA

“I was surprised at how quickly the citizens joined in and the projects were sold out of shares.“ – Christian Schrefel

Figure 1: The PV-modules of this elementary school were also financed by citizens. © Municipality of Wolkersdorf

Contact information	Municipality of Wolkersdorf, stadtamt@wolkersdorf.at Mayor Dominic Litzka, BEd, buergermeister@wolkersdorf.at Environment and Energy Councillor Christian Schrefel, schrefel@wolkersdorf.at
Website	www.wolkersdorf.at/Unsere_Gemeinde/Umwelt/e5_Gemeinde/Photovoltaik-Initiative (only German)
***Population**, as of January 1st, 2022*	8,826 (incl. 1,428 non-primary residents) (Stadtgemeinde Wolkersdorf im Weinviertel, 2022)
***Households** as of January 1st, 2022*	3,538 (incl. 209 non-primary residences) (Stadtgemeinde Wolkersdorf im Weinviertel, 2022)
***PV generation capacity** 2021 (in the city)*	6,031 kWp (converted into electricity production approx. 6,031 MWh)
***Wind power generation capacity** 2021 (in the city)*	14,140 kW (converted into electricity production approx. 30,684 MWh)
Brief description	Since 2020, **eight** citizen-funded photovoltaic (PV) projects totalling 530.5 kWp have been realised on municipal buildings. The municipality aims to implement further projects every year until 2030.
Success story	There is a **long tradition of citizen investments** in **renewables** in Wolkersdorf. As early as 1996, when only a few small wind turbines had been installed in Austria, the local council decided to support the local wind power project by making a large investment. This encouraged many citizens to invest in renewable energy as well. By now, there are **several large wind turbines** in the city area with a total rated power of about **14 megawatts**. With the help of the municipality, the

	private local initiatives have become reliable energy service providers for many years and have **established know-how**, **jobs and sustainable added value** in Wolkersdorf. On June 24th, 2020, the municipality decided to set its **target for municipal PV installations** at 12 MWp by 2030. At the time, this exceeded the state and federal target by 50 percent. Now Wolkersdorf has raised the bar and aims for climate neutrality by 2040 (which is also the national target).
Cooperation partners	Energy and Environment Agency of Lower Austria (eNu), eea (e5), Climate Change Adaptation Model Regions for Austria (KLAR!), Climate Alliance Lower Austria, the municipalities of Pillichsdorf and Großengersdorf in the Municipal Wastewater Association project, and more municipalities in the School Association project
2020 – the basis of the ambitious target	An **analysis of the PV generation potential** in the city preceded the decision to go beyond the states' and federal targets in 2020. It describes an installation roadmap (MWp installation targets for each year until 2030), the PV potential for households, commerce, in the wind park site, and barriers when trying to reach the target of 100 percent renewable energy sources locally.
Getting citizens on board	Involving the municipality's citizens in PV projects increases their acceptance and **inspires them** to invest in their own PV system from which they can benefit even more. Additionally, the municipality informs citizens about PV plants and their benefits every year. The popularity of PV is very high, with approx. 60 citizens coming to each event. The downside is that it can take a long time (about a year) to procure the modules.
Key info on the solar PV plants	**Eight citizen-financed PV plants (2020–2022)** • Totalling **530.5 kWp** • Sale and leaseback model • Contract period of ten years, after which the modules become the property of the municipality • Fixed interest of 2 percent • The costs and repayments were very clearly communicated (using a table showing which investment volume resulted in which repayments and at what time; a similar example can be seen in the annex on page 18). **How the individual projects differed:** • The **costs per share** (and the yearly payback) spanned from 198 euros (22.05 euros payback/year) to 368 euros (40.93 euros payback/year). They were calculated by dividing the total project cost by the number of shares. Since the circumstances at the individual plant sites are not the same, the total costs vary. • Eligible investment volume per person: in the first project 1–20 shares per person, afterwards 1–10 shares per person
Challenges	**What were the challenges in the beginning?** Before the first project took place in July 2020, the municipality had to decide on how to set up the participation project formally. At first, it was not clear if a bank had to be involved or not. After a legal assessment stated that this was not the case due to the cooperation with eNu, it took some internal communication loops to assure everyone.

	Due to the COVID pandemic, **no event could be held** in advance to inform citizens personally. Nevertheless, all shares were **subscribed within two hours** of the start of sales. The three-fold oversubscription was an encouragement for future projects. **What are the challenges today?** The concept of PV citizen participation is very successful. Nowadays, the bottleneck lies in the **availability and long delivery periods of PV modules** as well as long waiting lists for installation technicians. Large investments in the grids would also be necessary to achieve the long-term objective of 100 percent renewables by 2040 (approx. 100 MW from PV and 50 MW from wind power) (Herzog, 2020).
Lessons learned	**Paper vs. online:** In the first of the four projects, the sales were conducted on paper. Afterwards, the sales were done online, vastly accelerating the process. **Keep repeating the project**: When municipal citizen-financed PV projects are regularly conducted with high interests (~2 percent), this sends a clear message to the citizens → "***It pays off***" A learning effect is achieved with every additional municipal project, assuring and reminding citizens of the financial safety and benefits of investing in PV. Citizens who are able to do so will want to set up PV panels of their own. **Limit the shares per person:** In the first participatory PV project, only 20 people bought all available shares, which meant that many citizens did not get the chance to participate. In the following projects, a maximum of **ten shares per person** was set. This was an important measure to keep citizens motivated and thus increase the acceptance of photovoltaics. A result of the high level of acceptance is that the sight of photovoltaics in the city is now so common that they can even be found in visibly exposed places that might have spurred discussions in the past.
For the benefit of the municipal budget	The PV plants have **short amortisation periods**, especially where the self-consumption rate is very high, such as in the wastewater treatment plant. This means the municipal budget benefits from the projects. The reduced electricity costs cover the costs of the project (including the interest paid) and after ten years, the municipality owns its own PV panels.
Next step	A feasibility study is being conducted regarding the establishment of a renewable energy community with collaborating municipalities.
Tasks of the Municipality of Wolkersdorf	**Development of solar power plants** • Spreading the word through the municipal (as seen in the annex on page 17) and a district newspaper • Commissioning the PV analysis (mentioned above) • Calling for tender for the power plants, insuring and maintaining the plant as the owner • Organising the annual repayment to the investing citizens

Highlights

Consultation with a PV expert: The municipality appointed a PV consultant who not only published the PV potential analysis, but also provides support in all PV matters, e.g. in the procurement process. He is a neutral external consultant with up-to-date expertise.

Publishing of offers: The PV offers discussed in the municipal council meetings are published in the minutes, even for small plants. This way, households know what price range to look for or negotiate when ordering their own ones.

Services of the Lower Austrian Energy and Environment Agency (eNu) available to all Lower Austrian municipalities include:

- Consultation on subsidies, calculation of the amortisation period
- Determination of the PV potential on site, detailed planning incl. the calculation of the shares' costs
- Preparation of communication material (e.g. press releases and community newspaper templates)
- Set-up of the reservation platform, providing a standard contract (sale-and-leaseback) approved by a legal team, which is individualised online in the process of the share's reservation

Since 2016, the municipality has **monitored** the **energy consumption** of its buildings and facilities consistently and comprehensively, enabling all kinds of feasibility calculations for energy projects.

II. SOLAR POWER WITH CITIZEN PARTICIPATION IN BADEN/LOWER AUSTRIA

"Each share helps effectively harvest the solar energy on our rooftops!"- Municipality of Baden

Figure 2: Housing complex Tauschergasse
© Municipality of Baden

Figure 3: Kindergarten Haidhof
© Faber

Contact information	Municipality of Baden, Department of Climate and Energy energiereferat@baden.gv.at
Brief description	The eea Gold Municipality of Baden initiated two citizen-financed PV projects in 2012 and 2013. Three municipally owned housing complexes and one kindergarten were equipped with PV plants with a generation capacity of about 20 kWp each. By 2021, a PV capacity of 238 kWp had been installed through various citizen participation models and projects.
Objectives	1. Contributing to CO_2 savings and mitigating the process of climate change 2. Enabling citizens who cannot own a PV plant to profit from the energy transition 3. Contributing to raising public awareness regarding all aspects of climate change and possible mitigation measures
Cooperation partners	Sparkasse Baden (savings bank) Immobilien Baden GmbH
Key info on the solar PV plants	Four PV plants financed by two citizen-participation projects (2012–2013) • Totalling 80 kWp capacity • Savings book model • Contract period of ten years • Interest of 3.5 percent (before taxes) • Each share cost 500 euros How the individual projects differed: • In 2012, a maximum of ten shares could be allocated to the same person; in 2013, the maximum was set at six shares per person.
Project costs	200,000 euros

Citizen participation

The projects were very well received: 101 citizens were involved in the projects of 2012/13 and there was a great interest and a highly favourable attitude on the part of the public.

Sales process

In both projects, the reservation of the shares was made online or alternatively in person at the energy department of the municipality.

In the first round, 300 shares were subscribed within nine days. The next year, people on the waiting list and new entrants subscribed all 106 shares within two days.

Keys to success

The adopted financing scheme had the following **advantages for**…
Participating citizens
- Deposit insurance, no financial risk
- Clear return of investment

The municipality
- No financial procedures (the bank was in charge of that)
- No commercial risk

Since 2016, the municipality has **monitored** the **energy consumption** of its buildings and facilities consistently and comprehensively, enabling all kinds of feasibility calculations for energy projects.

Highlights

Anyone could participate and contribute to the energy transition. Participants had 100 percent deposit security and knew what they would receive in repayment after ten years and what purpose their money would serve; no entrepreneurial participation of citizens was required and the administrative burden was low.

Challenges

The biggest challenge was to define a simple and comprehensive participation process for all partners included. It was particularly important to provide citizens an easy and understandable access to the participation model. This was solved by the overall coordination of the climate and energy department of Baden and thus there was only a single point of contact necessary for the interested citizens.

Roles

Municipality of Baden, Department of Climate and Energy
- Strategic set-up and planning
- Negotiation of the financing scheme
- Public dissemination (informational events, posters, reports in the city newspaper, newsletter, homepage, folders e.g. as shown in the annex on page 19)
- Allocation of shares

Immobilien Baden GmbH, a real estate subsidiary fully owned by the municipality
- Project implementation: technical planning, tendering, procurement, construction and operation

Sparkasse Baden, the municipal savings bank
- Provision of a savings account product only for this project with a fixed interest rate of 3.5 percent
- Handling of savings account applications from participants with allocation certificates

- Granting of the loan to Immobilien Baden GmbH for the construction of the PV plant (with the same interest rate of 3.5 percent)

Participating citizens

- Application for allocation certificates with the Municipality of Baden
- Application for the dedicated savings account product when granted a certificate

What‘s next? Energy communities!

Joining an energy community offers municipalities many advantages:

- Participating citizens who are consumers have access to affordable clean energy (with stable prices if such are agreed upon).
- Participating citizens who are prosumers receive a fair price for their surplus electricity.
- Local residents are motivated to set up renewable generation plants.
- Regional added value is created.
- The amortisation period of municipal PV plants can be shortened.

In Austria, renewable energy communities are promoted by applying lower grid fees.

III. RENEWABLE ENERGY COMMUNITY THERMENSTROM IN TATTENDORF/LOWER AUSTRIA

"Building up this own communal start-up empowers all participating citizens and helps protect them from fluctuating energy prices. At the same time, it creates regional added value and alleviates stress on the power grid." – Christian Mesterhazi

Figure 4: Volksbank branch manager in Ebreichsdorf Raimund Kössler, Volksbank Regional Director for Baden Martin Heilinger, Local Environmental Councillor Barbara Pogacar, Environmental Councillor Christian Mesterhazi, CEO of PowerSolution Roland Kuras, Volksbank employee Robert Walenta

Contact information	Renewable energy community Thermenstrom, office@thermenstrom.at Christian Mesterhazi, Environmental Councillor of the Municipality of Tattendorf and KEM manager (**C**limate and **E**nergy **M**odel Region Ebreichsdorf), christian.mesterhazi@kem-ebreichsdorf.at
Website	www.thermenstrom.at (only German)
Brief description	The Municipality of Tattendorf is an Austrian pioneer having founded its energy community on July 29th, 2021 with a total of 25 members.
Tattendorf's objectives	• Energy self-sufficiency by 2030 (through renewables) • Contribution to respective efforts at EU level (Green Deal), national level (Renewable Energy Expansion Act), and state level (PV objective of 2 kWp per person for Tattendorf) • Creation of local and regional added value • Involving **all** citizens so that they can benefit from the energy transition
Cooperation partners	Austrian Federation of Cooperatives (Österreichischer Genossenschaftsverband), Climate and Energy Model Region Ebreichsdorf (Kleinregion & KEM Ebreichsdorf), PowerSolution Energieberatung GmbH, ProCommunal GreenEnergySystems GmbH, Volksbank Wien AG (bank)

Key info on the community

Thermenstrom…

- is an energy cooperative
- is operated by an energy service provider
- has a total of 60 members
- encompasses various renewables: photovoltaics, wind power and small-scale hydropower
- has a total installed capacity of 0.5 MW
- is a so-called regional energy community (according to the Austrian definition, “regional” here means that all of the members are connected to the same medium-voltage substation)

Project costs

For the municipality: 12,500 euros (e.g. to establish the cooperative)
For members: operative costs are covered by the energy price

Energy price

The community aims to keep the energy price lower than on the regular market. It covers both the operative costs of the community and the investment costs of members (e.g. for the installation of a new PV plant).

Citizen participation

Thermenstrom uses **digital platforms** such as Facebook[1] and LinkedIn[2] to inform the public about its activities. Up until now, interested parties have contacted it directly on their own initiative. The community has not started a comprehensive acquisition campaign yet.

After joining, one becomes a **cooperative member with voting rights** at the annual general meeting.

The process of joining

The energy community Thermenstrom is an **energy cooperative**. In Austria, this form…

- enables members to join without bureaucracy;
- offers legal and liability security (the financial risk of each member is limited to 100 to 200 euros);
- is subject to non-profit status.

To join the cooperative/become a cooperative member…
one acquires:

- one share as a private person (50 euros)
- two shares as a company (2 × 50 euros = 100 euros)

one needs:

- a smart meter (set up by the network operator)

Key to success

In the beginning there was a **preceding project** named “Energy Self-Sufficient Climate Alliance e5 Municipality Tattendorf”. What sounds like a tongue twister was the basis for a great variety of synergetic energy projects, such as the energy community Thermenstrom and the regional **cooperation** project KEM Ebreichsdorf.

Limited bureaucracy for people who want to join (as seen above)

[1] facebook.com/thermenstrom (only German)
[2] at.linkedin.com/company/thermenstrom (only German)

Highlights 	A number of citizens had actively approached the municipality about the possibility of setting up and/or joining an energy community before it was officially set up. They are now founding members. The municipality has recently implemented a **comprehensive energy monitoring** for its buildings and facilities, enabling all kinds of feasibility calculations for energy projects.
Next steps	The energy community plans to expand in the region and bring surrounding municipalities on board. Until then, the cooperation partner KEM Ebreichsdorf intends to build 26 new PV plants in the region.
Challenges	Prices for PV plants have risen as there is a shortage of PV modules and power inverters. Due to the limited grid capacities, the energy community cannot yet grow in the scope envisaged.
Roles	**Energy community Thermenstrom** • **Executive board**: operative responsibilities, administration, coordination with energy service provider, acquisition of members (as seen in the annex on page 19) • **Supervisory board**: operative responsibilities • **Members** (consumers, prosumers; private households, businesses): participation in the annual general meeting **Energy service provider**: technical and economic conception as well as the maintenance of the energy community **Network operator (DSO)**: provision of smart meters; information on how many kWh the community's plants can feed into the grid and on which grid level (local grid transformer or substation) the prosumers and consumers are located.

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ANNEX

I. WOLKERSDORF - MUNICIPAL NEWSPAPER ARTICLE

JUBILÄEN | Die Gemeinde gratuliert!

Diamantene Hochzeit

Ingrid und Alfred Jandl aus Wolkersdorf
21. Oktober 2021

Eiserne Hochzeit

Theresia und Josef Friedlmayer aus Wolkersdorf
7. Oktober 2021

Theresia und Herbert Schnabl aus Münichsthal
20. November 2021

Elfriede und Karl Krist aus Wolkersdorf
15. Jänner 2022

Wettbewerb KOMMunale KOMMUNIKATION

Auszeichnung für gelungene Gemeindekommunikation

In St. Pölten wurden am 4.11.2021 von der Kultur.Region.Niederösterreich, hochrangigen Medienvertretern und Landeshauptfrau Johanna Mikl-Leitner die besten Gemeindezeitungen und Onlineauftritte ausgezeichnet. Unter 190 Einreichungen durfte sich auch die Stadtgemeinde Wolkersdorf in der Königsdisziplin „Gemeindezeitung" zu den Preisträgerinnen zählen.

© Victoria Landval

Mag. Andrea Löw (seit 1999 für die Gemeindezeitung verantwortlich), Landeshauptfrau Johanna Mikl-Leitner und Bgm. Dominic Litzka

23

AUS DEM STADTAMT | Energie

Sonnenkraftwerk Wolkersdorf wächst

PV-Anlage in der Kläranlage wird erweitert

Endlich kann auch die geplante Erweiterung der PV-Anlage an unserer Kläranlage realisiert werden. Aufgrund von Lieferschwierigkeiten musste das bereits im Vorjahr geplante Projekt verschoben werden. Nun ist es soweit – die ersten Teile werden geliefert, sodass die PV-anlage noch heuer um 432 Module wachsen kann. Die Realisierung ist für Frühjahr 2022 geplant.

Auch Sonnenkraftwerk 4 ist als Bürgerbeteiligungsprojekt konzipiert – und bietet somit auch jenen Bürger*innen, die über kein Eigenheim verfügen, durch den Ankauf von „Sonnenbausteinen" die Möglichkeit, sich an der Energiewende zu beteiligen. Die Stadtgemeinde Wolkersdorf hat sich das ehrgeizige Ziel gesetzt, bis 2040 auf erneuerbare Energielieferanten umzusteigen. Das gelingt aber nur durch eine engagierte Beteiligung der Bevölkerung.

„Da das eingesetzte Kapital bei einer Laufzeit von 10 Jahren mit 2 % verzinst wird, ist der Ankauf von Solarmodulen nicht nur umwelttechnisch, sondern auch finanziell mit Vorteilen verbunden!" so Stadtrat Christian Schrefel.

Da diesmal die Bevölkerung aller Verbandsgemeinden (Wolkersdorf, Pillichsdorf, Großengersdorf) zur Beteiligung berechtigt ist, empfiehlt sich ein zeitgerechter Einstieg ins Internet am Zeichnungstag.

Zeichnungstag
Montag, 4. April 2022 ab 8:00 Uhr

www.sonnenkraftwerk-gemeinde.at/gemeindeabwasserverband

e5

Sonnenkraftwerk Wolkersdorf

- PV Module: 432
- Leistung: 194 kWp
- CO_2 Einsparung: 84.505 Kilogramm jährlich
- Strom für 56 Haushalte

Gemeindeabwasserverband
Wolkersdorf-Pillichsdorf-Großengersdorf

SONNEN KRAFTWERK
Gemeindeabwasserverband

Regina Engelbrecht (enu), Fritz Herzog (PV-Beauftragter), Bgm. Erich Trenker (Pillichsdorf), Bgm. Christian Hellmer (Großengersdorf, Obm.-Stv. GAV), Vzbgm. Franz Treipl (Pillichsdorf, Vorstand GAV), Bgm. Dominic Litzka, STR Christian Schrefel (Obmann GAV)

24

Source: Municipality of Wolkersdorf

II. ENU – REPAYMENT OVERVIEW

Exemplary table depicting which repayment is made in which year depending on the investment volume (from a project of the Municipality Stronsdorf/Lower Austria in cooperation with eNu)

Auszahlungs-Übersicht ansehen

	1 Paneel	2 Paneele	3 Paneele	4 Paneele	5 Paneele	6 Paneele	7 Paneele	8 Paneele	9 Paneele	10 Paneele	11 Paneele	12 Paneele	13 Paneele	14 Paneele	15 Paneele
Einbezahlter Betrag	€ 323,00	€ 646,00	€ 969,00	€ 1.292,00	€ 1.615,00	€ 1.938,00	€ 2.261,00	€ 2.584,00	€ 2.907,00	€ 3.230,00	€ 3.553,00	€ 3.876,00	€ 4.199,00	€ 4.522,00	€ 4.845,00
1. Jahr	€ 35,96	€ 71,92	€ 107,88	€ 143,84	€ 179,80	€ 215,76	€ 251,72	€ 287,68	€ 323,64	€ 359,60	€ 395,56	€ 431,52	€ 467,48	€ 503,44	€ 539,40
2. Jahr	€ 35,96	€ 71,92	€ 107,88	€ 143,84	€ 179,80	€ 215,76	€ 251,72	€ 287,68	€ 323,64	€ 359,60	€ 395,56	€ 431,52	€ 467,48	€ 503,44	€ 539,40
3. Jahr	€ 35,96	€ 71,92	€ 107,88	€ 143,84	€ 179,80	€ 215,76	€ 251,72	€ 287,68	€ 323,64	€ 359,60	€ 395,56	€ 431,52	€ 467,48	€ 503,44	€ 539,40
4. Jahr	€ 35,96	€ 71,92	€ 107,88	€ 143,84	€ 179,80	€ 215,76	€ 251,72	€ 287,68	€ 323,64	€ 359,60	€ 395,56	€ 431,52	€ 467,48	€ 503,44	€ 539,40
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6. Jahr	€ 35,96	€ 71,92	€ 107,88	€ 143,84	€ 179,80	€ 215,76	€ 251,72	€ 287,68	€ 323,64	€ 359,60	€ 395,56	€ 431,52	€ 467,48	€ 503,44	€ 539,40
7. Jahr	€ 35,96	€ 71,92	€ 107,88	€ 143,84	€ 179,80	€ 215,76	€ 251,72	€ 287,68	€ 323,64	€ 359,60	€ 395,56	€ 431,52	€ 467,48	€ 503,44	€ 539,40
8. Jahr	€ 35,96	€ 71,92	€ 107,88	€ 143,84	€ 179,80	€ 215,76	€ 251,72	€ 287,68	€ 323,64	€ 359,60	€ 395,56	€ 431,52	€ 467,48	€ 503,44	€ 539,40
9. Jahr	€ 35,96	€ 71,92	€ 107,88	€ 143,84	€ 179,80	€ 215,76	€ 251,72	€ 287,68	€ 323,64	€ 359,60	€ 395,56	€ 431,52	€ 467,48	€ 503,44	€ 539,40
10. Jahr	€ 35,96	€ 71,92	€ 107,88	€ 143,84	€ 179,80	€ 215,76	€ 251,72	€ 287,68	€ 323,64	€ 359,60	€ 395,56	€ 431,52	€ 467,48	€ 503,44	€ 539,40
Gesamtrückzahlung	€ 359,60	€ 719,20	€ 1.078,80	€ 1.438,40	€ 1.798,00	€ 2.157,60	€ 2.517,20	€ 2.876,80	€ 3.236,40	€ 3.596,00	€ 3.955,60	€ 4.315,20	€ 4.674,80	€ 5.034,40	€ 5.394,00

Source: sonnenkraftwerk-gemeinde.at/stronsdorf (only German; last viewed on September 2nd, 2022)

III. BADEN – MARKETING FOLDER

Source: Municipality of Baden

IV. THERMENSTROM – TEXT SAMPLE FOR MEMBER RECRUITMENT

Original text in German:

„Thermenstrom“ ist „Dein Strom aus der Thermenregion“ und damit ein Premium-Produkt. Thermenstrom ist dein Beitrag zur Lösung der Energiekrise. Durch die neue Energiegenossenschaft ist Ökostrom noch nie so preiswert beziehbar gewesen, da innerhalb der Gemeinschaft die Netzgebühren drastisch gesenkt werden. Das ist die Chance zum Umsteigen. Mit einem Aufpreis von einem einzigen Cent ist man Teil der Lösung und bezieht naturnahen Strom aus der Region. Du beziehst den Strom als Konsument von der Photovoltaik-Anlage deiner Nachbarn, von Kleinwasserkraftwerken entlang der Triesting oder regionalen Bauern und Kleinbetrieben. Mit deinem Bezug treibst du die Investitionen in Photovoltaik-Anlagen vor Ort an - und das schafft Arbeitsplätze. Thermenstrom ist fair, lokal erzeugt, naturnah, sauber und gewinnbringend. Indem Thermenstrom-KundInnen Plakaten an ihren Häusern befestigt bekommt Strom ein „Mascherl“. Es ist nicht mehr egal was drinnen ist. Man spricht darüber

und selbst die Nachbarn wissen das jetzt auch visuell, ob das Haus eigentlich einen zusätzlichen Stromschornstein hat - oder eben nicht. Thermenstrom trifft den Zeitgeist.

Translation into English:

"Thermenstrom" is "Your electricity from the thermal region" and thus a premium product. Thermenstrom is your contribution to solving the energy crisis. Thanks to the new energy cooperative, green electricity has never been so inexpensive to purchase, as grid fees are drastically reduced within the community. This is your chance to switch. With a surcharge of just one cent, you are part of the solution and receive sustainable electricity from the region. As a consumer, you get your electricity from your neighbour's photovoltaic system, from small hydroelectric power plants along the Triesting River, or from regional farmers and small businesses. With your purchase, you drive investments in local photovoltaic plants – and that creates jobs. Thermenstrom is fair, locally generated, close to nature, clean and profitable.

Source: Renewable energy community Thermenstrom

V. THERMENSTROM – MARKETING MEASURE: POSTERS FOR MEMBERS' HOMES

By attaching posters to the members' houses, Thermenstrom gives its seal of approval to the electricity produced here. The electricity's source is no longer a minor issue. People talk about it and now even the neighbours can see which house is part of the community. Thermenstrom meets the zeitgeist.

Source: Renewable energy community Thermenstrom

VI. THERMENSTROM – PROJECT FLYER

Source: Renewable energy community Thermenstrom

WWW.EXCITE-PROJECT.EU

WWW.EUROPEAN-ENERGY-AWARD.ORG

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 892034.