

**Interreg
Danube Region**



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Professional online roundtable on socialisation and good governance of energy communities in the Danube Region

Round table 3 – Main findings (Hungary)

25.9. 2024, STRIA South Transdanubian Regional Innovation Agency,
the Lead Partner of NRGCOM

Motivational practices to maintain community engagement in energy communities

Understanding Motivations

- *Key motivations behind the formation of our energy community KESZ non-profit Ltd were beside the environmental concerns that we want to show in our pilot project that environmentalism and community development are crucial factors in an energy community.*
- *Psychological and social factors driving community participation. – From our experience the citizens who are interested in community energy initiatives, the financial benefits are more important than psychological and social factors, but the care of a community can be a huge benefit for them after certain time.*

Enhancing Community Engagement

- *Strategies for boosting motivation and sustaining engagement – transparency, clear communication, showing uncertainty*
- *Role of leadership in fostering a motivated community – a „leader“ personality is important, who works with the community, an active board secures the motivation*

Inclusion strategies in operating energy communities

Importance of Inclusivity

- Our energy community, KESZ focuses on buildings which have important services for the community or for vulnerable social groups. Around those services we can build a community for which these service is so important, that they are ready to spend time, money or other contribution.

Strategies for Inclusive Participation

- We aim to involve vulnerable social groups in our educational and awareness raising work and later invite them as members to our community but currently this topic is not relevant for us.

Internal communication in energy communities

Effective Internal Communication Practices

- Transparent, clear, easily understandable messages for the different member groups – as target groups in the recruiting phase and later as members.

Conflict Resolution and Consensus Building

- We don't have any conflict resolution scenario or procedure, but we have professional community developers whom we can invite as mediators during major conflicts.

**Thanks for your
attention!**

NRGCOM - Creating appropriate operational conditions for renewable energy communities in the Danube Region

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