

**Interreg
Danube Region**



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PROFESSIONAL ONLINE ROUNDTABLE ON SOCIALISATION AND GOOD GOVERNANCE OF ENERGY COMMUNITIES IN THE DANUBE REGION

Romania

NRGCOM rondtable

Online- 25 September 2024

Camelia Sava & Oana Medrea

Motivation to establish and advance Energy Communities

The primary motivation behind the formation of **Cooperativa de Energie** (over 950 members) was to empower citizens to take an **active role** in the **renewable energy transition**, even if they don't have the resources to install solar panels or other renewable solutions on their own properties, such as those living in apartment buildings.

Other common motivations: - **reducing carbon footprints, reducing corporate control** over energy, **raising awareness**.

In Romania, there are currently **no financial incentives** for energy communities, which means our focus has been more on long-term sustainability and energy independence, rather than immediate economic gains. However, we are actively advocating for the development of secondary legislation for energy communities, which is completely missing.

Maintaining the motivation among community members is done through **team-building activities, workshops, monthly newsletter, Facebook and WhatsApp channels**.

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Inclusion in Energy Communities

Cooperativa de Energie in numbers:

- The cooperative operates with a small but diverse team of 4 employees, of which 3 are women, showing strong female representation in our workforce.
- On the board of directors, however, the balance shifts: out of 7 members, 5 are men.
- Overall, only 22% of the cooperative's members are women, highlighting the need for further efforts in gender diversity and inclusion across the organization.

As our community works to address legislative issues in Romania or to explain the concept of cooperatives, a diverse and inclusive group of advocates will be more effective in reaching a broader audience. We count on people from different backgrounds to connect with different segments of the population, making it easier to spread our message and recruit new members.

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Internal Communication

The most effective communication tools and platforms we have used within our energy community are:

- **WhatsApp** for effective communication, often used for informal, quick updates, or sharing alerts and announcements.
- **Google forms** commonly used to gather input or participation to different meetings or workshops, to gather feedback from community members
- **Teams / Zoom / Google Meet** are important for regular meetings, stakeholder consultations, and training sessions. Webinars are also a common method for sharing insights with larger groups, discussing policy changes, and educating community members on energy initiatives.
- Social media & engagement: **Facebook / LinkedIn/Instagram**: Useful for members to stay updated with events, policies, and news.
- **Substack**: Used for sending newsletters, updates, and important notifications about community activities

DRP0200163 NRGCOM

Camelia Sava

camelia.sava@cooperativadeenergie.ro

+40 724 545 185

Oana Medrea

oana.medrea@cooperativadeenergie.ro

+40 743 161 443

Bucharest, Sector 3, Romania

<https://cooperativadeenergie.ro/>

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