



**Unlocking the Transition: Financial, Management and Policy
Instruments**

A NEW GOVERNANCE MODEL FOR THE ENERGY TRANSITION

Empowering Communities to Democratize the Future of Energy

*EMMANUELE MARIA PETRUZZIELLO
KOALA SRL SB*



EnerCmed

Interreg
Euro-MED



Co-funded by
the European Union



Our Shared Challenge in the Euro-MED Area

THE VISION

As partners in the Euro-MED ecosystem, we all share a common goal: implementing the EU Green Deal in the Mediterranean, a region with unique challenges and immense potential.

THE CHALLENGE

the true challenge we face in the Euro-MED area is not technical, but social:

How do we translate top-down policy into a bottom-up, people-powered movement?

LOCAL BARRIERS

- **Regulatory Complexity:** Municipalities and citizens struggle to navigate complex national and local regulations.
- **Lack of Instruments:** There is a shortage of practical tools to organize citizen engagement, manage energy sharing, and access finance.
- **Skills Gap:** Small local authorities often lack the specific internal expertise needed to drive the transition.



Our Answer: A People-Centric Governance Model

WHO WE ARE

Koala is an innovative start-up focused on developing a new model for local, democratic energy governance.

This model is built on three pillars:

- **Social Engagement:** Activating citizens and SMEs to take ownership of their energy future.
- **Economic Empowerment:** Creating local value streams and community-led investment opportunities.
- **Institutional Collaboration:** Building strong, operative alliances between municipalities, academia, and civil society.

PROOF OF CONCEPT

- 50+ Renewable Energy Communities (RECs)
- 6,000 citizens, families, and businesses.
- €4.5 million to support our communities.



EnerCmed

Interreg
Euro-MED



Co-funded by
the European Union

Key elements to empower local communities

- 1. Fostering Democratic Participation:** We provide the frameworks for communities to self-organize, make collective decisions, and manage shared resources transparently. This builds the social capital essential for long-term success.
- 2. Unlocking Local Capital:** We activate community-led investment through innovative financing models, allowing citizens to directly fund and own renewable assets in their territory, fostering a sense of true ownership.
- 3. Creating Local Energy Economies:** We facilitate systems where energy is shared and traded locally, ensuring that the economic benefits of the transition remain within the community and strengthen the local fabric.



EnerCmed

Interreg
Euro-MED



Co-funded by
the European Union



A Replicable Blueprint: The Amalfi Coast Green Community

The Green Community Costa d'Amalfi serves as a living blueprint for the Mediterranean.

We helped unite 6 municipalities with universities and citizens around a shared vision.

The outcome is a sustainable development model that strengthens regional cohesion and builds local capacity, proving that the energy transition can and must be tailored to the specific needs of sensitive territories.



EnerCmed

Interreg
Euro-MED



Co-funded by
the European Union



Scaling the Model: Policy Recommendations for the Euro-MED Programme

- 1. Fund the Facilitators, Not Just the Infrastructure:** Policy should invest in the "human infrastructure"—the community organizers who build trust and engagement on the ground.
- 2. Prioritize Co-Governance Projects:** Future Interreg calls should favor projects that demonstrate strong co-governance structures, uniting public, private, and citizen actors in real partnership.
- 3. Create a "Community of Practice" on Citizen Energy:** We propose a Euro-MED network for sharing best practices in citizen-led governance, moving beyond purely technical discussions to focus on social innovation.





A Call for Partnership in a Community-Powered Transition

We are seeking partners—municipalities, regions, and fellow projects—to replicate and scale this community-centric approach across the Mediterranean.

Let's build this future together.

Thank you.

Contact: emmanuele.petruzziello@koalacompany.it



EnerCmed

Interreg
Euro-MED



Co-funded by
the European Union