

Engaging People: Behaviour, Equity and Participation SOCIAL INCLUSION AND VULNERABLE GROUPS IN ENERGY COMMUNITIES POWER UP Project and RIP Project

Victoria Pellicer Sifres
VALÈNCIA CLIMA I ENERGIA



**AJUNTAMENT
DE VALÈNCIA**



València
Clima i Energia



EnerCmed

Interreg
Euro-MED



Co-funded by
the European Union

CONTEXT

Energy Poverty in Europe:

- 16,4% (unable to keep the homes adequately warm)

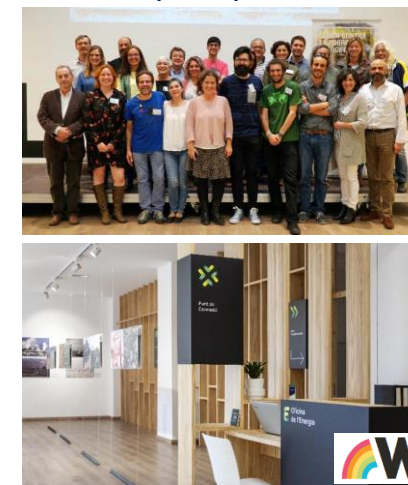
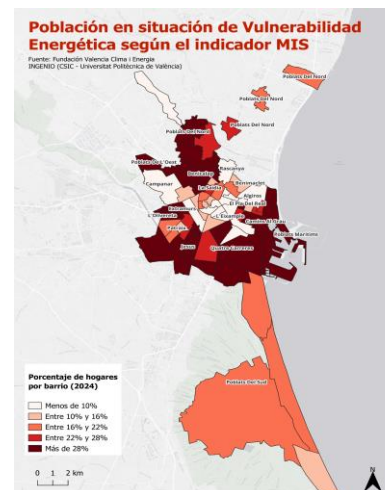
Energy Poverty in Spain:

- 16,4% (2M indicator= High share of energy expenditure in income)
- 2nd National Strategy under development
- 12 measures, one about energy communities



Energy Poverty in València:

- 12,75% (2M indicator= High share of energy expenditure in income)
- Local work ongoing from las decade
- Local Strategy under development
- 16 measures, one about energy communities and municipal photovoltaic

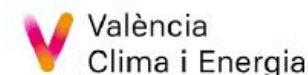


POWER UP PROJECT IN A NUTSHELL

Mission: Mission: designing energy services that combine renewable energies with social justice

Duration: 2021-2025

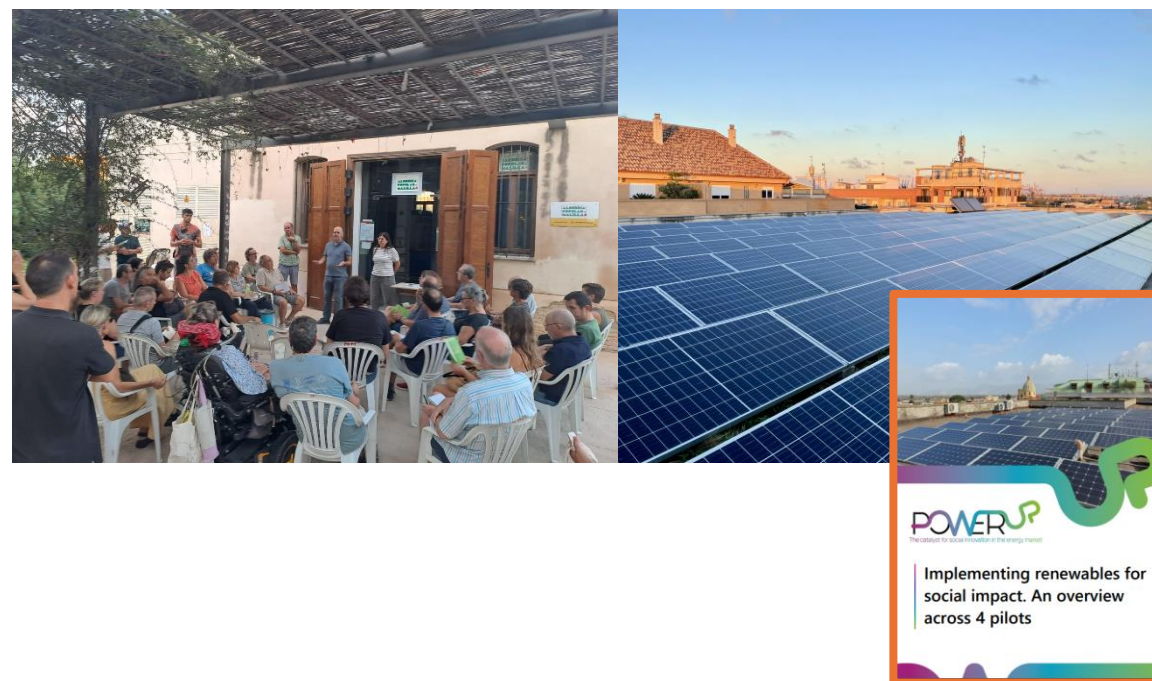
Funding: Horizon 2020 programme



RENEWABLES + COLLECTIVE + INCLUSIVE (2 models)

MODEL 1: Inclusive Energy Communities

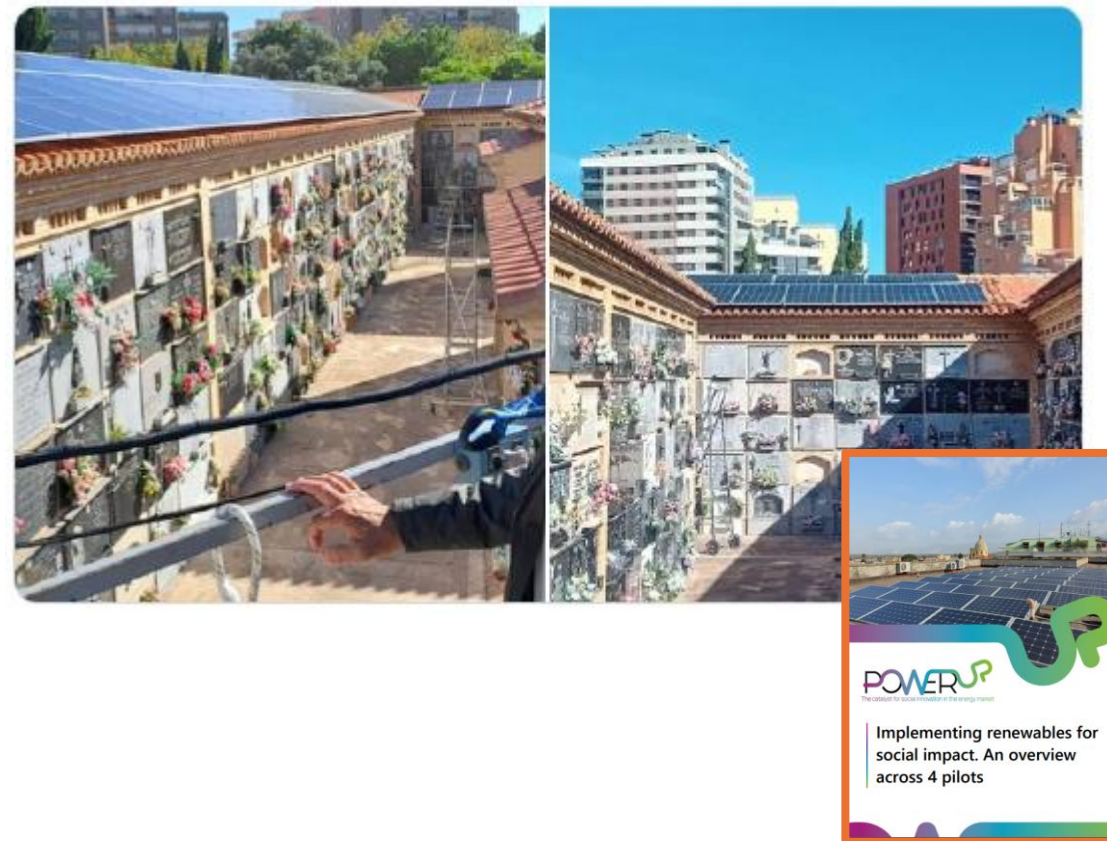
- 12 Energy Communities already constituted in València
- Waiting for the public tender to access municipal rooftops
- Members benefit from collective self-consumption according to their investment
- Vulnerable households receive free shares, covered collectively by REC members



RENEWABLES + COLLECTIVE + INCLUSIVE (2 models)

MODEL 2: Requiem in Power

- PV systems installed on public land, financed & managed by the municipality
- Energy production shared with municipal buildings and vulnerable households
- Vulnerable households granted free access without paying the fee



KEY REFLECTIONS:

About INCLUSION STRATEGIES

- Identify with Social Services
- Build trust (close, simple, accessible)
- Empower through workshops & community support
- Ensuring diversity of membership
- Ensuring tangible benefits for participant

Some key factors that hinder engagement:

- Mistrust
- Poverty-related stressors
- Language-related stressors
- Lack of willingness, time or motivation
- Stigma

Based on Goedhart et al. (2021)



KEY REFLECTIONS:

About COMMUNICATION STRATEGIES

- Channels: WhatsApp, face-to-face, trusted intermediaries
- Materials: clear, visual, multilingual
- Campaigns: local, everyday messages, not technical jargon

Public space
Posters, urban furniture, public transport campaigns, and leaflets displayed in events and OSS



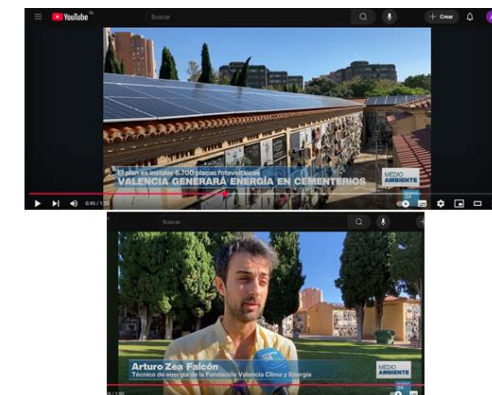
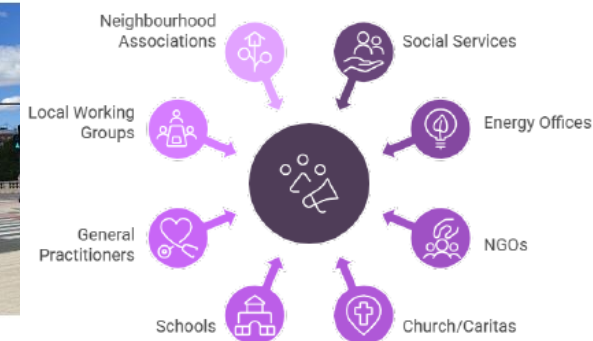
Events
Participation occurs in meetings and events. This helps spread awareness and gather feedback.



Online media
A specific web page dedicated to the for the "Renewable energy self-consumption public service model", articles, corporate social media, radio spot and local TV channel



Key Players in Dissemination



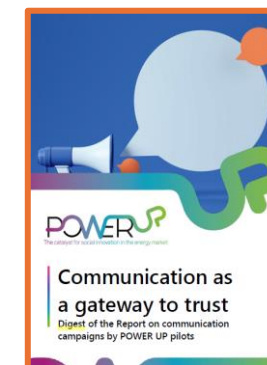
KEY REFLECTIONS:

To sum up:

- Face-to-face works best
- Keep messages simple and concrete
- Layered communication
- Consistency and presence
- Partnership
- Flexibility
- A clear call for action



POWER UP Report on Communication Campaigns



LESSONS LEARNT:

Replication is **not one-size-fits-all** → FLEXIBILITY is key

- Direct methods require significant staff **time** and capacity
- Carefully “**how**”: communication and trust building are key
- **Patience**: long processes, long-term impact
- Flexibility and **complementary projects** can strengthen impact
- **Consensus**: city project beyond political cycles



Thank you!

Victoria Pellicer Sifres

victoria.pellicer@climaienergia.com
climaienergia.com



Advocacy Conference - Brussels
27 November 9-14h

