



PROFESSIONAL ONLINE ROUNDTABLE ON THE OPERATIONAL AND FINANCIAL ENVIRONMENT OF A SUCCESSFUL ENERGY COMMUNITY IN THE DANUBE REGION

*in the framework of Activity 1.5 - Joint design of the
appropriate legal, operational and financial environment for
the creation of energy communities on roundtables*

Organised by:
STRIA South Transdanubian Regional Innovation Agency,
the Lead Partner of NRGCOM

**Date: 18th September 2024
09:00-12:45 CET**

Platform: ZOOM

Meeting agenda

Registration link: <https://forms.gle/rYxZyCrnkGNdZff67>

Link to the virtual meeting: registered participants will receive the access link in the week prior the event

Moderator: to be announced

8:45-9:00 **Entry in virtual “lobby”**

9:00-9:10 **Welcome and Opening Speech, Introduction**

Greetings, introduction of the main themes of the discussion and overview of the agenda

9:10-9:20 **Introduction of the NRGCOM project results**

Speaker: Representative of STRIA South Transdanubian Regional Innovation Agency, the Lead Partner

Section 1 – Business Models of Energy Communities

9:20-10:05 **Three case studies of successful implementations in the Danube Region**

Overview of Sustainable Business Models in the Danube Region

- *Introduction to various business models suitable for energy communities (e.g., cooperative models, public-private partnerships, subscription-based models).*
- *Key factors that contribute to the sustainability and profitability of these models.*
- *Comparative analysis of business models used in successful energy communities.*

Financial Viability and Funding Strategies

- *Funding sources for energy communities (e.g., grants, loans, crowdfunding, government incentives).*
- *Financial planning and risk management.*

10:05-10:15 Q&A Session

Further discussion on business models and financial strategies.

10:15-10:25 Break

Section 2 – External Communication, PR, and Political Communication

10:25-11:10 Three best stakeholder management practices in the Danube Region

Effective Public Relations Strategies

- *Importance of public relations for energy communities.*
- *Techniques for building a positive public image.*

Political Communication and Advocacy

- *Role of political communication in influencing policy and public opinion.*
- *Strategies for engaging with policymakers and stakeholders.*

Social Media and Digital Communication

- *Utilizing social media platforms to reach and engage the community.*
- *Best practices for digital communication and online campaigns.*
- *Measurement and analysis of communication effectiveness.*

11:10-11:20 Q&A Session

Further discussion of external communication strategies and political advocacy with experts

11:20-11:30 Break

Section 3 – Organizational Development of Energy Communities

11:30-12:15 Three case studies on successful energy community establishment

Building a Strong Organisational Structure

- *Key elements of a robust organisational structure.*
- *Roles and responsibilities within energy communities.*
- *Strategies for effective leadership and governance.*

Capacity Building and Training

- *Importance of capacity building for the sustainability of energy communities.*
- *Available training programmes and resources.*

Change Management and Adaptation

- *Change management practices within organisations.*
- *Techniques for fostering a culture of innovation and adaptability.*

12:15-12:25 Q&A Session

Further discussion of practical aspects of establishing energy communities with experts

12:25-12:45 Final remarks