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REPORT

Transfer Workshop in Italy– Pescara



Pescara 30 maggio 2019

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INTRODUCTION

The Transfer Workshop presented in this report has been realised within the range of activities planned under Work Package 5 of the WinWind project (*Learning laboratories: transfer and validation of best practices*), aimed at transferring the best practice and measures, analysed and selected by partnership Members, to targeted Wind Energy Scarce Regions identified (WESRs, as “learning regions”), focusing on community participation and engagement. The transfer session was addressed to a wide range of relevant stakeholders coming from Region of Abruzzo, representing: Public administrators/decision makers; Experts and Technicians; Citizens and Associations and Private Business sector.

The outcomes of the learning lab realised will be used to the drafting and signing of a *Memorandum of Understanding* (MoU), where will be indicated the rules and roles for the operative accomplishment of the transfer processes. Consistently with the implementation process abovementioned, to realise the Learning laboratories foreseen in the WP5 - aimed to the transfer and validation of best practices - some preparatory actions have been made:

- selection of the measures (chosen from best practices portfolio) to be transferred to the Wind Energy Scarce target Regions (WESR, as “learning regions”);
- creation of transfer teams consisting of stakeholders and market actors from the WESR and mentoring experts from the WinWind consortium and partner countries with implemented best practices;
- work out of Transfer management Plans - with the support of the mentoring experts and the national/regional desks of the “learning regions” – providing specific transfer concepts and including proposals about how the corresponding measures can be accommodated in the adopting region, (development of *Reference Scenario*), to match prevailing acceptance problems with appropriate best practice solutions.



AURUM Pescara - sede of Workshp



1. THE BEST PRACTICE SELECTED: SOMENERGIA

As described in the *Transfer Management Plan* concerning the learning labs addressed to the Regions of Abruzzo and Lazio, the best practice selected was *SomEnergia Energy Cooperative*, that had been chosen since it is well suited to the Italian and regional energy policy context.

In Deliverable 4.2 *Best Practice Portfolio* produced by partnership members of the WinWind project, Som Energia was categorised as an initiative to promote the direct financial participation of communities and citizens. More specifically, this category encompasses the direct financial engagement of local communities and citizens in wind energy projects. Citizens and communities are shareholders or members of sustainable energy enterprises as, for example, energy cooperatives. Although it is evident that Som Energia primarily falls under such a category of measures, its activities are also concerned with procedural and distributive justice and promotion of positive communication strategies.

During the introductory phase of the transfer workshop, the SomEnergia Case Study was introduced to participants by the mentors of Ecorys Nicoletta del Bufalo and Roger Reixah Sancez of SomEnergia, .



Presentation of the SomEnergia Case Study during the opening session

1.1 SomEnergia Case Study

Som Energia, which in Catalan translates to “we are energy”, is the first and now largest energy cooperative in Spain. With over 50,000 members and an annual production of 50GWh per year of sustainable energy, half of which is accounted for by wind energy, Som Energia is a highly notable best-practice case for promoting the social acceptance of consumption and production of wind energy in Spain. It is an ongoing project that began in Catalonia and that all along the years has expanded to almost all of Spain.



Leading principles

A cooperative is defined as an “autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically-controlled enterprise”. Thus, cooperatives are commonly guided by the principles of self-help, self-responsibility, democracy, equality, equity and solidarity. In the context of energy, unlike investor-owned utilities, an energy cooperative is an enterprise run by and for the benefit of their members. Although the fundamental basis of most energy cooperatives is to invest in or provide reliable and fairly priced energy, a rapidly growing feature of energy cooperatives is to promote the production and use of sustainable energies. Such an objective prevailed as the overriding motivation to set the foundations of Som Energia.

Thus, three leading concerns related to sustainability guided the formation of Som Energia:

1. *The consensus and acknowledgment that the current energy model based on fossil fuels is unsustainable.* The group believed that more participatory and localised methods must be employed to successfully bring about the energy transition.
2. *The lack of transparency or choice for the sources of energy consumed in Spain.* Prior to the establishment of Som Energia, consumers had no way of finding out or even choosing how the energy that they use was produced. This lack of awareness and choice fuelled irresponsible and unsustainable energy use.
3. *The absence of energy cooperatives in Spain.* Inspired by academic collaborations and communications with the people involved in energy cooperatives across northern Europe, particularly Ecopower in Belgium and Enercoop in France, the group felt compelled to introduce the idea in Spain. This is particularly in light of the fact that Catalonia has a number of strong cooperative movements in other fields.

Main features of the measure

Efforts to establish the Som Energia initiative intensified in November 2009 and in December 2010 the cooperative was officially launched and established by a group of 340 members in Girona, Catalonia. Initially, the cooperative only provided sustainable energy in the autonomous community of Catalonia. However, today, it is possible to be a member and access energy from Som Energia in every Spanish autonomous community (except Melilla and Cuentas).

Som Energia is involved in two out of three stages of the energy market:

Marketing/Consumption and Production.



On the one hand, as far as Marketing/Consumption is concerned, to become a member of Som Energia, a €100 contribution is required. In return for this, SomEnergia give the members a 100% guarantee that the energy they purchase comes from renewable energy production facilities. SomEnergia is able to provide this guarantee due to the fact that they sell the energy based on a system which uses certificates of guarantee of origin. The awarding of the certificates, as well as the labelling of a green marketer, is annually proscribed by a public institution named the National Commission of Markets and Competition (CNMC). The following subsection elaborates what types of energy are sourced by Som Energia, and how Som Energia comes to achieve this label, thereby providing its members with 100% renewable energy.

On the other hand, in terms of Production, SomEnergia distributes to its members sustainable energies from various sources. In sum, Wind Energy (Light Blue - 47.16%) and Solar Photovoltaic (Yellow - 51.29%) account for an overwhelmingly large the proportion of the total energy distributed. Biogas (1,09%) and mini-hydraulic (0.46%) also account for very small proportions. This means that SomEnergia has a highly significant role in promoting the production and use of Wind Energy, given that almost half the energy it distributes comes from this source.

IL CASO DI SOM ENERGIA, MODELLO DI COINVOLGIMENTO DEI CITTADINI. COOPERATIVISMO ENERGETICO



Pescara, 30 DE MAGGIO 2019
ROGER REIXACH SÁNCHEZ, PARTNER DI SOM ENERGIA

Som Energia is able to source and distribute energy from sustainable sources due to two reasons:

1. has successfully engaged in numerous long-lasting and strong collaborations with renewable energy producers in Spain;
2. is involved in projects which actually produce electrical energy from renewable energy sources. These installations, which include Solar PV, wind and biomass, are financed by additional voluntary contributions from its members.



In other words, Som Energia encourages and facilitates its members to invest in sustainable energy production facilities. In this regard, the cooperative is increasingly reaching out to land owners in areas which have particularly high wind energy potential. These people may either be not aware of the potential for wind energy development in their land or are deterred by administrative hurdles for the installation of wind turbines on their land. SomEnergia has therefore made attempts to better inform these land owners, enable them to surpass and handle the administrative hurdles, and consequently SomEnergia will buy their energy at a fair price.

Key actors and stakeholders

The Som Energia, as a non-profit entity, is governed and financed by its members. The target group is very broad given that any individual, consumer, company, producer, investor or public administration can join the cooperative. Naturally, there is a lot of interaction with the Spanish state grid operator (Red Electrica de Espana), with the goal of ensuring that the wind energy produced for the purpose of supplying its members is able to access the grid and that the members are actually receiving fully sustainable energy. The bottom-up approach is the guiding principle of SomEnergia: the key target group are, in fact, consumers and producers of energy, rather than policy makers. Due to this, Som Energia has established over 30 local groups all across Spain, whose members collaborate to disseminate information about the cooperative and, more generally, about sustainable energies, within local communities and with other cooperative and progressive movements.

The decision-making process of Som Energia is managed by the annual General Assembly where all members of the cooperative are invited to participate. A Work Team has been established in the headquarters in Girona, a group of 47 employees who take charge for the business and operational activity of the cooperative. Moreover, it is important to note that the whole cooperative has a very strong gender balance, illustrated by the fact that the current President of Som Energia is a female.

Direct financial participation of citizens/communities

As above mentioned, Som Energia is based on a bottom-up approach principle, in fact, rather than pushing policy makers to promote the use of wind energy, it aims at engaging citizens and communities in the energy transition, by giving them the opportunity to both buy and invest in energy produced from renewable sources. Therefore, these groups actually participate and contribute towards the realisation of the energy transition, thus implementing a real connection between the citizens and the means of energy production. As a consequence, through connection and participation, citizens:



- developed awareness and interest in energy sourced from wind;
- had strongly improved the social acceptance of wind and other sustainable energies.

Further, the energy and enthusiasm of the members in favour of wind energy has had highly positive spillover effects for promoting further communication and participation among other segments of society. The local groups throughout Spain, which consisted of Som Energia members and volunteers, divulgate the importance of sustainable energy use and the energy transition and mobilise people to actively participate in planning and political processes in order to drive forward proposals for wind energy installations. As a consequence, local governments all around Spain have been taking much more interest in wind and sustainable energies. Many local authorities, particularly in Catalonia, now buy their energy from Som Energia. In such area, this has indirectly created favourable conditions for the planning and decision-making on further wind and PV installation. Furthermore, through enabling groups of citizens to further invest in renewable energies, particularly local people on local projects, a direct financial benefit of the energy generation is being conferred on the local communities where the wind or PV farms are built. Som Energia is always trying to involve people in the area of a project by financing and taking profit from such projects. In this light, Som Energia also supports land owners to install wind energy for subsequent fair-priced purchase of energy by Som Energia, proving that Som Energia also contributes towards improving distributive justice, whereby a fair distribution of costs and benefits of wind energy is promoted.

Effectiveness

In sum, Som Energia has effectively contributed towards overcoming numerous social acceptance barriers which were particularly high in Spain. Through enabling citizens to financially participate and invest in wind energy, a highly positive perception has been created. Som Energia has also contributed towards ensuring a fairer distribution of the benefits of wind energy to local communities and land owners. The facts that in 8 years, it has gathered 50,000 members, generated 10 million kWh/year and has invested almost €13 million in sustainable energies, provide a solid evidence on its effectiveness.

Innovativeness

The characteristics and functions of Som Energia as an energy cooperative are highly innovative and different to conventional energy cooperatives across Europe, since they are for the most focused on the production of (sustainable) energy, asking to members and participants to make investments in energy production facilities that requires a reasonably significant financial contribution (often thousands of euros). Rather, Som Energia was first



focused on the commercialisation and marketing of energy and thereby the membership fee is much cheaper (€100) and more accessible to people, thus generating a demand for sustainable energy all over Spain. Only once the cooperative grew in members and financial capacity Som Energia begin to get more involved in the investment and production of energy.

Transferability

First step for establishing an energy cooperative is to mobilise, create and promote a local group. This group must discuss their intentions and exhibit their ideas to relevant local stakeholders, both formally and informally. The second step would be to gather sufficient finances to invest in the projects and the cooperative. Som Energia claim that, for a cooperative, this is not a significant hurdle to overcome, given that the model that they propose is low cost and more cost-efficient. This is explained by the fact that they do not have many of the sunk costs which big utility companies have, such as old technologies (coops rely more on the internet and new technologies), offices in expensive capital cities (Som Energia has just one office in the countryside of Girona), and high human resource costs (given that it is non-profit and voluntary). This suggests that energy cooperatives can actually be implemented in a cost-efficient way.

2. THE EUROPEAN AWARENESS SCENARIO WORKSHOP - EASW® METHODOLOGY



The EASW® is a method conceived and used since the 1990s by the Danish Board of Technology to facilitate innovation transfer and create agreements between different groups of stakeholders. In 1994 the methodology was adopted by the European Commission and officially distributed within the European Innovation Program, thanks to the work of the Dutch TNO and of the IDIS Foundation - City of Science and subsequently applied throughout Europe. The EC has registered the EASW® trademark to protect it from improper use (a sort of copyright) and has created a network of European experts, the "National Monitors", who spread the method, guaranteeing the quality of its application.

An EASW® helps and supports democratic participation in choices related to the improving of the living conditions of a community and to the sustainability of a territory. It allows participants to exchange information, discuss the themes and processes that govern local development,



the impact of choices on the natural and social environment, stimulating their ability to identify and plan concrete solutions to existing problems. The method, widely applied throughout Europe, proved to be particularly suitable to:

- encourage dialogue and participation amongst the various components of society;
- create a balanced relationship between environment, economy and society;
- allow sustainable development in respect of the needs and aspirations of the members of a local community.

The EASW® participants meet to exchange opinions, develop a shared vision of the future of a territory and propose ideas on how to achieve it, answering the following essential questions:

HOW can the identified problems be solved? It will be necessary to focus more on technology or organizational solutions?

WHO is primarily responsible for their solution? Local authorities, citizens or both?

Therefore, the method stimulates participants to think about the role that technology, on the one hand and, on the other, the different systems of social organization, (as volunteering, public services, etc.), can play to make development models more focused on the needs of the future generations. It does so in a simple and inductive way, because its main goal is to make people discuss on issues that, at least tendentially, are distant from everyday life. And the participants are experts, since, working at the local level, they:

- ✓ know the opportunities for change and limits related;
- ✓ can promote change by changing their behavioral patterns.

Approximately 20-30 people, selected according to their origin, (city, neighborhood, company, territory, etc.), participate in an EASW. They must be representative of the reality in which they operate. Generally they are chosen among four different social groups (stakeholders):

1. Citizens/Associations
2. Technology experts
3. Public administrators
4. Representatives of the private sector

An EASW® is based on two main activities: the **development of visions** and the **proposal of ideas**. During the **development of visions** participants, after a brief introductory session, work



divided into role groups, due to their belonging to the same social category (citizens, administrators, etc.). During the group work, they are invited to project themselves into the future to imagine how, with respect to the topics of the discussion, to solve the problems of the territory in which they live and work. They must do so by taking, as a point of reference, the scenarios which envisage possible alternative solutions (based on different combinations in the use of technologies and in the organization of solutions).

To facilitate this activity, the methodology foresees the use of a range of techniques apt to manage the discussion and to achieve the expected results. The visions designed by each group are presented in a subsequent plenary session. These visions have to accurately outline the solutions adopted, emphasizing for each one the role played by technology and by the organization of the community.

The common vision emerged at the end of the first working session - refined by the facilitator and by the group leaders within a small meeting (*petit comité*) – represents the starting point on which the next activity will be based.

During the ***proposal of ideas*** the participants are called to work in thematic groups. After a brief introduction to the work, where the facilitator presents the common vision emerged from the first session, a new step of group work begins. This time the groups are formed mixing the participants consistently with the topic to be discussed (water, energy, etc.). Each group, representing in this way different interests, will have to focus on the proposal of ideas suitable for implementing the common vision emerged. Also in this second set of activities the discussion will have to be guided, with the help of a series of techniques, to have each group formulate concrete ideas proposing how to realize the common vision and who will have to take responsibility for its realization with respect to the assigned topic.

Usually, each group is asked to formulate a limited number of ideas (around 5), that are presented in a subsequent plenary session, to be discussed and voted on. The most voted ideas will eventually be the basis of the local action program, drawn up by the participants to address the issues under discussion.



3. INVITATION LETTER TO THE EASW PESCARA

WINWIND- LEARNING LAB

To develop a socially inclusive wind energy

Within the European WINWIND Project (*Winning Social Acceptance for Wind Energy in Wind Energy Scarce Regions*), funded by the 2020 Horizon Program, the Regions of Abruzzo and Lazio are "Target Regions" identified to develop the analysis on the social acceptability of the wind power.

The Learning Labs planned aims at transferring the Best Practices (BP) selected at European level in order to build strategic scenarios and ideas for their implementation on the targeted territories. The GP identified for the Region of Abruzzo is represented by SomEnergia Energy Cooperative, which is the largest energy cooperative in Spain. Cooperatives are commonly guided by the principles of self-help, self-responsibility, democracy, equality, equity and solidarity. In the energy context, unlike investor-owned utilities, an energy cooperative is a company managed for the benefit of its members, who directly participate in the energy transition.

The general purpose of the work session proposed is to share measures and methods identified and, through the commitment and participation of the local and regional community, to analyse and validate actions that could be adopted in the next future to apply the best practice selected.

The methodology adopted is the EASW (*European Awareness Scenario Workshop*), recognized by the European Commission to promote shared sustainable development models based on a more careful use of resources and to stimulate the democratic participation/debate on the identification of choices suitable to the improvement of local communities with a view to sustainability and social acceptability.

We hereby invite You to take part in the works that will be held

On the 30th of May 2019 at 3.00 pm

Sala Corradino d'Ascanio presso il Consiglio regionale d'Abruzzo

Piazza Unione, Pescara

Please find attached the Agenda



4. AGENDA OF THE EASW PESCARA

2.30 p.m. **Registration of the participants**

3.00 p.m. **Introduction**

Local Authority welcome by Region of Abruzzo delegates

Presentation of the best practice selected “Som Energia” (by Ecorys, Coop. Som Energia)

Presentation of the Reference Scenario at 2030, (by ENEA)

Description of the Learning Lab aims and of the EASW methodology (by Ecoazioni)

4.30 p.m. **Group sessions**

Division of participants into 2 mixed subgroups:

Group A (Virna Venerucci, Ecoazioni, as facilitator)

Group B (Massimo Bastiani, Ecoazioni, as facilitator)

Start up of the Vision making activity.

On the base of the Reference Scenario presented and of the relevant pre-selected themes proposed, each sub-group discusses in order to identify its own “positive strategic scenario”.

After the discussion, with the support of the facilitator, each group prepares a presentation of its own “strategic scenario”.

Start up of the idea generation activity

Sub-groups focus on identifying ideas which may contribute to the realisation of the “Strategic Scenario identified”, using the ‘snow cards method’.

Each group establishes a list of the best (top-5) ideas and prepares a presentation of them.

6.00 p.m. **Plenary session**

Presentations: Each group presents the Strategic scenario designed and the related top 5 ideas identified to implement it.

Top ideas selection: On the base of the presentations made, participants vote the most relevant and urgent top 5 ideas/measures (out of 10) to be started up in the very next future.

Closing: Evaluation of the day-works and follow-up. Final presentation summarizing contents shared and results achieved (by Ecoazioni, Enea, Ecorys and Region of Abruzzo and delegates).



5. LIST OF PARTICIPANTS

N°	Name, Surname	Participant organization name	Email	Signature
1.	Iris Flacco	Regione Abruzzo Dirigente del Servizio Politica Energetica Qualità dell'Aria e SINA - Regione Abruzzo		
2.	Ciuca Giuseppe	Funz. Tecnico del servizio Politica Energetica Qualità dell'Aria e SINA Regione Abruzzo		
3.	Ciamponi Dario	Regione Abruzzo		
4.	De Amicis Stefania	Regione Abruzzo		
5.	Mirabilio Marco	Confederazione Nazionale Artigianato		
6.	Santucci Gabriele	Ente Parco nazionale della Majella		
7.	Ferrante Silvia	Centro di doc. Conflitti Ambientali -Cosca Abruzzo		
8.	Venditti Michelina	Università di Chieti e Pescara		
9.	Schiazza Patrizio	Associazione Nazionale AMBIENTE E' VITA		
10	Osvaldo Locasciulli	Responsabile scientifico del WWF per la Riserva di Penne - CEA Penne		
11	Elena De Luca	ENEA STAV-VALTEC (Unità Studi, Analisi e Valutazione - Servizio monit. delle tecnologie)		
12	Nicola Labia	CCEI (Centro di Consulenza Energetica Integrata) di Pescara		
13	Piero Di Carlo	Università di Chieti-Pescara		
14	Francesco D'Alessandro	Responsabile Area Ambiente Confindustria Abruzzo e Presidente ASSOLAB SANITA' DI CONFINDUSTRIA ABRUZZO		
15	Airoldi Davide	RSE		
16	Stefano Maran	RSE		
17	Marcello Muisi	Associazione cittadini Pescara		
18	Marani Mauro	Responsabile della Divisione ENEA DUEE-SIST (Servizi Integrati per lo Sviluppo Territoriale)		
19	Giovanni Addamo	ENEA - Responsabile della Divisione ENEA DUEE- SIST (Servizi Integrati per lo Sviluppo Territoriale)		



20	Mirco Velluto	Consigliere Amministrazione ACA S.pA (Azienda Compr. Acquedottisitica) Pescara		
21	Nicolangelo Zizzi	Ass.Tecnico presso Regione Abruzzo		
22	Francesca Rossi Polidori	Tecnico esperto di energie rinnovabili		
23	Massimo Bastiani	Ecoazioni		
24	Virna Venerucci	Ecoazioni		
25	Federica D'Armini	Ecoazioni		
26	Nicoletta Del Bufalo	Ecorys		
27	Tania Giuffrida	ENEA		



Staff and participants of the workshop



6. THE REFERENCE SCENARIOS PRESENTED IN PESCARA

Reference Scenario has been designed consistently with the Transfer Management Plan (task 5.1), through the joint cooperation between transfer team and mentors.

For the learning Lab held in Pescara on 30/05/2019 two reference scenarios have been developed, based on the adoption of the “Som Energia” measure.

Scenarios proposed were two possible vision of the future (in the year 2030):

- built on three main issues: **Political context, Social context, Economic and Environmental context**;
- taking into account two variables (how and who diagram):
 - Scenario 1** *Organization and contextualization of the measure with prominent role of the public sector,*
 - Scenario 2** *Organization and contextualization of the measure with prominent role of the local community and private sector.*

Reference Scenarios proposed to participants were the following:

“We are in 2030, thanks to the WinWind project and to the adoption of the “Som Energia” measure, the level of social acceptability towards wind energy has grown. We succeeded in achieving this success thanks to the strategies and measures implemented”.



SCENARIO 1 THE REGIONS SUPPORT THE ENERGY COMMUNITIES AND THE LAUNCH OF NEW SOCIO-ENERGETIC SYSTEMS

Political context

Renewable energies have reached the goal of covering 32% of the EU's gross energy consumption. An important role was determined by the regulatory evolution in the field of renewable energies, which has meant that a great deal of attention was devoted to energy governance. In Italy, the Abruzzo and Lazio Regions (which were "Wind Energy scarce regions" in 2018) have today become a virtuous example of production, consumption, storage and sale of energy from renewable sources, through the active involvement of citizens, businesses and local bodies. In these regions in 2020, a specific regional regulation allowed the Municipalities to set up energy communities or join them through the adoption of a specific protocol of understanding. The public sector is confirmed as a fundamental factor for the promotion and encouragement of the establishment of wind farms. Local policies provide for the direct participation of citizens as investors and consumers, together with producers (private and public). By promoting a fair distribution of the costs and benefits of wind energy, the principle of distributive justice is thus respected.

Social Context

The public administration has encouraged the dissemination of information to raise awareness of citizens on the potential, sustainability and benefits of the use and direct control of renewable energy in general and wind energy in particular, starting from the school context. The lack of information on the positive aspects of wind energy production was thus overcome. In the last 10 years, in our Regions, thanks to the strategy of adaptation to Climate Change, the concept of energy has become part of the general culture and of the public opinion. Citizens are increasingly involved in the decision-making process regarding the territory and the energy choices to be made. Wind energy is an option that allows the production of large quantities of energy with a reduced occupation of the land compared to other forms of production. As a consequence, thanks to a careful localization policy, social acceptance has grown.

In terms of social impact, the community benefits from the establishment of networks and systems of cooperation and dialogue between citizens, local/regional administrations and companies belonging to the same territorial context.

Thanks to the new developed governance model, the problem of social acceptability of wind energy has been tackled differently from the past, planning was no longer aimed at accepting a "technology" from local communities, but rather at verifying its adequacy with respect to a territory intended as a community.



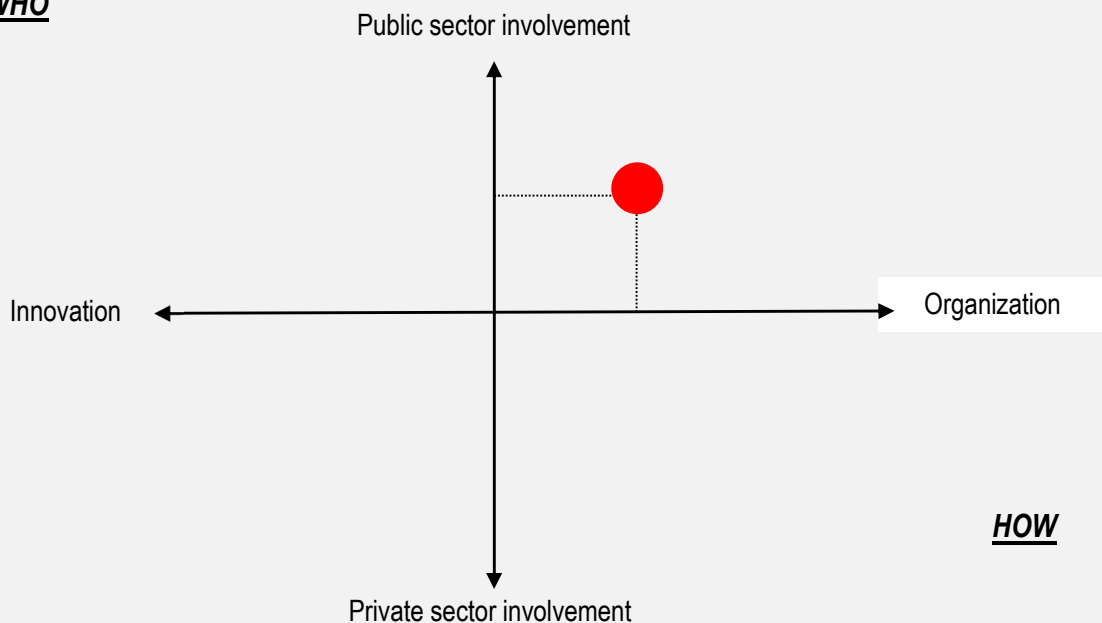
Economic and Environmental context

At the regional level, thanks to the action of the Municipalities, the energy communities have become a reality and an essential driver for the development and increase of the use of wind energy. Citizens (including landowners) are aware of the benefits related to the production and consumption of wind energy and, therefore, directly participate - in financial and dissemination terms - in the constitution, management, control and promotion of companies, also established in a cooperative form, in this sector. The creation of cooperatives aimed at the production and consumption of wind energy has produced considerable and tangible local benefits in terms of:

- creation of job opportunities in the energy sector with low environmental impact and in the related supply chain, with a consequent increase in the employment of citizens in the energy sector;
- reduction of production costs and of the amount of energy used;
- return on infrastructure investments guaranteed and accelerated over time (pay back).

To be taken into consideration - as an indirect economic effect (positive externality) - the launch of educational and training actors to meet the needs of new qualifications. From the national and regional regulatory point of view, the identification of the areas that can be used for the production of wind energy is now clear and the procedures for the installation of wind farms are defined in accordance with the related environmental impact assessments.

WHO



SCENARIO 2 THE SOCIAL ACCEPTANCE OF WIND ENERGY PASSES THROUGH THE CITIZENS-PRODUCERS

Political context

Thanks to a favorable European and national regulatory framework, in the Regions of Abruzzo and Lazio, based on best practices and case studies from Spain and other European countries, numerous Community Energy Enterprises and renewable energy cooperatives were born, to which public and private subjects participate. In fact, has been achieved the transition from a centralized production essentially in the hands of large utilities, to the decentralized production of small producers-consumers, the "prosumers". It was thus possible to experiment an organizational model that improved the distribution of distributed energy and promoted new approaches for community-based energy systems. The Regions provide financial support for the start-up phase of these projects. In particular, the support is directed to the preparation of initiatives and documentation related to the constitution of the communities.

Social Context

In local communities there has been an increasing involvement in initiatives linked to energy and energy production, helping to overcome widespread scepticism about the added value of renewables and of the benefits of wind energy production. Further, has been achieved an ever increasing degree of citizens participation and involvement, where citizens figure not only been as consumers but also as producers. The adoption of a socially inclusive approach in the implementation of wind energy has been a key factor to increase the level of social acceptability of wind farms.

The sharing of economic benefits through the creation of participatory local businesses, has reduced the negative perception by the citizens that now considers the wind farm as an opportunity - even an economic one - rather than a burden and/or an invasive innovation.

The sharing of information and processes and the involvement of citizens in developing with public administrators and private producers/distributors mutually beneficial solutions, has reduced the incidence of preconceptions towards the use of wind energy and the construction of wind farms.

Economic and Environmental context

In 2020 when the first collection of voluntary social capital for the financing of three new wind farms was launched, it had certainly not imagined such an overwhelming success. Thousands of members believed and invested instantly in the proposal, thus supporting two "green" projects that, thanks to regional guidelines, were implemented in areas of the region that had

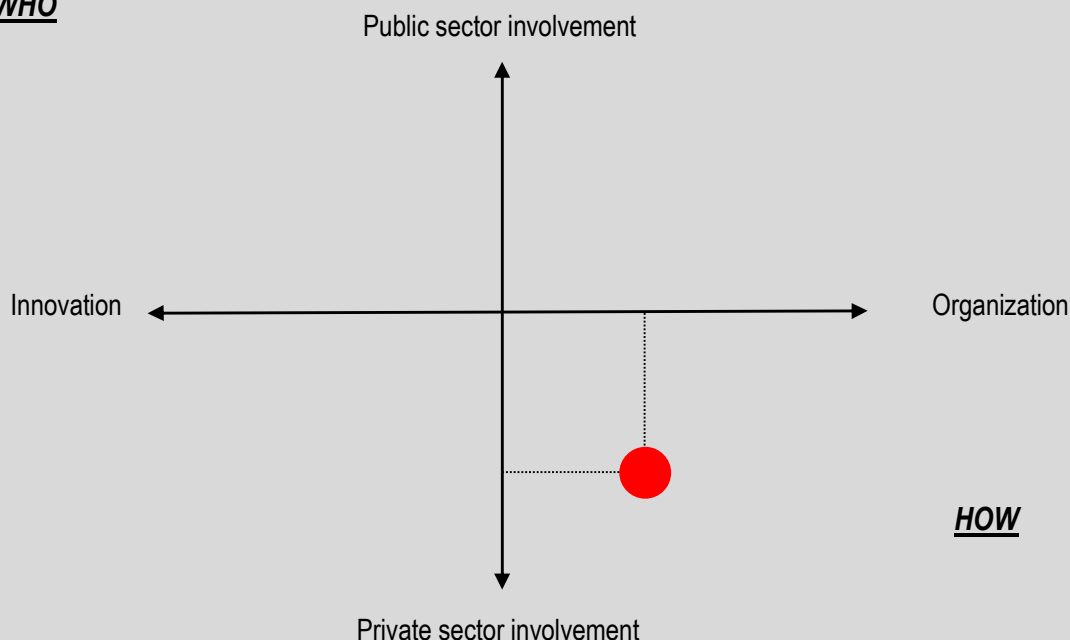


the best characteristics. The energy produced is directly sold by the cooperatives. A socially inclusive approach also by local/regional entrepreneurial actors in the implementation of wind energy, has been a key factor to improve the sustainable absorption of the wind energy market. The alliance, in the planning phase, between companies, local administrations and citizenship, has created the conditions for the availability in the territory of pertinent and specialized skills on the part of the retrained workers and of new appropriately trained employees. The quality of these human resources constitutes an undeniable competitive advantage for companies operating in the sector and in connected supply chains. A further effect of the development of a shared decision- making process and participation, allows to better plan the use of the territory, by correctly identifying the areas to be provided with infrastructures and to integrate them functionally with respect to those already existing destined to the creation of Natural Parks and/or areas housing. The framework includes the provision of support tools and incentives for the creation of energy cooperatives and new businesses; the employment of professional skills in the various sectors, as well as the establishment of labeling systems and certifications of origin of the energy produced and distributed.

Local/regional administrations are equipped with regulatory frameworks which allow for:

- attract funds from national and EU sources dedicated to the development of the sector;
- use these resources quickly and transparently;
- report on programs and related results to citizenship (accountability).

WHO



7. RESULTS OF THE GROUP SESSIONS

On the basis of the the best practice “Som Energia” selected for the transfer activity and two Reference Scenarios presented, the facilitator of each subgroup introduced the Vision making activity:

"We are in 2030, thanks to the WinWind project (and to the adoption of the measure “SomEnergia”), the level of social acceptability towards wind energy has grown. We succeeded in achieving this success thanks to the strategies and measures implemented”.

To make participants of each group start working on their Strategic Scenario, each facilitator asked them to consider:

- three questions:
 - *What happened?*
 - *What strategies have been developed?*
 - *Who made the change possible?*

- three main issues/relevant themes:
 - *Theme 1 - Political context*
 - *Theme 2 - Social context*
 - *Theme 3 - Economic and environmental impact*

- four variables
 - *Public sector involvement (WHO)*
 - *Private sector involvement (WHO)*
 - *Innovation (HOW)*
 - *Collective organisation (HOW)*

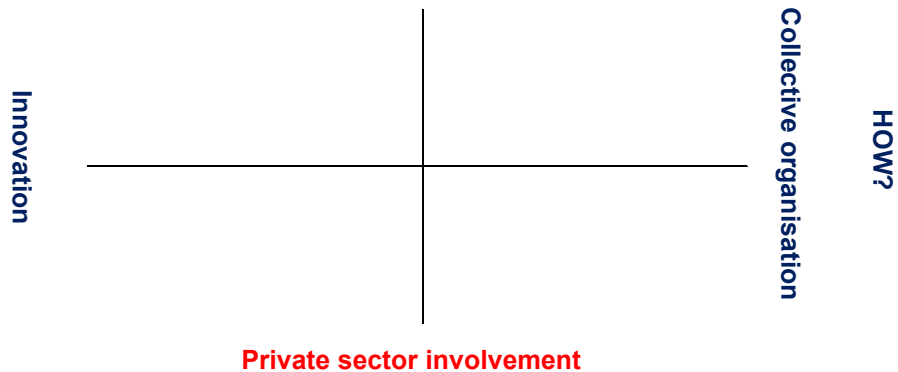
The Strategic Scenario developed by each group, in fact, had to be designed also considering its insertion in the **“How and Who” diagram**, in order to help participants to create and visualize their own vision in order to answer to the questions above mentioned, reflecting on:

- “the typology of actor” (“Who”) responsible for solving the problems that may impede the implementation of the strategic scenario;
- “by means of what” (“How”) it is possible to solve the problems that may impede the implementation of the strategic scenario.



WHO?

Public sector involvement



7.1 Group A – Vision Making Activity results

Facilitator: **Virna Venerucci** (Ecoazioni)

Design of the Positive Strategic Scenario:

We are in 2030, the situation has definitely improved, above all because is now available a Regional Regulation where the areas suitable for the establishment of wind farms are clearly indicated (which are also homogeneous areas). This legislation was made possible also because there is a National Regulatory Framework with respect to which Regional Guidelines have been designed. The National Regulatory Framework was also the result of a comparison between the different Regions.

Aspect characterizing the change produced is the "Emotionality" that has been built, that is, the communities have become responsible for the developed plants and, therefore, they no longer perceive them as invasive and intrusive, but as something that "belongs to them": producing clean energy, therefore, is now considered a "common best".

It is by now evident that these plants produce benefits on the community, therefore the community must be one of the key actors of the choices that are made. The benefits also affect productivity, in fact, revolving funds have been created and the creation of Municipal Energy



Agencies has been promoted, (given that the provincial ones have been a failure), acting as territorial reference points to acquire information on the production of wind energy - and on renewable energy in general - at the territorial level.

The wide dissemination of information has produced a widespread knowledge, that is an “informed community”. This has determined the evolution of citizenship opinion and its more positive predisposition towards transformation and change: the understanding of the difference between being able to have clean energy instead of that deriving from fossil combustion, has increased the acceptability of plants of different types, therefore also wind farms.

The production formats of the turbine generators have been optimized, so they have more power and, consequently, they are fewer (efficiency).

Citizens can participate in the implementation of the wind farm, benefiting (also economically) from energy production, that is, they are finally co-producers.

Furthermore, the legislation on self-consumption has been superseded, given that, at present, there are no implementing decrees allowing the consumption of clean energy through the connection to the grid.

Although in previous years, with the emergence of the need for repowering, technologies have been modernized, a lot of work has been done on technological innovation to reduce the dispersion produced by the network.

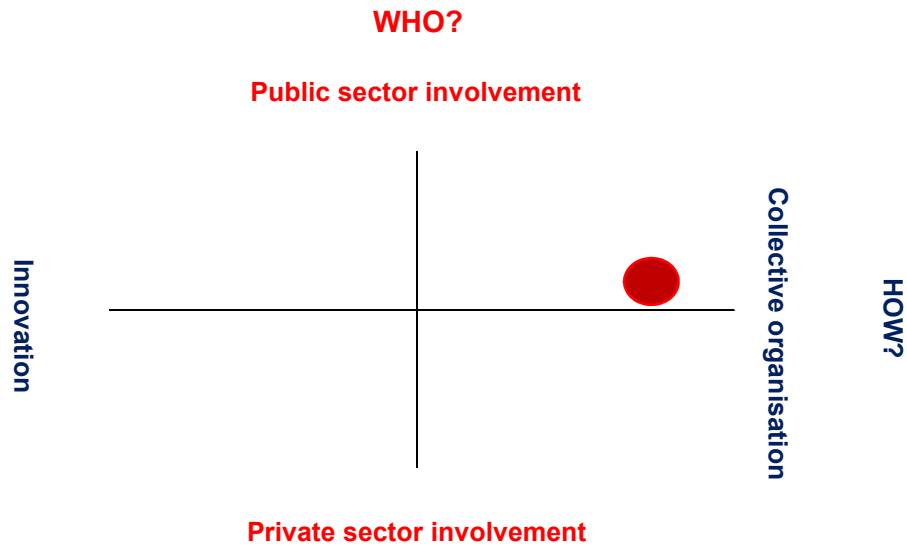
Considering the innovations introduced:

- the local workforce was continuously promoted in the Specifications, that is, those who have to set up wind farms on a territory, must hire local staff;
- increased information, (where energy is being produced and what kind of energy is produced). The wind power represents a solution as we have been able to implement: a transparent process, efficient monitoring, a National Public Direction to define suitable areas;
- sharing between local communities;
- repowering through the use of new technologies: the number of plants has been reduced since are now used more efficient machines. It also improved the impact on the communities.

The last reflection that has been made is that 70% of the electricity is produced in Italy and 30% is imported, but of this 70% only 17% is renewable, the rest is from fossil (oil and methane) . So we should reduce consumption to reduce CO2 and help combat climate change.



Insertion of the Group A Scenario in the How/Who diagram

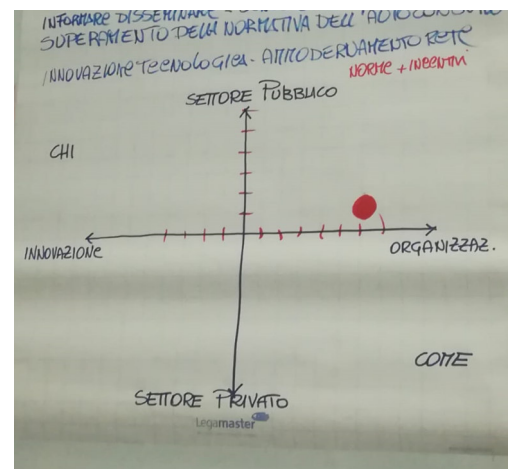
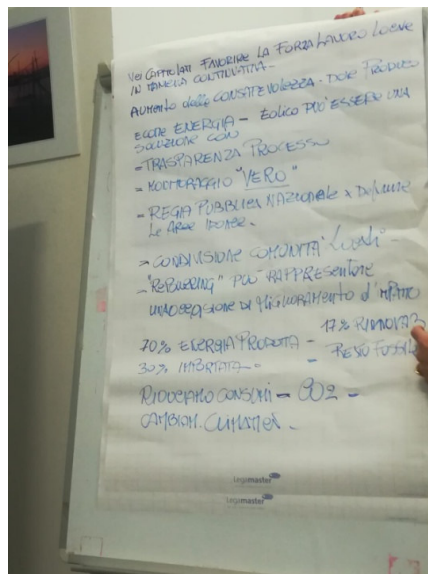
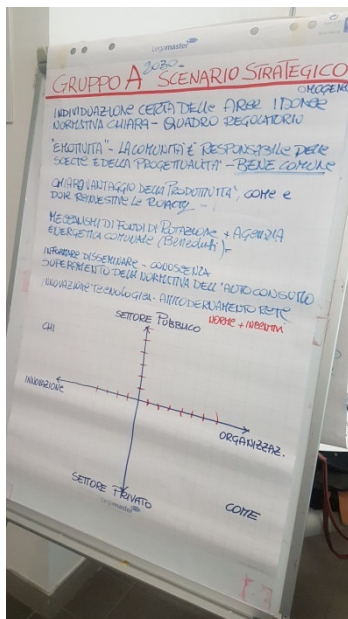


WHO: Public Sector

There is a lot of legislation and the need to streamline, so a key player is certainly the public sector, but issues like energy communities, responsibilities and awareness increasing, imply necessarily the involvement of the private sector.

HOW: Organization

The public sector works on rules, incentives and in part also on the organization, so, Innovation is meant as “technological innovation supporting the organization”.



7.2 Group B – Vision Making Activity results

Facilitator **Massimo Bastiani** (Ecoazioni)

Design of the Positive Strategic Scenario:

We are in 2030, actual consumption has been reduced. Technological development has allowed the creation of plants with reduced impact on the flora and fauna of the territory, as well as the visual impact of these plants, increasing their level of social acceptability (change of mentality). Energy efficiency was implemented also thanks to the establishment of a system of integrated networks between the energy production and distribution structures.

Wind energy is part of a National Strategy which, also through the improvement of networks, has worked to keep waste, accumulation and, therefore, energy conservation under control, focusing on few but clear rules, which give evidence not only of "where wind farms cannot be created" but, above all, "of the areas where it is possible to locate them".

Political Context

From a political-institutional point of view, there is a "change of mentality" in territorial planning which, at national and regional level, now also respects the criteria indicated by the EU. In fact, a National Framework Law has been promulgated which, for example, promotes:

- cooperatives and energy communities (citizens become producers), clarifying which path they must take;
- no incentives (no longer necessary), as tax deductions, indicating terms and conditions;
- widespread share ownership (mixed, social and traditional energy distributors), a sort of energy "BOT" that operates on national territory.

Based on the National Framework Law, the Regions have prepared Guidelines:

- to reduce the bureaucratic *iter* that those who want to invest in renewable energy must follow;
- to make the environmental impact assessments transparent (multidisciplinary), so it is clear where the plants can be located;
- to indicate the modalities to establish energy cooperatives or energy communities.

Social Context

The availability of digital SMART platforms has improved the dissemination of information, increasing the awareness of the population and raising awareness on the issues of climate



change and on the use and production of renewable energy. The information has clarified the terms and modalities of the *decommissioning* process, making transparent the necessary replacement of obsolete systems and to whom the cost of the replacement is destined.

Exemplary plants have been created that have impacted on the awareness that the use and production of energy from renewable sources is no longer put off and that other energy sources (such as methane) are invasive. These facilities have been the subject of guided tours of schools in wind farms and the differences between the various energy sources have become part of the school curriculum.

Environmental-economic impact

A fundamental impact is registered in the economic organization: the citizen is now "out" of mere self-production, being able to directly participate in the "global" production that benefits everyone. In fact, energy cooperatives also include large distributors: a model has been created that is not only decentralized from the bottom, but that represents a sort of widespread social shareholding. Indeed, it is now possible for citizens to buy securities (from their own bank or through other instruments), or energy production quotas. It implies that citizens not only benefit from an immediate economic advantage, but are, in turn, also producers of an environmental (and social) advantage, since they can directly invest in financial products that foresee a mixed shareholder: social and of the traditional distributors of energy sources.

Another important aspect is that this widespread shareholding, these energy "bots", operate on the national territory, that is, the investment can be made for structures and plants that are not necessarily located in one's own territory.

Part of the income can also be invested in energy efficiency, as the principle is that producing renewable energy must not lead to more consumption.

Wind farms, in particular the more virtuous and innovative ones, can also benefit from significant tax deductions, since they offer a service to the community also in terms of reducing the effects of climate change.

The production formats of the turbine generators have been optimized, so they have more power and, consequently, they are fewer (efficiency).

Energy communities are stronger in urban centers while the widespread investment mode (energy cooperative system) is more present in less densely populated areas.



7.3 Group A – Idea generation Activity results: Top 5 ideas proposed

1	Idea:	National Direction to identify the areas suitable for wind farms, also creating a balance amongst the different Regions and, therefore, avoiding concentrations of wind farms on some areas and underutilization of other potentially suitable areas. This would also be quite easy having conceived the creation of a State/Region table through a Dgl.
	How:	State/Region Table
	Who:	Ministry + Regions
2	Idea:	Transposition by Italy of the Energy Communities and Common Bests Directive
	How:	DLGS
	Who:	State
3	Idea:	Legislation that allows self-consumption (regional or municipal regulations). Prize-winning on the <i>specifications</i> for the use of local workforce and citizen co-participation and, therefore, rewarding in the specifications for the involvement of the private in the processes.
	How:	Municipal regulations
	Who:	Municipalities
4	Idea:	Create transparent information on all phases of the process + active participation. In addition to what the legislation proclaims, transparency towards local communities is important. The companies that do it from the start up phase get better results.
	How:	via Web, meetings with the schools and associations.
	Who:	Municipalities + Private sector
5	Idea:	Set up of a National Monitoring System (national guidelines that could be followed by everyone) comparable between the various plants
	How:	Web, Guide Lines, specific indicators
	Who:	ENEA/RSE



7.4 Group B – Idea generation Activity results: Top 5 ideas proposed

1	Idea:	National Framework Law that clarifies which path the energy cooperatives and communities must follow; the available financial resources and methods for their use; any possible reductions and how to obtain them.
	How:	Governement proposal
	Who:	Governement and Public Institutions
2	Idea:	Regional Guidelines , declined in consideration of the Framework Law, reducing the bureaucratic process that those who want to invest in energy must follow; making environmental assessments transparent by enhancing their multidisciplinary nature; identifying in a clear way the areas in which it is possible to locate the plants; providing indications on the practical ways of establishing energy cooperatives or energy communities.
	How:	Regional Council
	Who:	Region
3	Idea:	Creation and availability of specific energy-financial products
	How:	Financial products
	Who:	Banks and investment funds
4	Idea:	Awareness raising campaigns addressing citizens, on the issues of climate change, energy and the benefits of renewables
	How:	In the schools and in cooperation with sectoral associations
	Who:	Sectoral Agencies
5	Idea:	Creation of a Technical Consultancy to support the development of wind energy, systematic and territorial
	How:	New Accredited Platform
	Who:	Organizations, Universities, Research Institutes



8. FINAL 5 TOP IDEAS SELECTED

The results of the workshop, presented below, through the declination of the **5 most voted ideas/actions**, give evidence of the aspects - and implicitly of the problems - emerged through the debate. Therefore, projecting ourselves into the future, on the base of the best top ideas voted by the participants, in **2030** we will have:

1	Idea:	a National Direction which, through the establishment of a State/Regions Table, highlights the areas suitable for the establishment of Wind Parks, so that a balance is respected throughout the national territory and concentrations or underutilization are avoided. This National Direction implies the issue of a Framework Law that defines the path for the implementation of Energy Cooperatives and/or Communities; the financial resources available and the related methods for their use; any possible tax concessions/deductions and how to obtain them.
	How:	State/Region Table - Governemnt proposal
	Who:	Ministry + Regions - Gouvernement and Public Institutions
2	Idea:	Regional Guidelines , declined according to the Framework Law, which shorten the bureaucratic <i>iter</i> to be followed by those who want to invest in energy; make environmental assessments transparent by valorising their multidisciplinary nature; identify the areas where it is possible to locate wind farms; give clear indications about the procedure create energy cooperatives or energy communities.
	How:	Regional Council
	Who:	Region
3	Idea:	Regional or municipal regulations , allowing self-consumption and providing, in the Terms of Reference, rewarding criteria for those envisaging the use of local labour force and citizens participation in the creation of wind plants and in the production, consumption and distribution of renewable energy processes.
	How:	Municipal regulations
	Who:	Municipalities
4	Idea:	Specific energy-financial products . By now, energy cooperatives include large distributors: a model has been created that is not only decentralized but that represents a sort of widespread social shareholding. It is now possible for citizens to buy stock (from their own bank or through other channels), or rather energy production quotas. This implies that citizens not only benefit from an immediate economic advantage, but are, in turn, also producers of an environmental (and social) advantage, since they can directly invest in financial products that imply a mixed shareholding. Another important aspect is that this widespread shareholding, these energy " BOTS ", operate on the national



		territory, that is, the investment can be made for structures and plants that are not necessarily located in ones own territory of provenience.
	How:	Financial products
	Who:	Banks and investment funds
5	Idea:	Awareness raising campaigns , addressed to citizens, on the effects of climate change, energy and the benefits of renewable energies. In addition to standard channels, (web, TV, meetings, events), awareness raising starts with school education.
	How:	In the schools and in cooperation with sectoral assosiatiions
	Who:	Municipalities + Sectoral Agencies

