



**Project NRGCOM:  
Creating appropriate operational conditions for renewable energy  
communities in the Danube Region**

**SO 2 Raising awareness and encouraging society to create or  
join energy communities**

# **SYNOPSIS REPORT**

**A.T.2.2 Joint development of a motivational programme to  
increase the use of renewable energy sources**

**Motivational programme PP12 – NEK,  
Slovak republic  
2nd period fulfillment**

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Informatization of the Slovak Republic**

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# 1. Project specific objective

NRGCOM aims to disseminate a positive perception of REC initiatives, encourage the society to take similar actions and thereby cut dependence on fossil fuels. Creating a network of 'REC ambassadors' will facilitate the consortium's operation, give more credibility to the project's mission and ensure wide reach to the target audience to spread the concept of RECs. The goal is to address the widest possible audience in a rational and targeted way. PPs will develop a motivational programme to raise awareness of the benefits of switching to renewables and belonging to sustainable communities. The method will address different groups: A.T.2.3 will increase motivation and test the general public's willingness, while A.T.2.4 will assess and increase the engagement of municipalities and economic actors via professional trainings. The extent of behavioural change will be measured and based on the results (nr. of new initiatives), PPs will develop an awareness raising toolkit to be used freely.

## 2. Communication Objective

To reach a wide audience, trigger the widest possible public enthusiasm to create RECs, promote the project activities and capitalise the results, PPs will create a 'REC ambassadors' network, develop a motivational scheme and launch transnational awareness raising campaigns targeting the general public and the key actors: A.T.3.2 campaign will consist of social media campaigns, public events, educational videos and online seminars to share knowledge on renewable solutions and practises on the efficient use and storage of renewable energy. Professional trainings under A.T.3.3 will be held for the main stakeholders to increase their engagement in REC creation and remove their concerns. Based on the success of the campaigns, a toolkit (O2.3) will be compiled of the final motivational method, videos, infographics, guidelines and online educational materials on energy efficiency and RECs, and made transferable in order to ensure the widest possible uptake and the rapid transition to renewable.

# 3. Goal and tasks of PP12 – NEK

The aim of this activity was to ensure the development of a domestic motivational program based on motivational reasons and needs and expectations of members, partners, interested parties and managements of energy communities (EC) for influencing local governments, professional and business public. Formulation of measures for the creation of a motivational strategy and subsequent testing in pilot actions in the next stages of the project while fulfilling the follow-up tasks A.T.2.3 and A.T.2.4.

Two internal work tasks were set within the activity A.T.2.2 in the first period (published in the document prepared by PP12-NEK: Synopsis Report-project NRGCOM Analysis A.T.2.2), namely:

## **Internal task 1:**

Study of available options, theory and methodology of various motivational programs and schemes and elaboration of a proposal of methodology for a strategy of motivating members and managements and the professional public to create and develop EC

## **Internal task 2:**

Design of a theoretical database for motivational action, decision-making and development of parameters for a pilot action of creating and involving EC in a system based on the application of RES.

The methodology was gradually aligned with the lead guarantor of the PP5 task - IRENA and other partners for the synergy of future results and built on two pillars, namely:

1. Providing general knowledge about the benefits of using renewable energy
2. Supporting entities and individuals to establish energy communities.

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Subsequently, **in the 2nd period of the project implementation**, PP12-NEK accepted and implemented two additional separate internal tasks in continuation of the implementation from the 1st period, namely:

### **Internal task 3:**

Fixing the content of the internal PP12-NEK Motivational Program for Slovakia and joint evaluation of related events according to the plan specified in Table 2 at the end of the document.

### **Internal task 4:**

Gradual implementation of the project events and actions themselves with summarizing the results and setting the plan for the follow-up activities A.T.2.3 and A.T.2.4 of the project.

The next section provides a brief overview of the specific results for PP12 – NEK at the current stage of solving the tasks within this activity A.T.2.2 in the 2nd period of the project in Table 1.

The motivation program for Slovakia will be established at the end of the task solution after a joint evaluation of the NRGCOM project participants and will subsequently be tested in a pilot action for selected ECs in Slovakia with measurement and evaluation of the expected results.

This is a task whose development took place in the 1st period, but the completion of the task is planned only at the end of the 2nd period of the project and in connection with other related activities in the 3rd period of the project.

Special emphasis must be repeatedly placed on the broad involvement of ambassadors, experts and stakeholders for Slovakia, as well as their contractual partners in the regions and business locations for the success of the awareness campaign and the actual launch of energy communities in Slovak conditions.

The following table 1 documents the course of organized events during the implementation period of the 1st and 2nd periods of activity A.T.2.2

Table 1

<b>Period:</b>	<b>Event:</b>	<b>Date</b>	<b>Event Type</b>	<b>Focus:</b>
<b>1.</b>	Training of project ambassadors and experts 4.3.2024	4.3.2024	Webinar	Joint negotiation, assignment of work tasks and evaluation of project activities
<b>1.</b>	The 1st Slovak workshop 11-12.3.2024	11.-12.3.2024	Public Event	Discussions and presentations of domestic experts and project management on project activities in the current period.
	Proceedings of the 2nd National Workshop of the Slovak Republic for the NRGCOM Project	22.04.2024	Handbook	A collection of contributions and presentations by experts on current topics of energy communities in Slovakia
<b>1.</b>	The 2nd national workshop on professional A.T.1.2	25.-26.04.2024	Public Event	Discussions and presentations of domestic and foreign experts and project management on project activities in the current period.
<b>1.</b>	The international online workshop on a professional project topic -A.T.1.2 Slovakia	10.05.2024	Webinar	Joint discussion and presentations of all NRGCOM project partners from the international environment on the activities of the 1st period
<b>1.</b>	Training of project ambassadors-experts-stakeholders NRGCOM	14.06.2024	Webinar	Joint negotiation, assignment of work tasks and evaluation of project activities
<b>1.</b>	The 3+4nd joint national workshop on the professional topics of the NRGCOM project 12-15.6.2024	12.-15.06.2024	Public Event	Discussions and presentations of domestic and foreign experts and project management on project activities in the current period.

<b>2.</b>	International field training of ambassadors and experts on professional topics of the 2nd period of the NRGCOM project	29.-31.08.2024	Webinar	International field training and education of PP12-NEK participants and exchange of experience from the results of the NRGCOM project so far
<b>2.</b>	Brief information about the event: International conference Development of energy communities in Slovakia 2024	18.09.2024	Public Event	Joint meeting of industrial energy clusters and energy communities with Austrian partners under the guarantee of PP12 - NEK and the Slovak Association of Sustainable Energy (SAPI)
<b>2.</b>	Brief information about the event: International conference SLOVAKIATECH FORUM – EXPO 2024	24-25.09.2024	Public Event	Presentation of the outputs of energy communities at the conference, leading a panel discussion on educating energy communities
<b>2.</b>	1. Congress of Community Energetics of Slovakia	21.-22.11.2024	Public Event	Joint meeting of energy communities and energy distributors with municipalities under the guarantee of the Energy Community Cluster (KEKS) and PP12-NEK
<b>2.</b>	Meeting on operational tasks for the 2nd period for management and project stakeholders	5.11.2024	Webinar	Working meeting for solving tasks for individual project activities
<b>2.</b>	The 5rd joint national workshop on the professional topics of the NRGCOM project	10. -12.12.2024	Public Event	Joint solution and evaluation of activities of the 2nd period of the project under the responsibility of PP12-NEK
<b>2.</b>	MMK conference paper: "Selected slovak aspects and specifics of building a network of energy communities within the framework of cooperation in the danube region".	16.-18.12.2024	Handbook + Public Event	Contribution of the PP12-NEK author team to the international conference: In. MMK 2024, Masaryk International Conference for PhD Students and Young Researchers, year XI, MAGNANIMITAS, Hradec Králové.



	In. MMK 2024, Masaryk International Conference for PhD Students and Young Researchers, year XI, MAGNANIMITAS, Hradec Králové			
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The planned events for the 3rd Project Implementation Period within the PP12-NEK Incentive Program are listed here - Table 2:

Table 2:

Period	Event/Plan:	Date:	Event Type	Focus:
3.	6th National Workshop Košice	April 2025	Public Event	Ongoing solution of activities of the 3rd period
3.	International Conference ENERGOFUTURA 2024	May/June 2025	Public Event	International meeting of experts from the field of energy, industry and ecology with a topic also focused on energy communities
3.	Training of Ambassadors, Experts and Stakeholders for the Project, Bratislava	February 2025	Webinar	Joint coordination in the preparation and implementation of activities and tasks of the 3rd period
3.	Publication of a professional publication on the topic of Energy Communities and Their Position in the Changing Business Environment of Slovakia	May 2025	Handbook	Professional content being prepared also in cooperation with selected NRGCOM project partners

# 4. Deliverables:

## **Joint development of a motivational programme to create or join energy communities for PP12-NEK**

The task of PP12 – NEK was to make efforts to research the theoretical database for the given issue and at the same time for general awareness, education and promotion among the professional public, and at the same time to build a real foundation for the energy community for successful testing of the project in the conditions of the Slovak energy production and distribution market.

The program involves a joint effort between REC ambassadors, experts, community representatives and other stakeholders who have invited PP12-NEK to communicate and work together.

The formulated measures have been and are being continuously integrated into this incentive strategy to be tested in pilot awareness-raising actions in each partner country in their native language and also in English translation.

The main objective of activity A.T.2.2 is to inspire and empower individuals to take an active role in the transition to renewable energy and to foster a sense of community engagement and collective action.

The method of motivating members and those interested in energy communities is based on 2 pillars:

- 1) providing general knowledge about the benefits of using renewable energy
- 2) encouraging people / institutions / SMEs / state and regional / local government bodies to establish energy communities.

The methodology is already being tested on an ongoing basis within the framework of an awareness campaign on the general public (A.T.2.3) and participants in professional training (A.T.2.4) and its effectiveness – the willingness of the general public – will be measured and evaluated before and after the pilot actions through surveys (A.T.2.3 and A.T.2.4).

The program consisted of workshops and professional training, awareness campaigns, educational materials and presentations by experts with the aim of highlighting the benefits of energy communities, such as reduced energy costs, increased energy independence and environmental sustainability.

The strategy will be jointly translated into the languages of all participants after the evaluation to facilitate the launch of their pilot actions. The results of the pilot projects will be evaluated and the conclusions will be included in the methodological part of the final awareness-raising toolkit (O.2.3). The output of this activity will be a final incentive programme with a related strategy, which will be tested in the framework of the pilot actions. The incentive programme will be developed jointly by all partners; however, it will be coordinated by PP5 - IRENA as the lead guarantor of the activity, as it is achieved in the design of energy efficiency and renewable energy measures and in the organisation of awareness-raising workshops and training seminars.

# 5. Specific result and contribution to the activity for PP12-NEK Slovakia

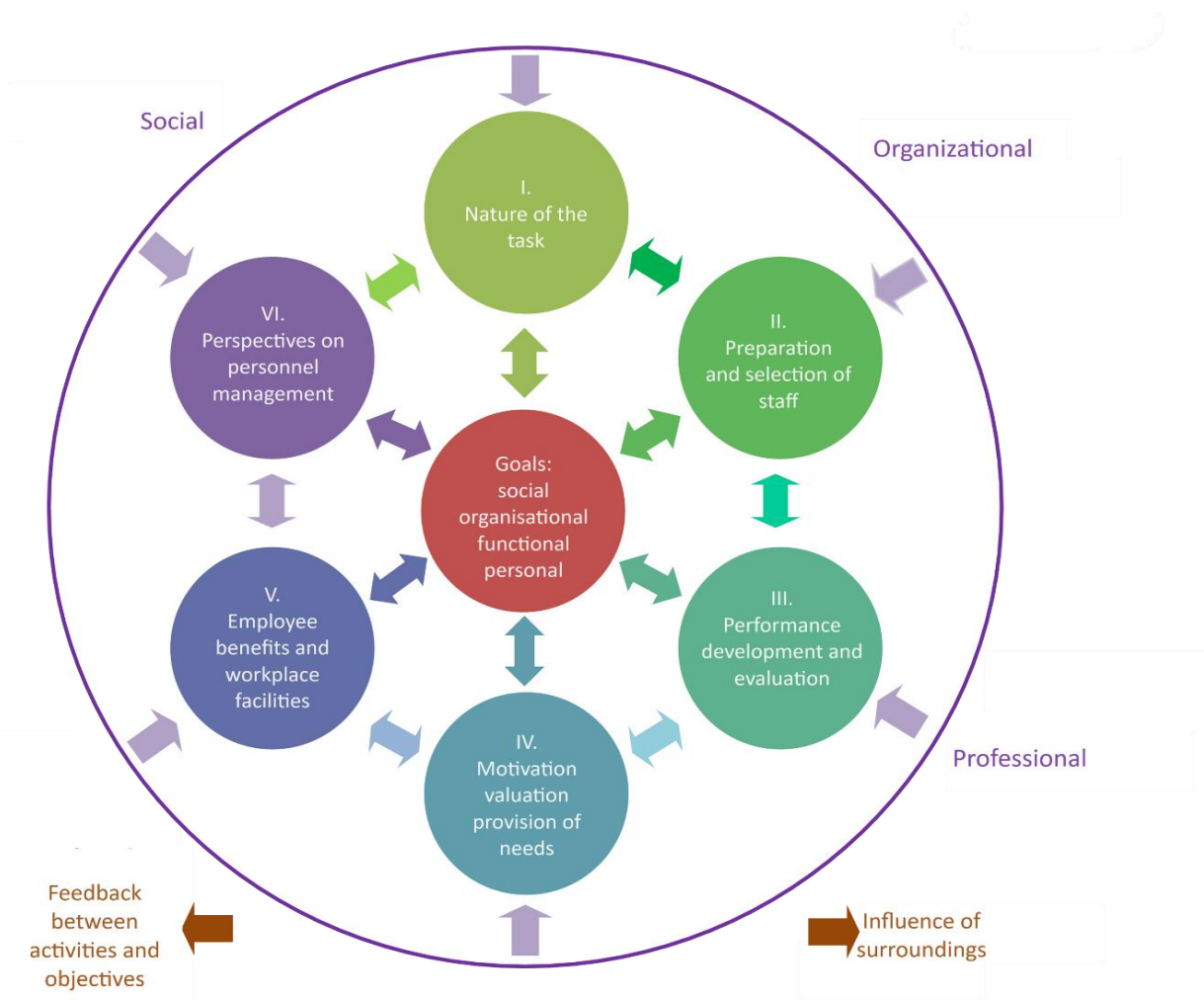
PP12 – NEK has chosen the following approach for solving task A.T.2.2 in this time stage of the 2nd period of the NRGCOM project, namely:

1. Retraining of ambassadors and experts to prepare the content of the activity for the 2nd period and the distribution of individual tasks for processing the domestic analysis and starting points as well as a theoretical database of information on Energy Communities and their essential needs and expectations for setting up options to determine potential motivational tools in the specific environment of RES in Slovakia.
2. A brief summary of the theoretical and practical information collected on an ongoing basis and the conceptual apparatus for processing the task and their subsequent comparison with the results of fulfilling this activity in the 1st Period of the NRGCOM project
3. A description of the motivation system itself, legislative bases and the interconnection of support and motivation and stimulation of members and management and those interested in EC with the organizational system, legislative prerequisites and sales techniques and customer care of EC, with the determination of specific planned and implemented outputs of the 2nd Period.

As part of the study of the issue of personnel motivation, it was necessary to include the motivation system in the overall personnel system of energy communities - its

management and governance and to determine its place, internal links and influences of the external environment. PP12-NEK already addressed this issue in the 1st period of the implementation of activity A.T.2.2 and it is appropriate to recall the validity of the already published model of the personnel management system for managing motivational processes in the conditions of energy communities in Slovakia, as shown in Figure 1:

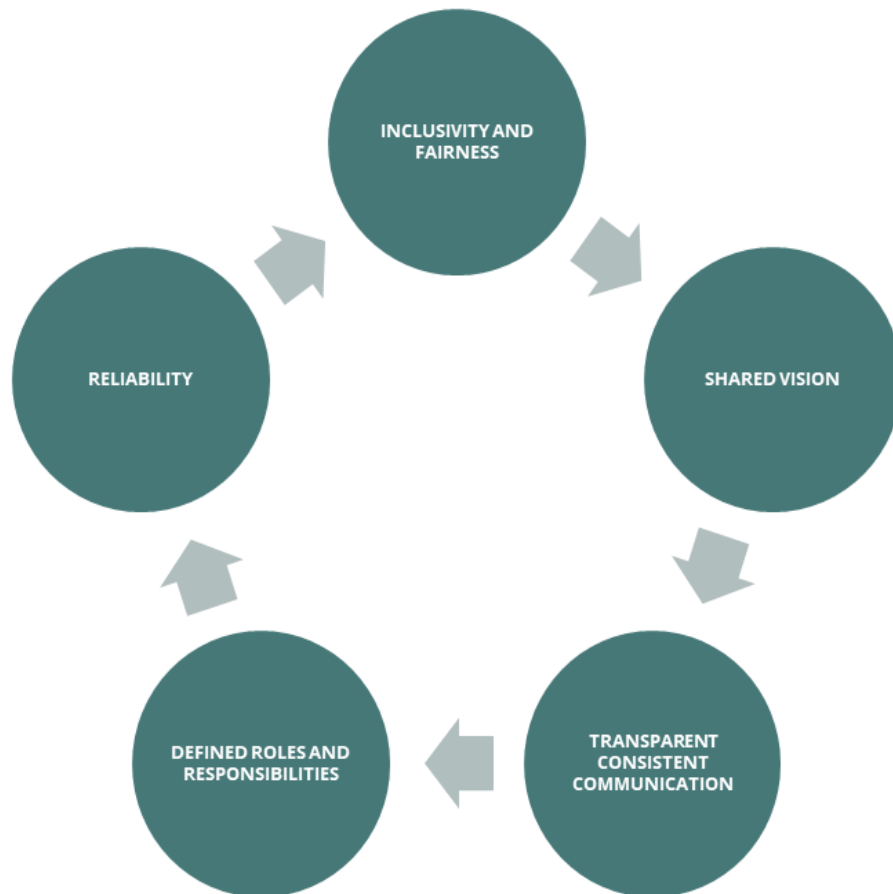
Figure 1: Model of personnel management system and most significant influences



"Source (authors' own work)"

Building trust within the energy community rests on the following key pillars: transparent and consistent communication, inclusiveness and fairness, shared vision, defined roles and responsibilities, reliability, as stated in the final document Incentive Program under activity A.T.2.2 prepared by the guarantor of activity PP5 – IRENA:

Figure 1: Building trust in the energy community



Source: Collection of best internal operation and governance practices of energy communities

Identifying and defining roles in the development of an energy community is essential to ensure effective collaboration, clear communication and the achievement of common goals. Tasks, efforts, responsibilities, required skills, etc. should be described in detail for each role, as clearly defined roles help to allocate responsibilities, leverage individual strengths and promote accountability.

# Motivational Programme Content

For the effective implementation of the Motivational Program, the cooperation of PP12 - NEK with REC ambassadors, experts, and community representatives in Slovakia is crucial.

The effectiveness of the Motivational Program is and will be tested within the framework of an awareness campaign among the general public (A.T.2.3) and participants in professional training courses (A.T.2.4).

The effectiveness will be measured before and after the pilot events through surveys that will be prepared for the entire partnership by PP5 - IRENA under the guidance of the guarantor of activity A.T.2.2. The incentive program generally consists of the organization and implementation of the following work forms:

- public events,
- professional trainings,
- webinars,
- manuals,
- educational videos,
- podcasts,
- social media campaigns,
- publications (brochures/leaflets),
- TV and radio shows/features about the project,
- magazine publishing,
- study visits,

all with the aim of highlighting the benefits of energy communities, such as reduced energy costs, increased energy independence and environmental sustainability.

Given the different levels of development of energy communities in the partner countries, the partners independently assess what form of campaign they will use in their locations. The partners independently decide on the number of proposed contents, the types of stakeholders to be addressed, as well as the number of participants included in the selected contents.

The continuation of the Incentive Program provides basic guidelines aimed at providing partners with a general idea of how to design their campaign.

PP12 – NEK has extensive experience with various ways of distributing knowledge about the use of renewable energy. Materials and documents used on other occasions, while providing general knowledge about the benefits of using renewable energy, could be successfully and verifiably applied here. The prepared professional outputs must be transferable to ensure the widest possible use and a rapid transition to renewable sources.

When setting up the PP12-NEK incentive program, the following work forms were selected:

- public events and professional training (workshops, conferences, presentations at professional social events for the general public, etc.)
- webinars (focused on training and consultations of teams of ambassadors, experts and project stakeholders for Slovakia)
- manuals and publications (publishing a collection of contributions and presentations from the project implementation, publishing a professional publication, contributions/articles to international conferences).

which were planned for the 1st and 2nd periods and of course also in the future for the implementation of the NRGCOM project (in the form of personal participation and online communication).



# 6. Conclusion

The expansion and development of energy communities in partner countries is not comparable, as conditions and opportunities vary across NRGCOM countries. Managers, ambassadors and local experts are the best experts on the local situation, and therefore the principle is that partners independently decide on the content and elements of their own campaigns to be implemented during the testing of activities 2.3 and 2.4.

In addition, each partner has designed and estimated the overall impact of the content they plan to implement.

The expected values are defined at the NRGCOM project level and at the PP12-NEK partner level as shown in the following table 2:

Table 2:

<b>General awareness campaign</b>	<b>Target value</b>	<b>Total reach*</b>
<b>Public event</b>	2	30
<b>Webinar</b>	1	20

<b>Professional trainings</b>	<b>Target value</b>	<b>Total reach*</b>
<b>Webinar</b>	1	20
<b>Handbook</b>	1	100

Number of participants, attendees, number of content views, number of content downloads

Currently, PP12 – NEK has completed the following ongoing activities for the task A.T.2.2 within the 2nd period of implementation:

1. Processing of this output information report with a knowledge base
2. Preparation of an overview of actions and activities, publications, information, similar projects and documents available in Slovakia on the topic of motivational strategy and establishment and launch of support tools for energy communities
3. Coordination of ambassadors, experts and stakeholders for processing and awareness-raising in the regions for the implementation of the second period of this task and subsequent implementation of follow-up activities in subsequent periods of the NRGCOM project.

**Project completion date: 01/2024-06/2026 Project 1st period completion date: 01-06/2024**

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