



**citizenenergy**  
Project



**POCACITO**

European post-carbon  
cities of tomorrow



*Empowered lives.  
Resilient nations.*

# ROLE OF COMMUNITY INITIATIVES AND SOCIAL INNOVATIONS IN TRANSITION TO LOW CARBON URBAN DEVELOPMENT

**Zoran Kordić, UNDP Croatia**

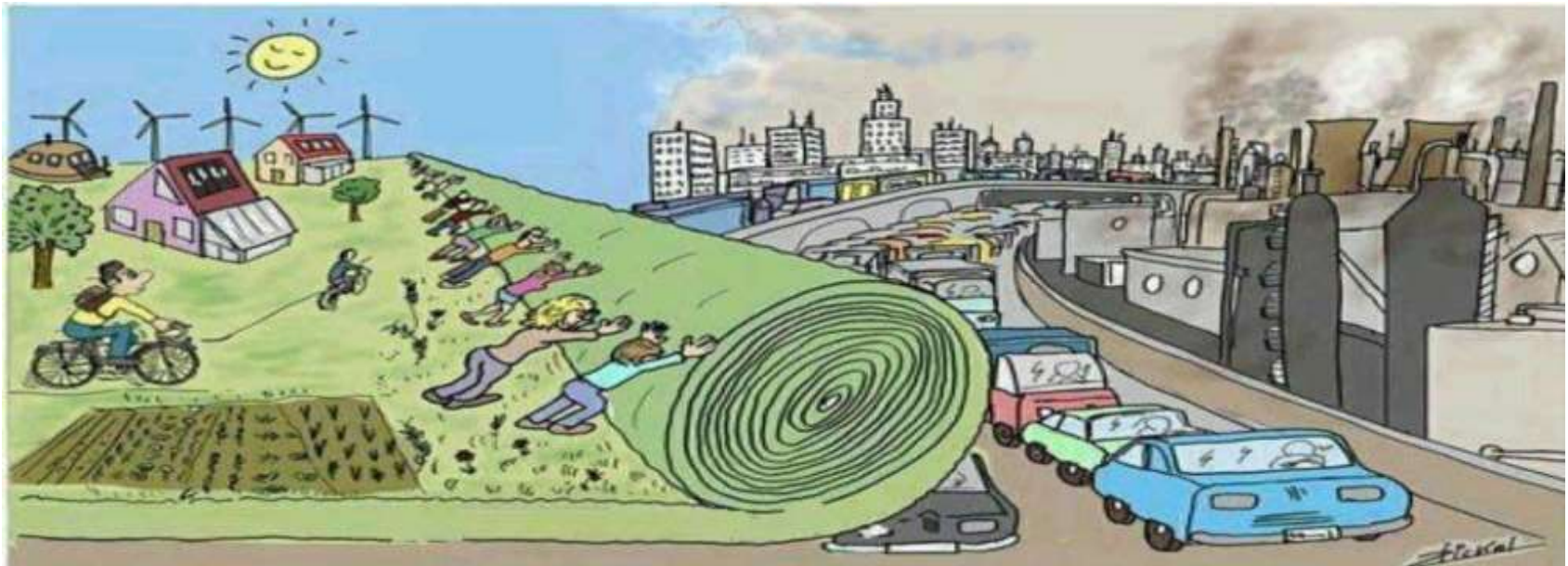


This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no. 613286.



# HOW DO WE ACHIEVE TRANSITION TO LOW CARBON URBAN DEVELOPMENT?

- Visioning
- Participatory approach
- Building networks
- Engaging with communities
- Social innovations





# ROADMAP FOR LOW CARBON URBAN DEVELOPMENT

- Case study: City of Zagreb
- City working group established: 20 people
- In cooperation with City Office for Strategic Development

• Initial meeting with city officials

• Assessment Workshop

• Vision Workshop

• Scenario Workshop

• Sensitivity Workshop

• Roadmap Workshop





# COMMUNITY (TRANSITION) INITIATIVES

- Case study: City of Zagreb
- Mapping of existing low carbon community initiatives: organic food market, cyclist union, city acupuncture, transition groups, urban gardens, social entrepreneurship





# COMMUNITY ENERGY AND ENERGY COOPERATIVES

- Energy cooperative project in Croatia started in 2013
- 20 seminars across Croatia organized, developed web site, Manual on setting up energy coops;
- All energy coops are in early stage, and new financing and new business models needed;
- Recommendations for policy makers developed
- Focus of cooperatives: biomass, PV, electro mobility, biogas, wind, energy efficiency in buildings...





# CROWDFUNDING: INNOVATIONS IN FINANCING RENEWABLE ENERGY PROJECTS

- Financing of projects based on large number of small financial contributions in form of donation, loan or investment
- Next step: developing European online platform for financing renewable energy projects – CITIZENERGY project





# CROWDFUNDING FOR RENEWABLE ENERGY

- First energy independent school in Croatia
- Project led by local energy cooperative Kaštela and Green Energy Coop.



**Indiegogo: 10.000 USD;**  
**total crowdfunding: 32.000 USD**  
**Support from the local County: 45.000 USD**



# ENERGY COOPERATIVES AS INTEGRAL PART OF SHARING ECONOMY

- Case study: Green Energy Cooperative in Croatia
- Spin-off from UNDP project for setting up energy coops
- Helps in developing new energy coops and testing new business models
- Co-founder of Cooperative for Ethical Financing
- Member of Platform for Good Economy (Reconomy project)
- Member of RESCOOP
- Supplier of green energy in the future







# ENERGY ADVISORS FOR URBAN HOUSEHOLDS

- Case study: Energy advisors in Koprivnica-Krizevci County in Croatia
- Based on experiences from ACHIEVE project
- 15 unemployed people trained for energy advisors
- After education, 13 people are employed by City of Krizevci for 6 months to make home-energy checks in 500 households
- Ready to be replicated and implemented at the national level





# CONCLUSIONS

- Successful transition to low carbon urban development needs to be community driven
- Social innovations are key to transition to low carbon urban development
- Transition to low carbon urban development starts with energy transition and community energy



THANKS FOR YOUR ATTENTION!

[zoran.kordic@undp.org](mailto:zoran.kordic@undp.org)

[www.pocacito.eu](http://www.pocacito.eu)

[www.undp.org](http://www.undp.org)