Community Engagement Strategy 2024–2028

Pozo Energy

Introduction

Pozo Energy is being developed as a citizen-driven initiative based on a non-profit association structure. The community aims to enable local citizens, organisations, and stakeholders to participate in the energy transition by developing renewable energy projects that generate environmental, social, and economic benefits for the local community.

Community engagement is a central pillar of the REC model. The long-term success of the initiative depends not only on technical and regulatory development but also on building trust, participation, knowledge, and ownership among local stakeholders.

The engagement approach follows the principles of:

- Open and voluntary participation.
- Democratic decision-making.
- Transparency and accountability.
- Community benefit creation.
- Collaboration across citizens, businesses, public actors, and experts.

Pozo Energy is independent and non-partisan. It does not align with political parties or engage in political conflicts. Instead, it provides a constructive platform for local stakeholders to collaborate and develop practical solutions for a sustainable energy future.

Strategic Objectives

Objective 1

Build awareness, knowledge, and trust around renewable energy communities

Goal 1

Develop accessible information and educational activities that allow citizens to understand renewable energy, energy efficiency, and the role of Pozo Energy.

Activities

- Organise local information events introducing “Pozo Energy”
- Provide explanations of:
    - Renewable energy technologies, energy efficiency, and energy saving opportunities.
    - Energy sharing and community energy models.
    - Membership benefits and responsibilities.
    - Governance and democratic participation.
- Offer basic energy advice and awareness activities for households, businesses, and organisations.
- Develop educational materials adapted to different levels of technical knowledge.

KPIs

Indicator	**Target**
Community information events	Minimum 3 per year
Energy awareness activities	Minimum 4 per year
Educational materials developed	Minimum 5 resources per year
Participants reached	Increasing annually

Responsibility

- Community Engagement Working Group
- Board of Directors
- Technical Working Group

Objective 2

Activate the community and develop a strong membership base

Goal 2

Establish a connected network of members, supporters, volunteers, and local partners.

Activities

- Establish a core volunteer team supporting the development of “Pozo Energy”.

- Define engagement roles and responsibilities within the association.
- Create communication channels between members and the organisation.
- Develop a project website and online presence.
- Participate in local community events, including:
    - Annual windsurfing championship.
    - Local festivals.
    - Community meetings.
    - Sustainability events.
- Recruit members and encourage active participation.
- Identify local ambassadors who can promote “Pozo Energy” within their networks.

Milestone

A growing community network with active members, supporters, volunteers, and local partnerships.

KPIs

Indicator	**Target**
Volunteer/core team established	Within first 18 months
Website and communication channels operational	Within first 12 months
Public engagement events	Minimum 4 per year
New members recruited	Continuous yearly growth
Local partnerships established	Minimum 3 active partnerships

Responsibility

- Board of Directors
- Community Engagement Working Group
- Communication Working Group

Objective 3

Ensure democratic participation and community ownership

Goal 3

Create transparent mechanisms allowing members to influence decisions and shape the development of “Pozo Energy”.

Activities

- Establish participation processes aligned with the association governance model.
- Organise General Assembly meetings according to statutes.
- Consult members on:
    - Project priorities.
    - Investments.
    - Community benefit mechanisms.
    - Future activities.
- Create thematic working groups covering:
    - Renewable energy projects.
    - Communication.
    - Financing.
    - Community activities.
    - Regulations.

KPIs

Indicator	**Target**
General Assembly meetings	Minimum 1 per year
Member consultations	Minimum 2 per year
Active working groups	According to project needs
Participation rate	Increasing annually

Responsibility

- General Assembly
- Board of Directors
- Working Groups

Objective 4

Build partnerships and strengthen local collaboration

Goal 4

Develop strong relationships with local organisations, institutions, experts, and community actors.

Activities

- Engage with:
    - Local authorities.
    - Universities and research organisations.
    - Environmental organisations.
    - Energy professionals.
    - Local businesses.
    - Community groups.
    - Other energy communities and cooperatives (locally, but also REScoop.eu)
    - Clean Energy for EU Islands Network
- Create partnerships supporting:
    - Technical development.
    - Community outreach.
    - Education.
    - Financing opportunities.
- Exchange knowledge with other Renewable Energy Communities.

KPIs

Indicator	**Target**

New strategic partnerships	Minimum 2 per year
Expert/community collaborations	Minimum 3 per year
Knowledge exchange activities	Minimum 2 per year

Responsibility

- Board of Directors
- Community Engagement Working Group

Objective 5

Develop transparent communication and long-term engagement

Goal 5

Maintain trust and ensure continuous communication with members and stakeholders.

Activities

- Establish regular communication routines.
- Publish updates on:
    - REC development.
    - Renewable energy projects.
    - Community decisions.
    - Achievements and challenges.
- Create accessible communication formats:
    - Website updates.
    - Newsletters.
    - Social media.
    - Reports.
    - Events.
- Communicate openly about timelines, barriers, and opportunities.

KPIs

Indicator	Target
Newsletters	4 per year
Website updates	Monthly
Annual community report	1 per year
Public project updates	Minimum quarterly

Responsibility

- Communication Working Group
- Board of Directors

Objective 6

Promote inclusion and equal access to community benefits

Goal 6

Ensure that participation and benefits are accessible to different groups within the local community.

Activities

- Encourage participation from:
    - Residents.
    - Small businesses.
    - Community organisations.
    - Vulnerable groups.
    - Young people.
- Ensure information is accessible and understandable.
- Consider social benefits within renewable energy projects.
- Develop community benefit mechanisms.

KPIs

Indicator	Target
Inclusion-focused activities	Minimum 1 per year

Stakeholder groups engaged	Increasing annually
Community benefit mechanisms defined	Before first major project

Responsibility

- Community Engagement Working Group
- Board of Directors

Engagement Principles

Transparency

All members and stakeholders receive clear information about decisions, finances, projects, and progress.

Participation

The REC is built around active involvement, where members contribute beyond financial participation.

Local Value Creation

Projects aim to keep environmental, economic, and social benefits within the community.

Collaboration

The REC seeks cooperation with public institutions, experts, and organisations rather than confrontation.

Long-term Commitment

Community engagement is an ongoing process that continues beyond project implementation.