



**Czech
Republic**

**Planning and preparation of
Pilot Financing Campaigns**

TABLE OF CONTENTS

| | |
|---|----|
| 1. INTRODUCTION | 3 |
| 2. PILOT FINANCING CAMPAIGNS GOALS AND IMPACT | 4 |
| 3. GAP ANALYSIS OVERVIEW | 5 |
| 4. BILATERAL MASTER CLASSES OVERVIEW | 6 |
| 5. PILOT FINANCING CAMPAIGNS PLANNING | 7 |
| 5.1. Identification of potential projects | 7 |
| 5.2. Activities and needed resources | 10 |
| 5.3. Responsibilities | 13 |
| 6. MONITORING | 14 |
| 7. PILOT FINANCING CAMPAIGNS REPLICABILITY AND FUTURE DEVELOPMENT | 15 |
| 8. CONCLUSIONS | 16 |



1. INTRODUCTION

The overall objective of the E-FIX project is to prepare the European market for the intensified usage of innovative financing mechanisms in the energy sector in order to facilitate the increase of investments in energy projects and services. By choosing the instrument most relevant for the legal, political and technical background of a country/region and through triggering private investments many of the energy financing barriers can be overlapped.

Most EU countries, as well as partner countries within E-FIX project, have the same thing in common: a need for new, innovative energy financing mechanisms in order to access new sources of finance for implementation of sustainable energy projects.

In order to meet the overall objective of the project, following specific objectives have to be implemented:

- Knowledge transfer between partners of Central and South Eastern Europe and increased capacity of 13 partner organizations;
- Increased competencies of the market actors through providing high-quality training to 120 external participants and the publication of long-lasting trainings tools combined in the E-FIX Toolbox;
- Demonstration of the applicability of innovative financing mechanisms through implementation of 6 Pilot Financing Campaigns in the partner countries;
- Sustainable establishment of innovative financing mechanisms in the partner countries and development and public presentation of 6 Action Plans and 6 Energy Financing Competence Centers;
- Triggering investments in sustainable energy projects of at least 8.5 million € and lay the groundwork for investments of 48 million € through the replication of the E-FIX results;
- Dissemination of the project results across the EU Member States and to associated countries of the Caucasus region by providing an E-FIX Roadmap for innovative financing of sustainable energy investments until 2030.

The main activity which will combine and prove the fulfillment of above-mentioned special objectives is the opportunity to test the E-FIX methodology and apply the developed financing mechanisms in their specific territorial context. In order to perform that, this document, which is related to planning and preparation of Pilot Financing Campaigns (T4.2), has been prepared.

The Plan is tailor made for each country participating in the project and includes an overview market gaps for implementation of specific funding mechanisms, lessons learned from the bilateral master classes (BMCs) conducted with actors from more mature EU markets and finally: a list of potential projects which should trigger a wider market uptake of innovative financing mechanisms in the country and generate a pipeline of future documents. Being a living document, the Implementation plan also provides a monitoring template which will be updated on a monthly basis and peer reviewed with project partners in order to assess the execution and quality of campaigns. The results and experiences from the campaigns will directly feed into regional/national policy improvements in form of E-FIX Action Plans.



2. PILOT FINANCING CAMPAIGNS GOALS AND IMPACT

The Pilot financing campaigns form the centerpiece of the E-FIX project which will test three viable and replicable innovative energy financing mechanisms in six EU member and pre-accession countries. Each pilot campaign has a predefined investment volume and energy savings/production targets.

In order to achieve the proposed energy savings (19.0 GWh/year) and renewable energy production (1.6 GWh/year) within project's duration, successful implementation of Pilot Financing Campaigns will be of crucial importance-. The targets going beyond project duration will be assured by a project pipeline prepared by the partners and implemented with the support of Energy Financing Competence Centers in the selected regions.

The campaigns will be continuously assessed and monitored using a predefined quality criteria template developed within the WP3. Strict criteria will be used for both investors and project developers in order to provide security of the investments with the emphasis on the implementation of high-quality financing campaigns rather than being directed on pure quantity of investments triggered by the project.

According to the preliminary analysis of legal and energy-related framework conditions as well as considering the available knowledge through the E-FIX partnership, each country has chosen to test one of the three financing mechanisms (leasing, crowdfunding, Energy Performance Contracting). The financing partners, supported by their implementation groups, will follow the agreed plans in implementing the Pilot Financing Campaigns and present the implementation of the E-FIX methodology in a real-life environment. The Campaigns are planned to run for at least one year but taking into consideration the development of the project pipeline, activities which primarily include development of new projects will run until the end of the E-FIX project.

Since crowdfunding shows a promising market potential in Czech Republic, although it has yet to become a part of mainstream instruments for energy projects, this mechanism was chosen for testing and implementation within the scope of Pilot financing campaigns. A more detailed elaboration of market barriers and potentials is presented in the next chapter, while the table below gives a list of indicators and planned investment volume during the E-FIX project and beyond.

Table 2.1 Czech Republic E-FIX Pilot Financing Campaigns performance indicators

| Indicator | During E-FIX project | Replication beyond project |
|---------------------------------|---------------------------------------|----------------------------|
| Planned investment volume | 0.065 – 0.2m€ | - |
| Primary energy savings in GWh/a | 0.1 | - |
| RES production in GWh/a | 0.02 | - |
| Investment focus | Small scale local EE and RES projects | |

As the Project application states indicators should include 2 local energy projects with the investment size of 50.000 to 250.000 € for projects related to energy efficiency or between 10.000 and 15.000 € for small-scale renewable energy applications. Projects planned for implementation within E-FIX project are in detail described in the later chapters (5.1.) of this document.



3. GAP ANALYSIS OVERVIEW

During the first phase of the E-FIX project, and as the last part of baseline analysis, project partners conducted a gap analysis in order to evaluate and validate their preliminary choice of financing mechanism which will be the focus of their Pilot Financing Campaigns. The analysis included chapters regarding potential demand for financing of EE/RES projects, existing market failures and proposed E-FIX financing mechanism which would assist with overcoming of policy or operational barriers.

There are relatively available traditional forms of financing through an advanced banking system in the Czech Republic. Very important and affordable is financing via state funding. The market with EPC / ESCO tools is of a high level. While investment funds with environmental focus can be found in the offer of several multinational banking institutions, green bonds are completely absent on the market and there are no indications that a state or institutions are about to issue them.

Underused potential offers mainly crowdfunding. There is no crowdfunding platform focused only on EE/RE in the Czech Republic. Simultaneously there is relatively routine social form of financing of charity projects or projects in cultural sphere in the Czech Republic. Thus, it is possible to suppose, that economically and promotionally well-adjusted EE/RE crowdfunding platform could succeed in the market.

There are approximately 20 crowdfunding platforms in the Czech Republic currently, mainly in the sphere of reward crowdfunding. Fast progress is taking place and can still be expected for shared crowdfunding. There is also active a platform focusing on online investments in developer projects in this sphere. Since its founding in 2017, it was mediated 390 investments with the volume more than 20 million Crowns.

A major obstacle to the development of EE / RE in the Czech Republic is the distrust of a large part of the population in the renewable sources. It results mainly from the way of realization of the financial support for solar power plants in 2009-2010. During this period, rapid growth of photovoltaic power plants occurred on the basis of state support for their realization and especially long-term guaranteed purchase prices for electricity. The result is a large number of inappropriately placed photovoltaic power plants of poor-quality technologies with often unknown and disreputable owners. Costs for this form of support are paid by consumers of electricity in the form of a special bonus.

The main obstacles to financing EE/RE projects through CF can be mentioned:

- low volume of funds spent through crowdfunding;
- the lack of confidence of small investors to RE technologies;

Through projects like E-FIX and exchange of know-how and experiences, these barriers can be overcome. In the next chapters a number of concrete actions are given in order to remove these market barriers.



4. BILATERAL MASTER CLASSES OVERVIEW

As already mentioned in the chapters before, one of the specific objectives of E-FIX project is initiation of internal knowledge transfer. This activity was planned through organization of Bilateral Master Classes where expert PPs would work with 'novice' PPs to support them in the implementation of the Pilot Financing Campaigns and the roll-out of the selected financing mechanisms in their countries. 6 Bilateral Master Classes were conducted, covering identified topics from three areas/financing mechanisms during preparation of countries Gap Analysis.

The topic of crowdfunding was covered within 2 Bilateral Master Classes, described below.

1st Bilateral Master Class on crowdfunding, 10th July 2019

Venue: Vienna

Number of participants: 23

Partners: ConPlusUltra, CONDA, REGEA, ZICER, JAIP, Ekoport

Short description of topics: The Master Class was focused on the topics related to introduction to crowdfunding / crowdinvesting (added value of CF, models, benefits, examples...), discussion on equity/lending based CF models, presentation of campaigns examples, CF for energy efficiency projects (connection with Pilot Financing Campaigns, possible problems and solutions, presentations of two business cases) and group works (development of CF project, CF Canvas).

Conclusions and next steps: There are a lot of concrete project ideas and the biggest challenge is to make them implementable in the respective real-life frameworks. In all three participating countries well established cooperation structures already exist so they must act, along with E-FIX project partners, as the main actors to bring these ideas into practice; local Ambassadors will then act as multipliers in order to spread out the innovative financing mechanisms and replicate project results.

2nd Bilateral Master Class on crowdfunding, 27th August 2019

Venue: Zoom Meeting

Number of participants: 5

Partners: ConPlusUltra, CONDA, REGEA

Short description of topics:

After the short introduction and topics which will be the core of the presentation, Mr Paul Poeltner from CONDA has presented current Austrian and EU legislation surrounding crowdfunding. The presentation included information on area of application, investor protection, information sheet, platform functionalities and comparison of Austrian and EU regulations regarding crowdinvesting. The last part of presentation was reserved for detailed presentation of the crowdfunding process along with examples of contract and equity/interest rate calculations.

Conclusions and next steps: Partners from Czech Republic will give special emphasis on promotion of crowd lending model as an opportunity to involve citizens in EE and RES investments, since majority of CF campaigns are based on reward/donation model.

In 2019 a group of 11 stakeholders formed of crowdfunding platform operators, project developers, energy cooperatives and agencies has approach the national ministries of finance and economy with the aim to change/adapt the current legal framework and to make it more favorable for innovative financing mechanisms and social innovations.



5. PILOT FINANCING CAMPAIGNS PLANNING

Pilot Financing Campaigns represent the crucial activity and proof of support efforts to overcome all barriers and potential risks identified at the beginning of the project in country's baseline studies. In order to achieve that it is important to plan all the steps necessary for the implementation - from setting the goals to managing all the resources to achieve this goal.

In the following chapters guidelines for implementation of crowdfunding Pilot Financing Campaigns are given.

5.1. Identification of potential projects

Green Social Services

Within the E-fix project, cooperation was established. Ekoport with the Diakonia of the Evangelical Church of Czech Brethren (Diakonia ECCB) and the concept of "Green Social Services" was elaborated together. The purpose of the concept is to reduce the environmental impact of social services with the motto "to help the needy and the environment".

Some basic information about Diakonia:

- one of the most important providers of social services and number one in special education
- Helps thousands of people daily in difficult life situations, operates more than 150 facilities throughout the Czech Republic
- also organizes humanitarian aid in the Czech Republic (floods) and development cooperation abroad
- work and mission is based on Christian values, helping everyone without distinction
- The team consists of more than 2000 workers across the country and 800 volunteers
- the activity renewed after 1989 follows the pre-war Czech Diakonia
- is part of the international platform Eurodiakonia and has partners around the world

According to the concept of "Green Social Services", several potential projects have been identified, two of which will be implemented under E-fix. The projects concern energy savings, the use of renewable energy and materials and green transport.

In terms of project funding, crowdfunding is the ideal tool, as organizing nationwide collections is one of the main tools for funding Diakonia's activities. However, a collection has never been organized to support energy and environmentally friendly projects.

During the negotiations with representatives of Diakonia, projects focused on the reconstruction of two buildings in Litoměřice and Valašské Meziříčí were identified and elaborated, due to the fact that their implementation was postponed for a year for financing, at the end of August 2019 a new projects in Krabčice and Horní Řepice was identified.

In the management strategy of the Center, all implemented projects are planned to be as environmentally friendly as possible. They create a home for our parents with great regard to the careful management and maximum use of natural resources. So far, they have implemented a comprehensive replacement of luminaires for LED lighting throughout the Home. During the reconstruction of the boiler room, we installed solar water heating. Domestic hot water is an important "appliance" of energy in the residential service and thus of the service operation costs. They are therefore looking for measures to reduce the energy burden and create solutions that allow us to save energy and invest the saved money in other cost-effective solutions.

The reconstruction and extension of the building uniquely addresses the form of helping people with Alzheimer's disease. Diakonia is the bearer of the concept of life in small groups and it is confirmed that the family home environment is the best solution for the care of people with dementia. The project in Horní Řepice is an opportunity within an accessible distance of the parent organization, to provide a home service with a special regime in a "detached" workplace. The reconstruction is in line with the approach of the region and the professional public, when large homes are de-institutionalized and smaller accommodation capacities are created, which do not offer a higher degree of autonomy and provide a great background for an active life.



The pilot project will be preparation, announcement and realization of a crowdfunding campaign aimed at increasing of the energy efficiency of building - windows replacement, solar / PV on the roof, new boiler, etc. Measures will be realized primarily on the basis of the energy assessment of the building. In case of success of the campaign, the energy efficiency improvement will continue with the installation of technologies for the utilization of RES - PV panels, etc. The exact capacity of EE / RE measures (energy savings, RE performance) will be determined by energy assessment.

Donors receive products from social therapy workshops - painted cups, t-shirts, souvenirs, etc. within the campaign.

Neighbourly crowdfunding

Neighbourly crowdfunding is another specific type of CF that will be pilot tested under E-fix. The essence is to raise funds for implementing smaller measures in the local environment. Investors are returned funds from subsequent savings, or in the form of adequate counter-services. It is the model of the neighboring CF offering counter-services that is the content of the pilot project - Installation of PV power plant on rural farm.

Organization of neighbourly (rural) crowdfunding campaign, of which objective will be installation of PV panels on family house (farm). Costs will be shared by village residents who will receive a part of the farm's production as a reward. For operation of the farm will be used electricity produced by PV panels, pressed fruit cider, home-made beer, dairy products, firewood etc. Produced electricity will be used for operation of the farm, production and storage of products. Supposed installed power of 3.5 kW comply with common daily consumption of the farm, so as to minimize surplus flow to public network.



Table 5.1 Preliminary list of potential crowdfunding pilot projects in Czech Republic

| Pilot project | Type of project (EE/RES, sector) | Crowdfunding model | Crowdfunding platform | Total investment size (EUR) | Investment funded with CF (EUR) | Primary energy savings (GWh/a) | RES production (GWh/a) | Expected period of implementation |
|--|----------------------------------|--------------------|-----------------------|-----------------------------|---------------------------------|--------------------------------|------------------------|-----------------------------------|
| Collection for the co-financing of energy-saving and environmental measures in the framework of the reconstruction of a home for people with Alzheimer's disease and dementia. | EE/RES | Donation | Diakonia | 770.000 | 39.000 | tbc | tbc | Q1/2020 |
| Neighbourly crowdfunding – rural farm PV plant | RES | Lending | own | 15.000 | 7.500 | - | 0,02 | Q2/2020 |
| Total pilot values | | | | 785.000 | 46.500 | 0,1 | 0,02 | - |



5.2. Activities and needed resources

Green Social Services

The project is based on close cooperation of Ekoport z.s. and Diakonia. Ekoport will ensure the content and visual form of the campaign, Diakonia payment channels, contact with the facility and technical support.

One of the goals of the campaign is to attract new potential contributors so as not to exploit existing sources of Diakonia.

Implementation plan:

- Energy performance assessment elaboration
- Crowdfunding campaign announcement, transparent account founding
- Crowdfunding account administration, preparation the implementation of measures
- Measures implementation
- Rewards distribution to donors

Basic information about the project

The project focuses on the implementation of ecological and energy-saving solutions during the reconstruction of the historical building (former rectory).

Current status of the project

- construction project incl. building permit issued
- identified subsidy program

Planned energy measures

- windows replacement
- photovoltaic / solar panels on the roof
- new boiler

Pre-campaign

The aim of the pre-campaign is to raise awareness of the activities of the Diaconia of the ECCB and of the upcoming crowdfunding campaign. As part of the pre-campaign, we propose using your own social networking site (FB Page) to share your campaign and product posts and then promote (paid advertising).

Design of basic campaign parameters

Duration: 20 days

Start: 5-10 days before the campaign begins

Online media: Facebook / Instagram / (Hithit.com)

Base: Dedicated website - landing page

Budget: 5 - 10 thous. CZK (on-line advertising)

Target group: Man, woman, age 20 - 50 years, min secondary school education, monthly income is 35 - 150 thousand CZK, rather non-manual employment, entrepreneurs, company managers.

Product: Contribution to a charitable and environmentally friendly collection.



Proposed formats:

- FB Dark post = paid advertising on Facebook in the form of a promoted video, gif or static post.
- FB Light post = classic Facebook posts posted on the site. They can be supported by budget.
- Instagram feed = paid advertising on Instagram, in the form of a static image or video that is displayed to users in their feed. Unpaid if added via "non-business" Instagram profile and distributed only via hashtags.
- Instagram stories = A paid Instagram ad, in the form of images, videos, or gifs that users see in Stories. Unpaid if added via "non-business" Instagram profile and distributed only via hashtags.

Campaign

The aim of the campaign is to raise funds for co-financing a subsidy for the reconstruction of the house. For the duration of the campaign, a social support campaign is recommended, mailing and retargeting to users obtained from the pre-campaign. Highest support to focus on the beginning and end of the campaign. Also creating a creative layout from already prepared graphics, but this time we would prepare for Dark posts at least 3 creatives - 2 x general and 1 x retargeting.. Within Instagram it's recommend to use very functional formats like instastories and video formats. When starting a campaign, the first mailing should be sent and then 2 weeks before the end of the campaign and 2 days before the end of the campaign.

| | Pre-campaign | | | | Campaign | | | |
|-------------------|-------------------|-------------------|-------------------|--|-------------------|-------------------|-------------------------------|-------------------|
| | 1. | 2. | 3. | | 1. | 2. | 3. | 4. |
| | | | | | | | | |
| Dark post | 1 creative | | | | 2 creative | | 1 creative retargeting | |
| Light post | 1 creative | 1 creative | 1 creative | | 1 creative | 1 kreativa | 1 creative | 1 creative |
| mailing | | | | | 1. mailing | | 2. mailing | 3. mailing |

Neighbourly crowdfunding

The project will be implemented in cooperation with the operator of a small rural farm. The ecoport will provide advice and campaign preparation, the operator of payment channels and the implementation of measures, including the subsequent securing of services.

Implementation plan:

- Crowdfunding campaign announcement, transparent account funding
- Crowdfunding account administration, preparation of implementation
- Implementation of PV power plant

Basic information about the project

The project involves raising funds for the completion of a 3.5 kW small FTE installation. Friends, acquaintances and neighbors of the investor who runs a small village farm will be invited to share funding. Investors will then be able to choose compensation in the form of services or products generated using FTE energy. At the moment the following services / products are considered:

- Fruit cider / fruit bridge
- Closing your own home beer / home beer
- Production (formatting) of firewood / firewood



- Production (formatting) of building and joinery timber / building and joinery timber

Current status of the project

Planned energy measures:

- Project FTE including preparation for installation (roof / engine room)

Pre-campaign

The aim of the pre-campaign will be to acquaint the target group with the planned activity and to recognize interest and potential investors. With regard to the target group, this activity will be fully in the competence of the investor and will be conducted in person.

Design of basic campaign parameters

Duration: 60 days
 Start: along with the campaign
 Online media: Facebook / Instagram
 Base: Custom FB page
 Budget: \$ 0
 Target group: acquaintances, relatives, neighbor and neighbors
 Product: Share financing with environmentally friendly subtext.

Suggested formats:

- Personal and mail negotiations with potential investors
- Let Local leaflet campaign
- FB Light post = classic Facebook posts posted on the site.
- Instagram stories = An unpaid (personal) Instagram ad, in the form of images, video, or gifs that users see in Stories.

Campaign

The aim of the campaign is to raise funds for co-financing a subsidy for the installation of FTE.

For the duration of the campaign, it's recommended a social support campaign, mailing and retargeting to users obtained from the pre-campaign. Highest support to focus on the beginning and end of the campaign. It's recommended creating a creative from current graphics. Within Instagram we recommend to use very functional formats like instastories and video formats. When starting a campaign, the first mailing should be sent and then 2 weeks before the end of the campaign and 2 days before the end of the campaign.

| | Pre-campaign | | Campaign | | |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | 1. | 2. | 1. | 2. | 3. |
| Light post | 1 creative |
| Mailing | | | 1. mailing | | 2. mailing |



5.3. Responsibilities

In order to ensure a smooth and successful implementation of Pilot Financing Campaigns it is important to define persons/organization responsible for conducting activities defined in the previous chapter. In the table below, previously mentioned activities are given, along with partners responsible for their implementation. Table 5.2 List of activities with partners responsible for their implementation

| Nr | Activity | Core member institution in charge | |
|----|---|-----------------------------------|------------------|
| | | Diakonie | Rural farm FTE |
| 1 | Establishment of Implementation group | Ekoport/Diakonia | Investor |
| 2 | Preparatory activities – příprava projektů | Ekoport/Diakonia | Ekoport/investor |
| 3 | Project development assistance - předkampaň | Ekoport/Diakonia | Ekoport/investor |
| 4 | Implementation of campaigns - kampaň | Ekoport/Diakonia | Ekoport/investor |
| 5 | Monitoring | Ekoport | Ekoport |
| 6 | Continuous promotion | Ekoport | Ekoport |
| 7 | Lobbying activities | Ekoport | Ekoport |
| 8 | Monitoring | Ekoport | Ekoport |
| 9 | Monitoring and replicability | Ekoport | Ekoport |



6. MONITORING

Monitoring process is very important component of project implementation and essential for the success of the project. It must be conducted continuously and through the whole duration of the project in order to receive verified data and information for future implementation of similar projects. During the monitoring process, the focus will be on three main steps which have to be fulfilled to ensure regular and correct implementation of PFC:

1. Definition of a monitoring plan - defining the activities which have to be monitored, setting the targets/goals, responsibilities, resources
2. Reporting system - templates for monitoring process
3. Recommendations for improvement and future risk mitigation

During implementation and planning of the Pilot Financing Campaigns project partners must define success and quality criteria, as well as monitoring parameters adapted to different financing mechanism. Important role within this activity will be given to peer review where professional feedback from the respective expert partners depending on the implemented financing mechanism will be provided.

Within WP3 a Quality Criteria Catalogue was developed which focuses on alternative and innovative financing sources and financial feasibility of energy projects. Proposed quality criteria have been defined using three key parameters: relevance, effectiveness and efficiency, impact and sustainability. The evaluation tool contains a project description template structured in compulsory and additional optional information, containing general, technical and financial parameters but also environmental and social issues, creating a comprehensive ID form for analyzed energy projects. Using the features from the project description template the user can easily select the necessary data for input in the calculation file.

Within T4.6 Continuous monitoring and peer-review, collected data about Pilot financing campaigns will feed into the previously developed Standardized quality criteria tool (D3.1) and this information about campaigns will be additionally tested through peer-review process between project partners.

The Continuous monitoring and peer-review will be conducted in form of regular (monthly) Skype meetings between matching partners (from Bi-lateral consultations) in order to monitor both the quality of pilot campaigns and its overall progress towards reaching energy and investment targets set by the project.



7. PILOT FINANCING CAMPAIGNS REPLICABILITY AND FUTURE DEVELOPMENT

E-FIX project, and its partners, will through the different set of activities ensure its future replicability and exploitation of the results and deliverables after the project ends. Below are described activities which will contribute to this goal and future development of the crowdfunding market in Czech Republic.

Within E-FIX project the training/capacity building for E-FIX Ambassadors who will become promoters of E-FIX project and disseminate its results is foreseen, as well as the technical skillset to assess and monetize the impact of energy projects. The Ambassadors are defined as stakeholders coming from the fields of financing and energy project preparation as well as public officers responsible for energy and regional development which have the capacity to act as multipliers, rather than addressing energy project owners at implementer level. Beside the training sessions FIX Ambassadors will be provided with an online platform for networking and transregional cooperation which will be operational within the project website for at least 3 years after the end of project's lifetime.

Energy Finance Competence Centers will be established in each PP country and will represent the main contact point for practitioners, developers of sustainable energy projects and potential investors searching for appropriate energy financing mechanisms for their projects. The Centers will provide expert advice to both sides of investors and project initiators regarding the feasibility of energy projects, financial viability of investments and provide them with adequate risk assessment and security in using innovative financing mechanisms. Also, they will monitor the project pipeline and the partners will ensure the sustainable operation of the Centers beyond the duration of the E-FIX project through development a comprehensive business plan and by being a part of the Centers management board.

Based on the experience with the implementation of pilot projects, a strategy for their replication will be developed. With Diakonia, projects for the reconstruction of other buildings or other activities such as installation of renewable energy sources, green transport (e.g. delivery of lunches by electric vehicles charged from renewable sources, etc.) will be selected and possibly optimized. Cooperation in this area will also be offered to other organizations providing social services, including state and local authorities.

Providing a campaign to finance projects by the neighboring CF will be offered to other interested local small producers.

Another activity which will ensure the replicability of the E-FIX project is the aforementioned project pipeline. It will contain a list of potential energy projects to be implemented after the project ends with defined strategies for their realization. The pipeline will contain a preliminary assessment of sustainable energy projects, their focus, including a rating of their cost-effectiveness. On the initial project meeting when the project started, it was agreed that the pipeline will not only contain projects related solely to the chosen pilot financing mechanism, but also two other mechanisms which are the topic of the project.



8. CONCLUSIONS

The Plan for implementation of Pilot Financing Campaign represents a detailed and quick guideline for partners on how to implement and test their chosen financing mechanism in real-life environment. E-FIX project has ambitious set of goals which are attended to achieve, and in that regard smooth implementation of Campaigns will be of utmost importance.

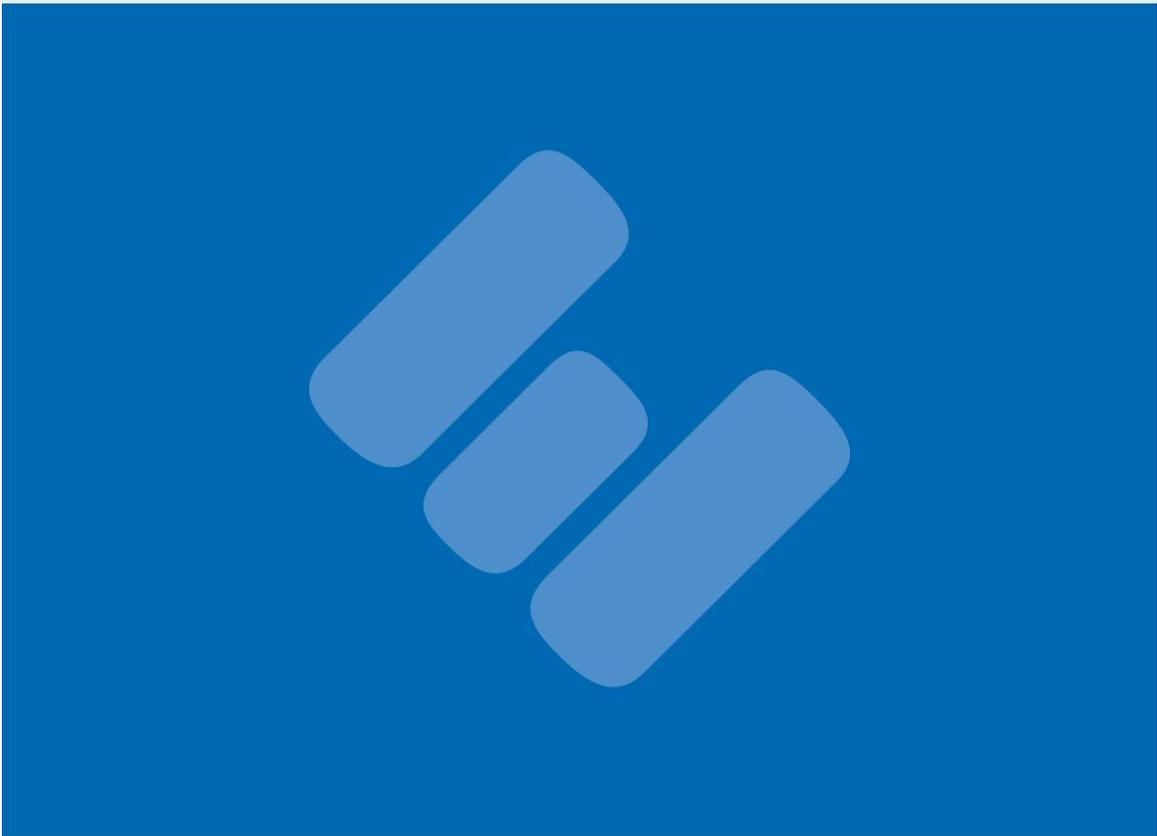
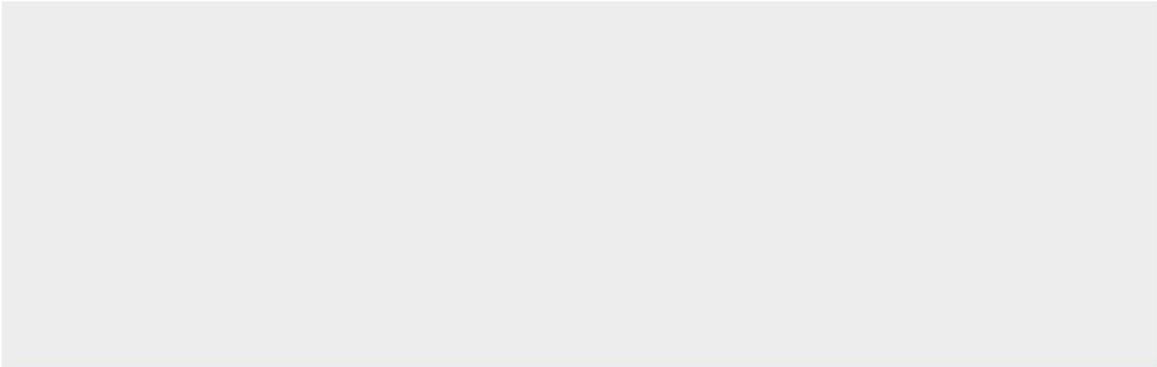
Czech Republic has chosen crowdfunding as its financing mechanism since it is the one with best potential for implementation according to previously conducted analyses, baseline studies and current trends in financing energy projects. The identified barriers are recognized and listed, along with possible solutions and recommendations on how they can be overcome. The first step towards achieving this goal was, beside the train-the-trainer seminar organized at the beginning of the project, organization of two dedicated Bilateral Master Classes with expert project partners. Both Classes were organized in close cooperation and with all partners and were adapted in accordance with to special interests and needs of learning partners.

After the preparatory activities were conducted and finished, the preparation of the Plan has started with the elaboration of activities which should be conducted in preparation and implementation phases. Identification of possible projects was made in accordance with the targets set in the Grant agreement and included a wide variety of EE/RE project from both public and private sector. Since all of these projects have similar implementation phases and activities, a universal list of activities and resources needed before their implementation was given. The Plan for implementation of crowdfunding Pilot Financing Campaign contains a group of activities which were divided according to different phases: preparatory activities, project development assistance, implementation of campaigns, monitoring and continuous promotion and lobbying activities. Following to the defined activities, a list of responsible parties has been made.

Since all activities must be conducted within the proposed time and have to deliver concrete financial and energy targets, a good monitoring process is of crucial value. All Campaigns will be monitored according to the quality criteria and parameters developed within the project (D3.1 Quality criteria assessment template) in order to demonstrate the effectiveness of the project.

The E-FIX project has great potential and possibilities for future replicability taking in consideration that three activities are directly connected to project replication and promotion beyond project lifetime. Through trained E-FIX Ambassadors, established Energy Finance Competence Centers and developed project pipeline, the project activities and implemented Pilot Financing Campaigns will serve as a good practice examples and direction which all project developers should aspire by choosing innovative types of financing for their EE/RE projects.





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 785081. Disclaimer: The content of this material does not reflect the official opinion of the European Union. Responsibility for the information and views expressed lies entirely with the author(s).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 785081. Disclaimer: The content of this material does not reflect the official opinion of the European Union. Responsibility for the information and views expressed lies entirely with the author(s).