

# Development of Social Energy Initiatives



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CIVIS project has received research funding from the European Union



# Introduction

- CIVIS explores the potential of social networks and communities to significantly reduce energy use and carbon emission.
- We aim to achieve this goal by designing the appropriate business model for emerging and developing social energy initiatives.
- This presentation presents the role of the so-called 'agents of change' and different lines of development of a business model.

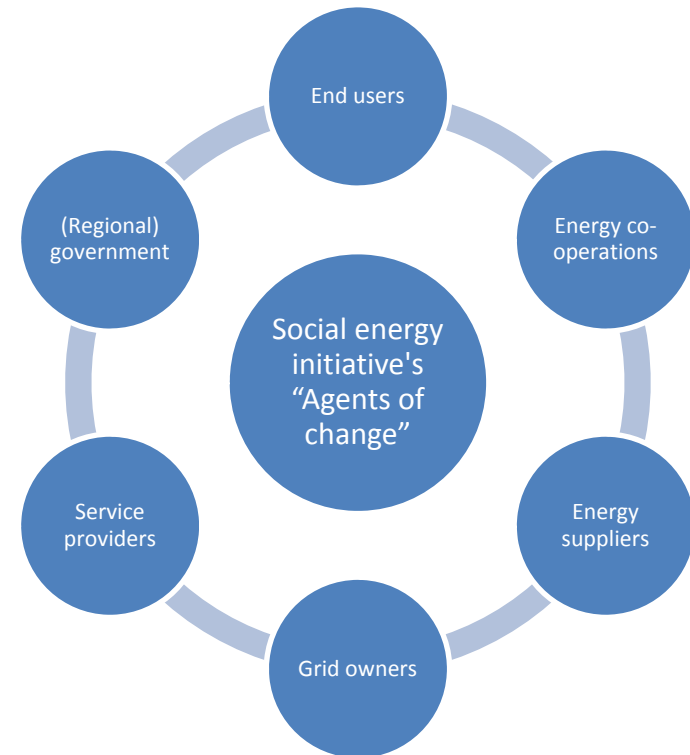


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# Agents of Change



- Usually stemming from a small, volunteer based, idealistic origin, social initiatives need to develop as maturity progresses.
- Behind any intentional change lies someone's intentions: an agent of change.
- Agents can contribute to the social energy initiative's goals, thus creating new business models.



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# Agents of Change



Who will help you?

KEY PARTNERS

How do you do it?

KEY ACTIVITIES

What do you do?

VALUE PROPOSITION

How do you interact?

CUSTOMER RELATIONSHIPS

Who do you help?

CUSTOMER SEGMENT

What do you need?

KEY RESOURCES

START  
HERE

How do you reach them?

DISTRIBUTION CHANNELS

What will it cost?

COST STRUCTURE

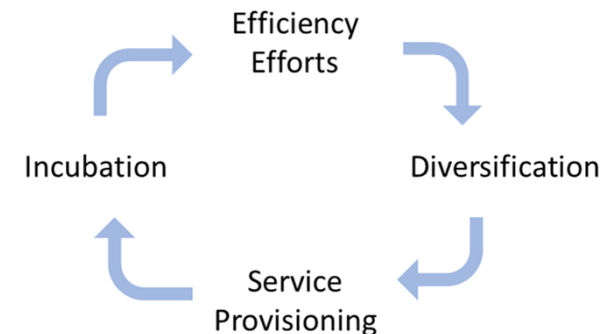
How much will you make?

REVENUE STREAM

# Business model lines of development

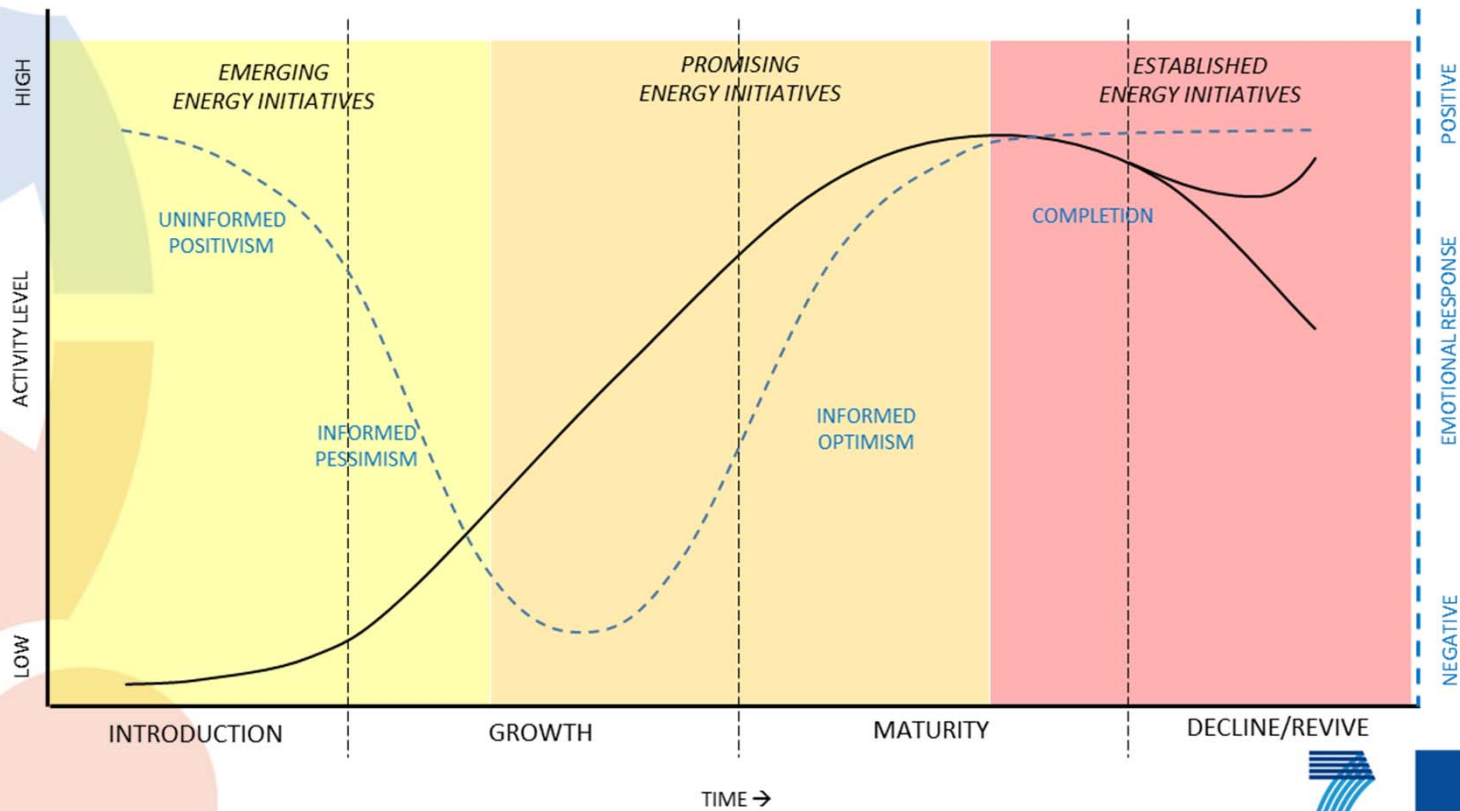


- The CIVIS project has established four main avenues in which organisations can choose to develop their own business model:
  - **Efficiency effects:** becoming better at what you are doing.
  - **Diversification:** introducing products and services that are different than the initial domain of the organisation.
  - **Service provisioning:** facilitating others with available expertise.
  - **Incubation:** enabling innovation.



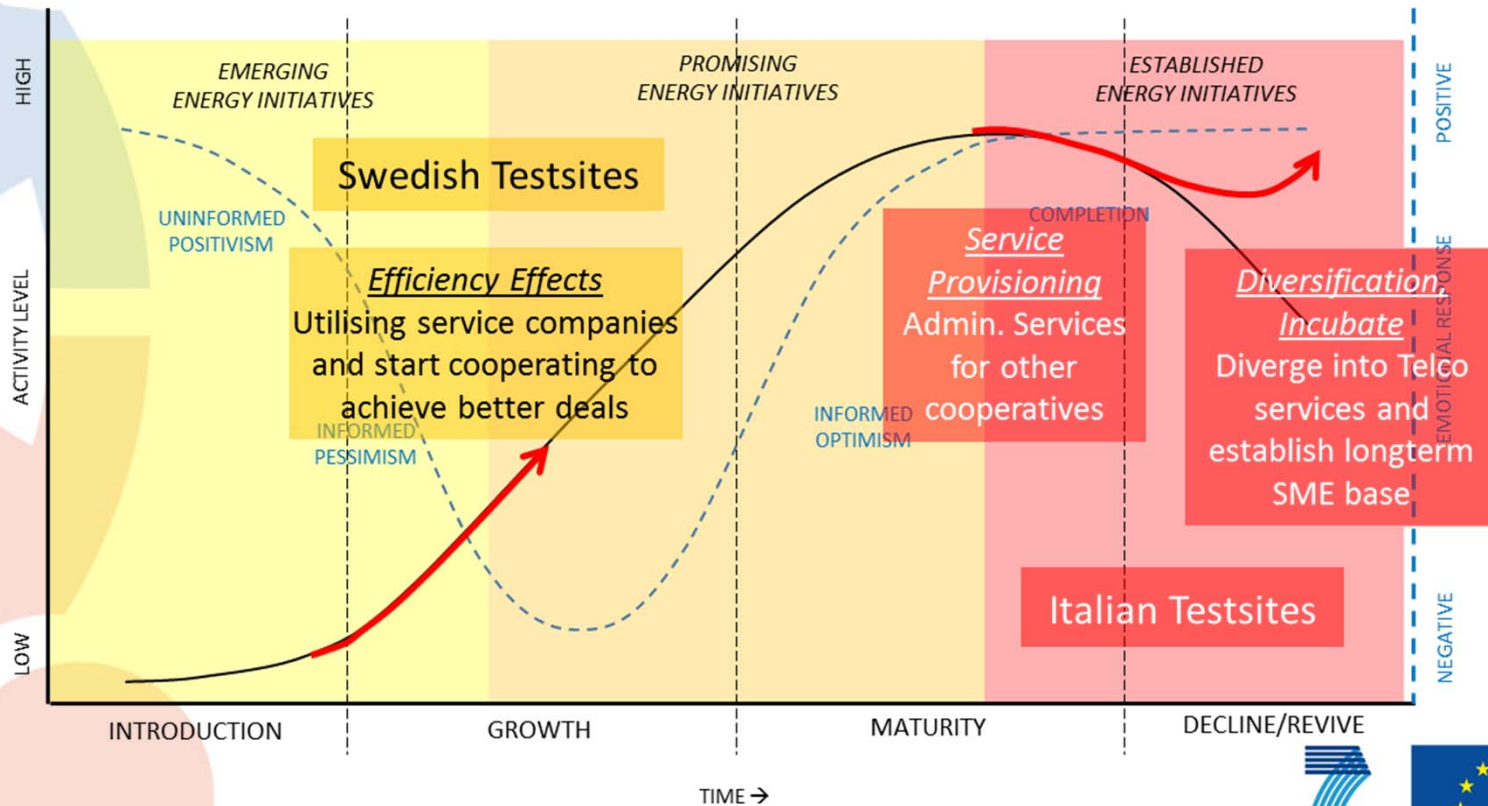
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# CIVIS Maturity Scheme



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# What we have learned

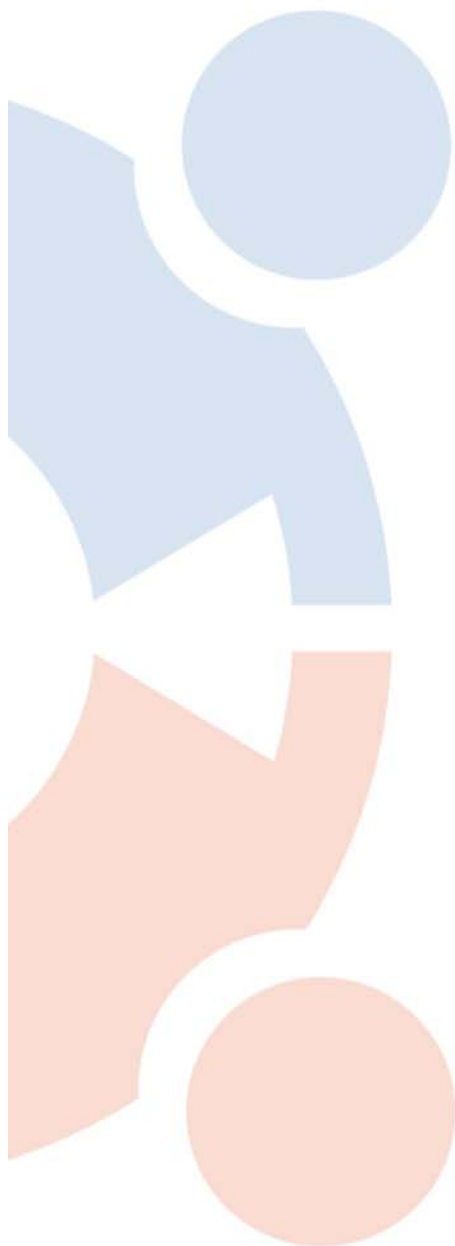


- It is not so much about inventing revolutionary new business models, but about how a business model is applied.
- For social energy cooperatives, it is important to build business models that go further than just financial goals.
- Social energy initiatives should include and empower their social nature to allow for environmentally as well as sustainable solutions, that would otherwise not come to fruition.



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THANK YOU



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