#### ourpower We are

DIE ENERGIE COOPERATIVE

**OurPo** 



**OurPower Energiegenossenschaft** SCE **SCE = European Cooperative** based in Vienna, Austria founded Oct 2018 by 19 entrepreneurs, activists, experts, ...

2018 gründeten 1 Bürgerhand, <u>OurP</u> deinen Strom aus	mission: Citizen Power!
	<mark>peer-to-peer market place</mark> for RES power
Sie haben auch die den EU-Vorgaben e	crowdsourcing & crowdfunding
Energie für alle Eur erzeugen, ihn teiler	empowerment platform

June 2021: 440 members 120 sellers on the platform -- 600 buyers Team 7 heads 4 FTE







### **OurPower market place**

#### OUTPOWET DIE ENERGIE COOPERATIVE



We operate a digital platform

small scale producers offer their electricity

consumers choose and click

OurPower caters for all service in the backend: terminating old supplier, balancing, securities, accounting, billing ...

the infrastructure for citizen energy

easy as 'normal' switching of supplier







EU GREEN WEEK 2021 PARTNER EVENT

### **OurPower success path**

#### OURPOWER DIE ENERGIE COOPERATIVE

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### **OurPower success path**





Energy Communiti

2019 road show in Upper Austria

5 townhall meetings 40 – 100 visitors 3 small conferences 15 smaller events with producers many personal meetings

200 new members and users mainly on paper contracts

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### **OurPower learnings from Corona 1**

#### ourpower ourpower rken, wie beziehen über die Linz AG am freien Markt 3,54 Cent/kWh, der bisherige rilpreis nur 1,04 Cent/kWh. Damit erzeit kaum noch den laufender ionnte jederzeit das Ende des r dem Betreiber des Windpark Windpark. rtes Projekt aktiv weite tplatz anzubieten. Diese alen Ökostrom au g, sondern hat die Chance rerseits kann jede und an, und dazu beitrager am mit einer Kopie de



### **Corona forced us to try new ways:**

**The Hard Selling Road:** > direct mailings : ~20.000 letters top prosumers  $\succ$  telephone calls written individual offers > door to door marketing in 3 villages

all done by local people

#### ~120 new users / ~60 members







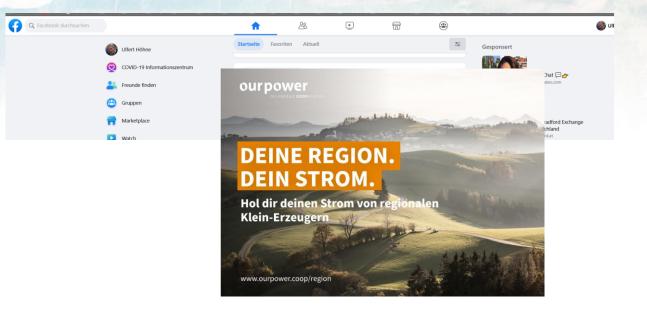
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DIF ENERGIE COOPERATIVE

# **OurPower learnings from Corona 2**

#### OUTPOWET DIE ENERGIE COOPERATIVE



social media marketing via facebook ads and and google ads

steady increase

but: no conversion (and €€€)

some newsletter subscriptons .....

how to start collective power via internet?

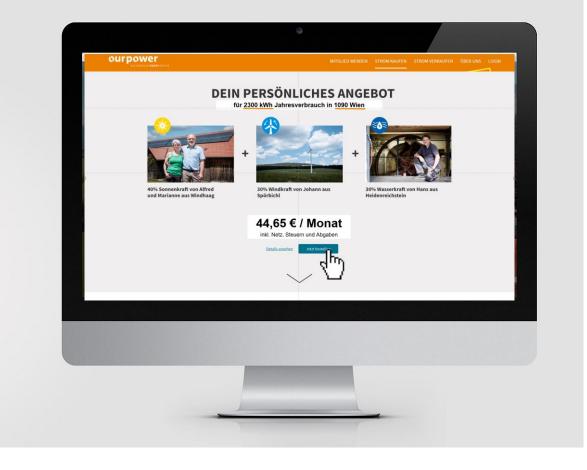






### **Challenge No 1: conversion**





### If you find yourself on a digital platform

- > a non-social situation
- you are at home,
- ➤ alone ...
- unsecure, doubtful
- > most people buy cheap
- or do something more easy then electricity

### > ???







# Challenge No 1: It's about acquaintance.



#### involvement - trust - fun

bring in real people

call back service?

#### start relationship

how to do "soft conversion"? easy approach, incentives, get individual calculation of energy

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#### invitations to a power parties







### How to digitalize acquaintance?

# ourpower MACH DEINEN STROMBEZUG ZUR STROMBEZIEHUNG! 1090 Wien 2300 kWh Jahresverbrauch indpark Spörbic

#### **OurPower needs users**

What do users need?

How to tailor our approach

& make collective energy easy and normal like gardening.







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