



A business model to aim for

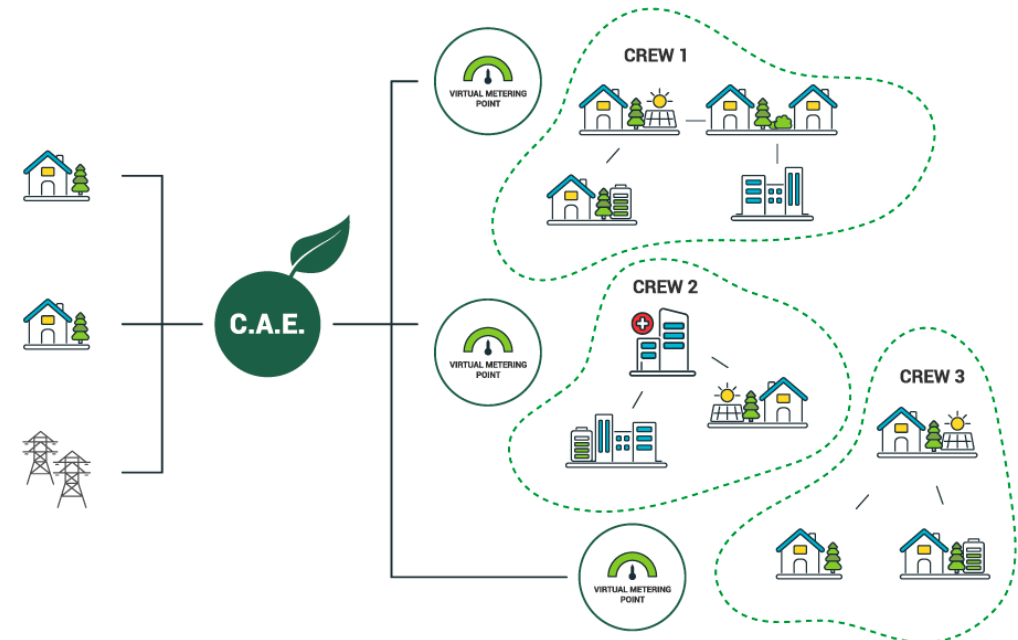
H2020 Project# 890362

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The eCREW Model

- Virtually connecting consumers and prosumers for energy efficiency
- Small and big energy communities
- Energy utility management & service partner

- Digital platform
- Gaging & changing consumption behaviour
- Split-incentive system
- **Individual and collective action**
- Win-win-win situation



The eCREW roll-out

- Three Lighthouse Communities (LCs)

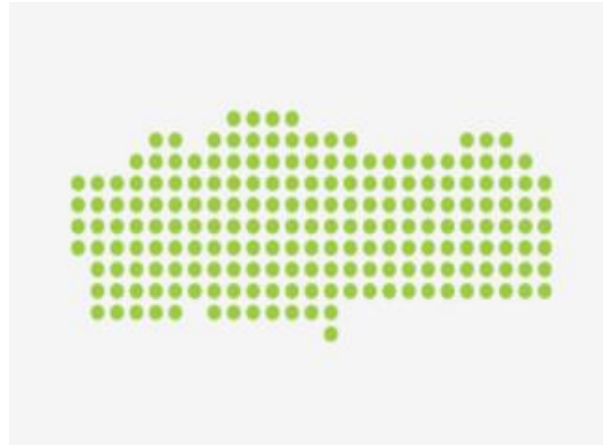
SPAIN

zero members



TURKEY

1823
members



GERMANY

102
members



- Different situations, different regulative barriers, different sun/wind exploitation
- eCREW is successfully launched in Turkey, Germany and Spain-(with some issues)
- Digital platform as interface (required data transfer compatibility), tariff-challenges