

ENERGY **CITIES**

# Inclusion and equity

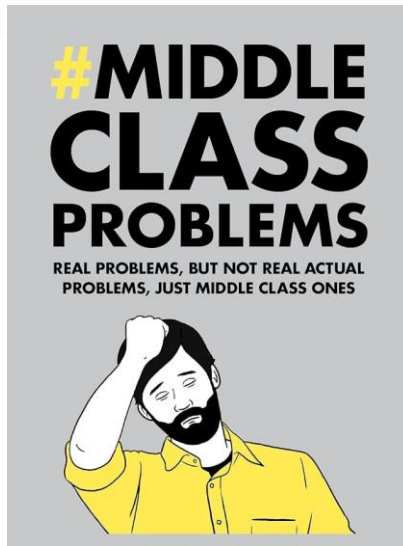
A challenge and a chance for energy communities

**Speaker:**  
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**Organisation:**  
Energy Cities

# Why it matters for Energy Communities?

Currently, energy communities are dominated by some specific profiles:



# Why it matters for Energy Communities?

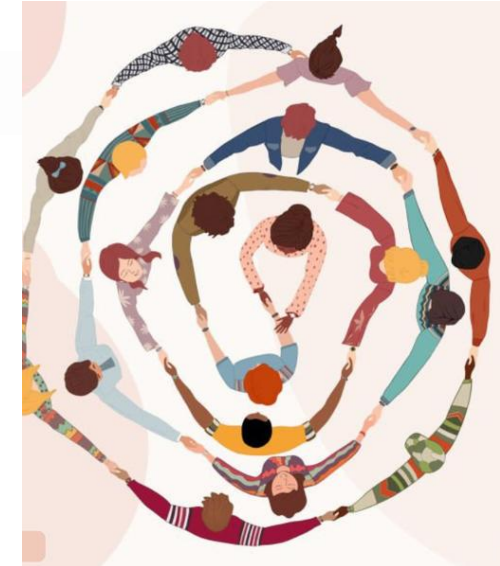
What is missing?



Vulnerable groups



Diversity



Non technocratic participation process

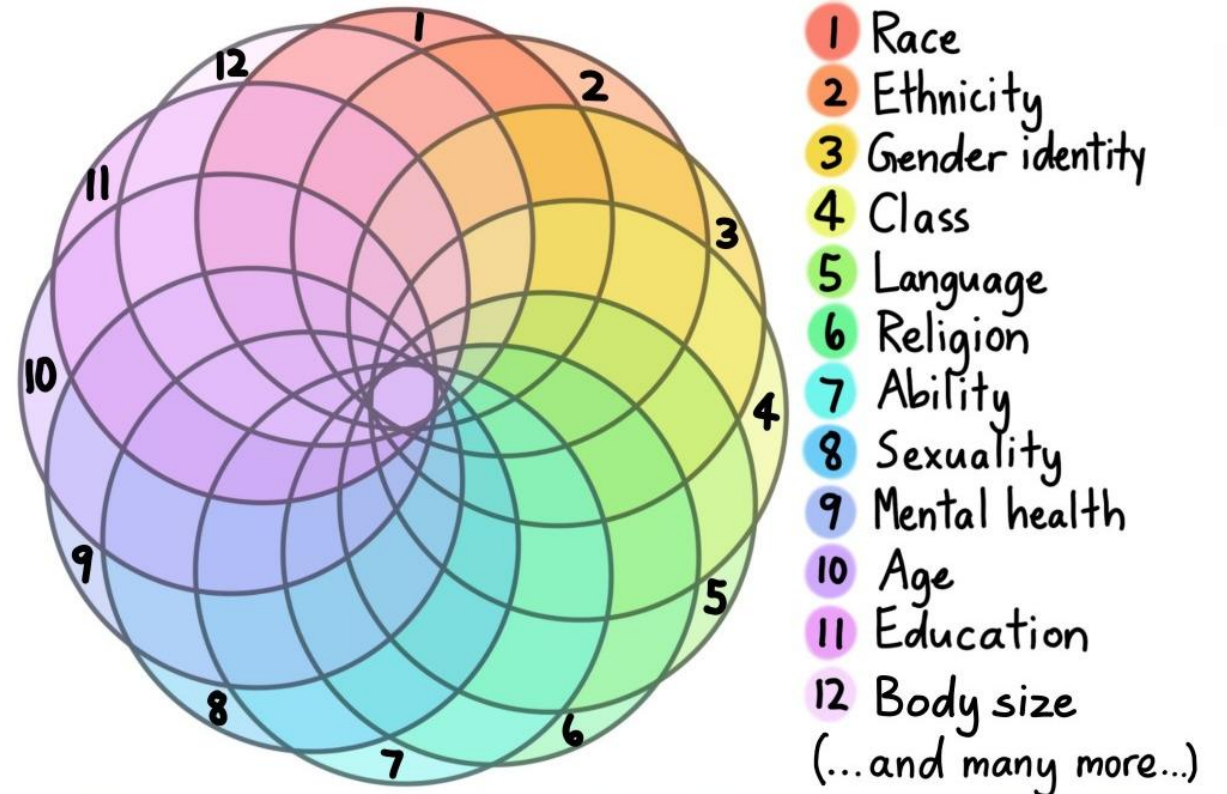
Without it, an energy community becomes blind and reproduces inequalities.

# Inclusion: Understanding vulnerabilities and intersectionality

- Multiple categories of discrimination/vulnerabilities “intersect” to create a unique experience for that person in their daily experience.

For example:

- Ethnicity
  - Sexuality
  - Migration background
  - (Dis)ability
  - Religion
- Intersectionality and ways to respond to it are also culturally specific.



# What we mean by inclusion?

≠ All people must be the same  
= Nobody is discriminated against/left out because of their intersectional vulnerabilities

Everyone should be **able** to:

- Participate
- Contribute
- Benefit from the transition

ABILITY ≠ POSSIBILITY

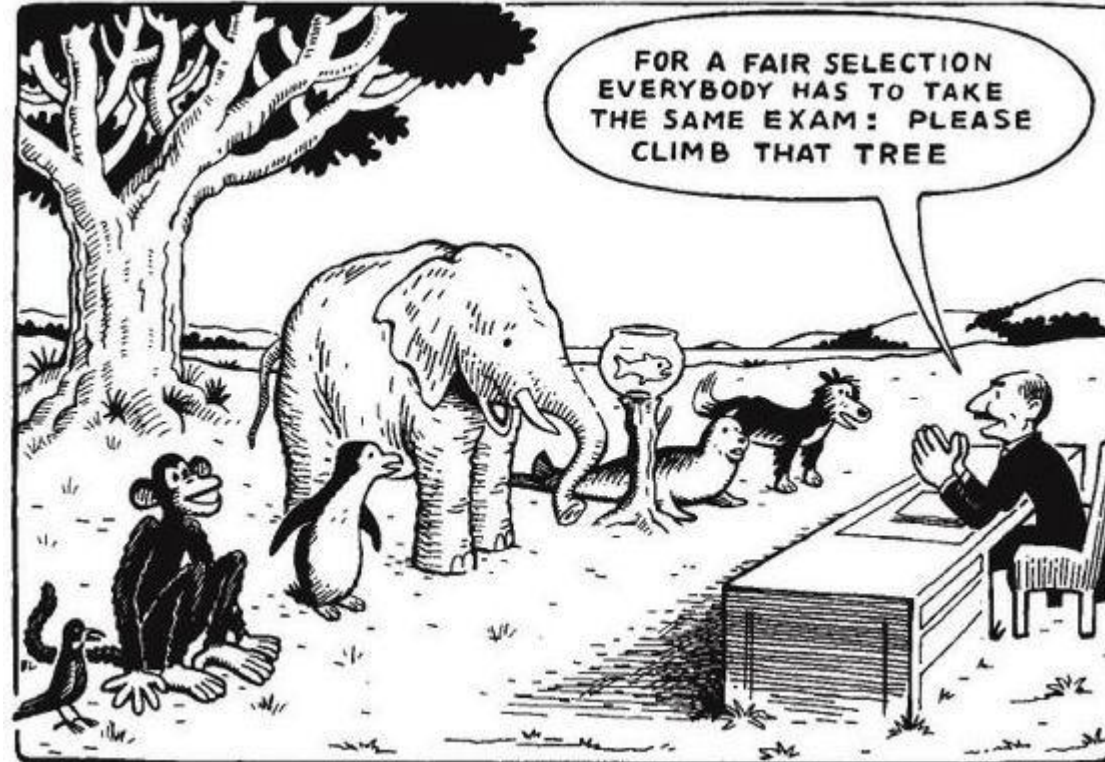
Inclusion is about:

- Structures
- Processes
- Culture

It goes beyond only communication.



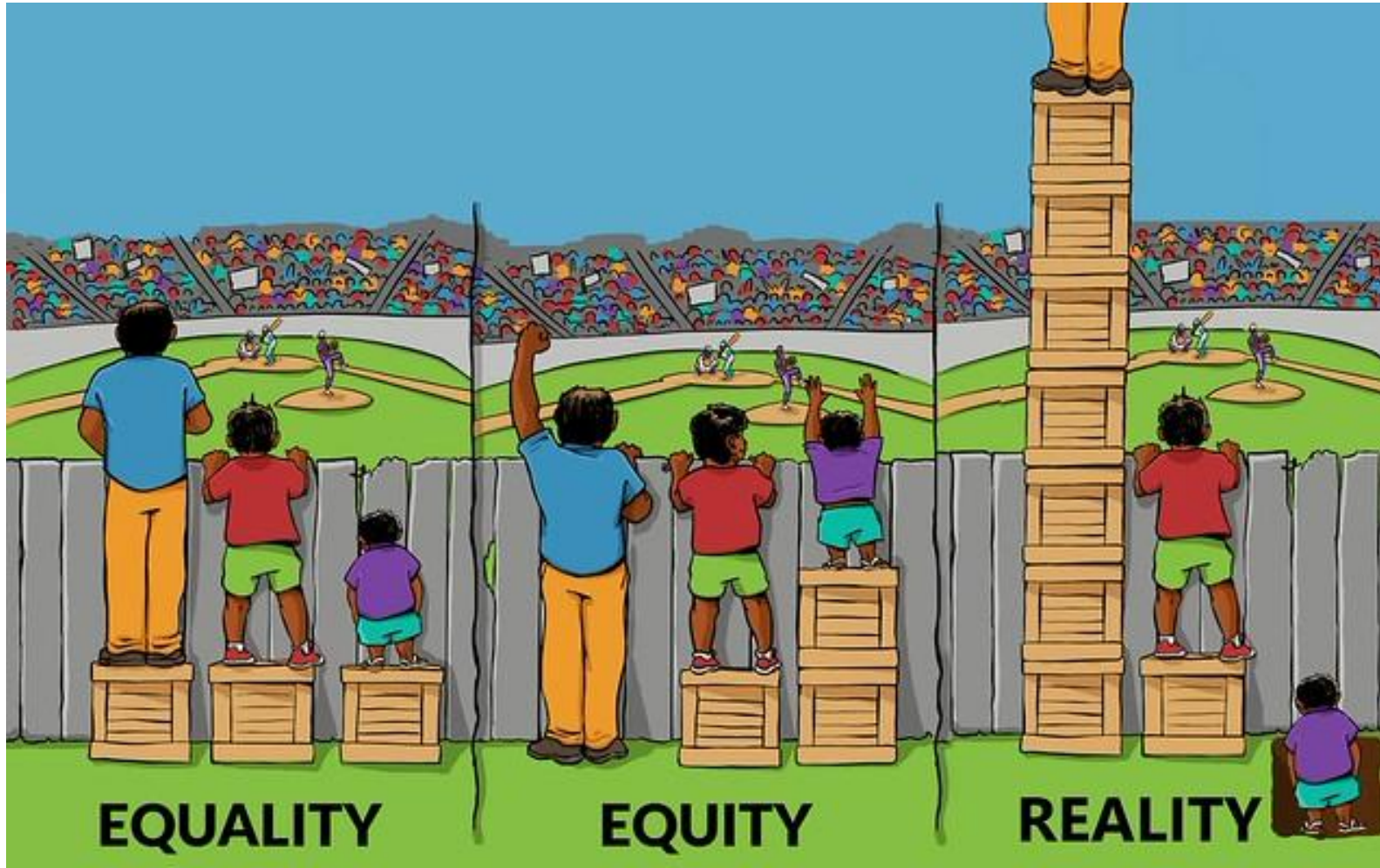
# What we mean by inclusion?



Adapted from: Hans Traxler, "Chancengleichheit", 1976



# What we mean by inclusion?



# Inclusion: a pathway!

## Empowered leadership

Leadership is championing inclusion and it's integrated in the core of the initiative.

## Diversity targets

Setting measurable goals for diversity relevant for the initiative.

## Open door policies

Welcoming environment. Transparency and communication.



## Transformative inclusion

Deep-rooted cultural change. Inclusion has infused in the team, process, leadership and mission.



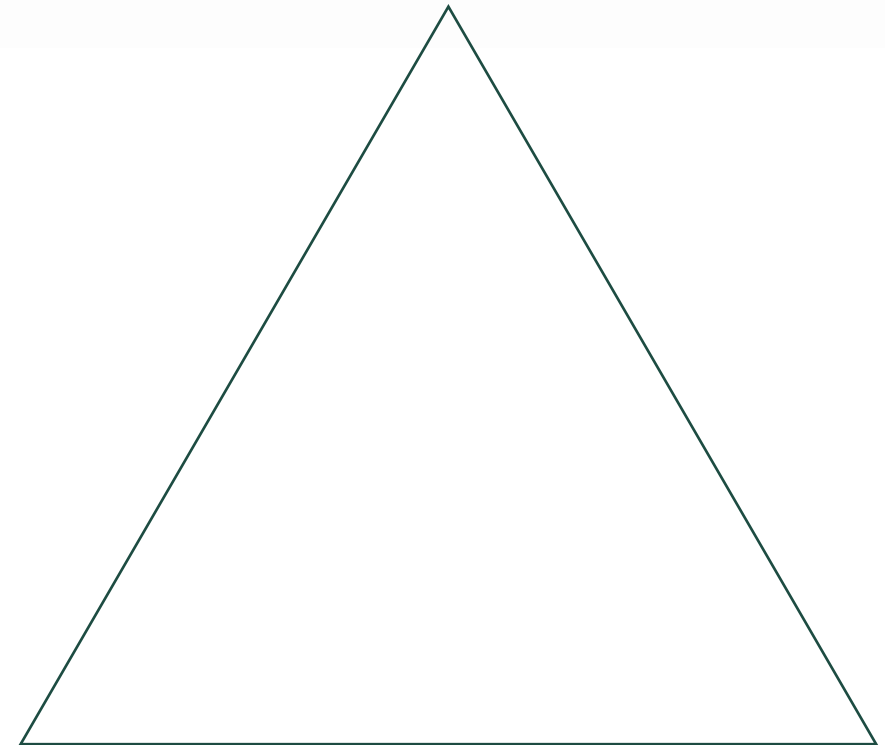
## Inclusive participation

Ensuring everyone's voice is heard and decision-making power is shared.



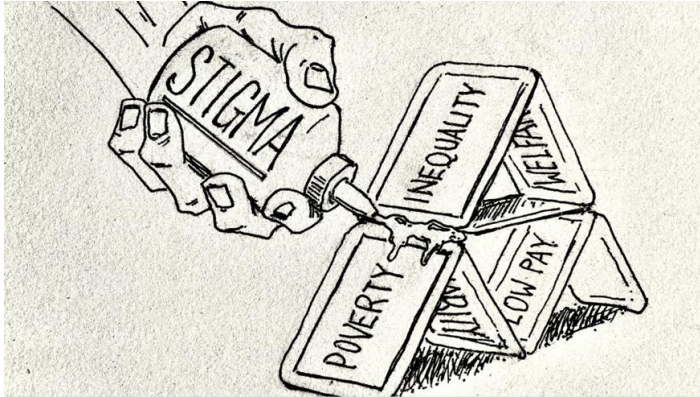
## One-off outreach

Initial engagement with diverse groups via specific tools (workshops, etc).



# COMMUNICATIONS: Language

No language is neutral (neither visuals!)



Avoid stigmatisation



Avoid jargon

Focus on the benefits people will get from joining it!  
Make it personal!  
If people feel judged or unable to understand, they will not participate.

# COMMUNICATIONS: Language (Examples)

Examples:

## NO GO

- Energy-poor people
- People who can't pay
- We will provide you clean energy produced locally by an energy community using PVs!

## Try:

- homes that are inefficient and costly
- People are spending too much on energy
- We will help you save on your energy bill.



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# COMMUNICATIONS: Channels

Channels have to be adapted to the people you are trying to reach (not adapted to you):

Think outside the box:

- Physical channels (bus, bus stops, churches, community centers)
- Rely on non usual digital means: existing whatsapp groups, facebook groups, local radios...
- Rely on local ambassadors
- Rely on existing groups: elderly groups, religious groups, local NGOs and grassroots...
- Local family doctors and health professionals
- Social services



**TRUST** is the primary entry point to inclusion! Rely on partners that have trust from the target groups, so they can build trust on your initiative.

## OUTREACH: Hard to reach inaccessible project?

Is the target group hard to reach, or is your initiative inaccessible? Focus on making it accessible to all



- Focus on personal interactions and trusted referees
- Simplified language and procedures
- Clarity and simplicity of the benefits
- Meetings during times that are suitable
- Meetings with child care
- Meetings with gender balance
- ...

## GOVERNANCE: Sharing power

Share power with your target group, otherwise, your inclusion risks to be symbolic:

- Ensure they have a place in leadership roles
- Ensure they have a voice in the agenda of the meetings
- Ensure they share benefits
- Ensure that they do not take all the risks

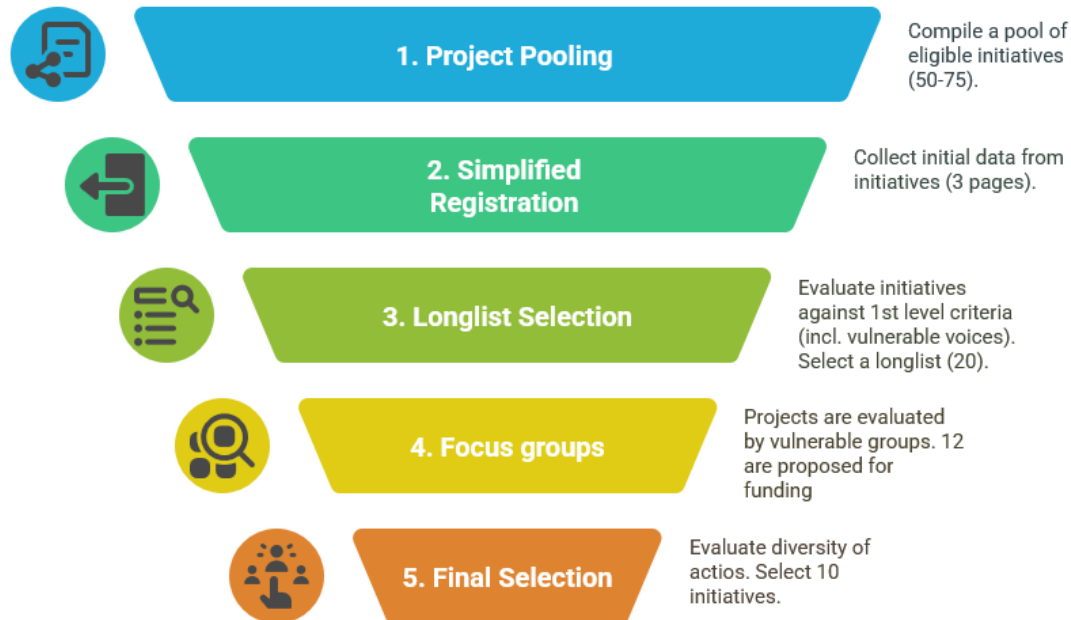
Inclusion should be embedded into structural governance tools:

- Status
- Decision-making process and rules
- Budget

# GOVERNANCE: Sharing power (Example)

## FETA Programme: Selection process

**Objective:** Select initiatives working on energy poverty to receive funding  
Deep and transversal involvement of vulnerable groups in the decision process



### Grassroots initiatives:

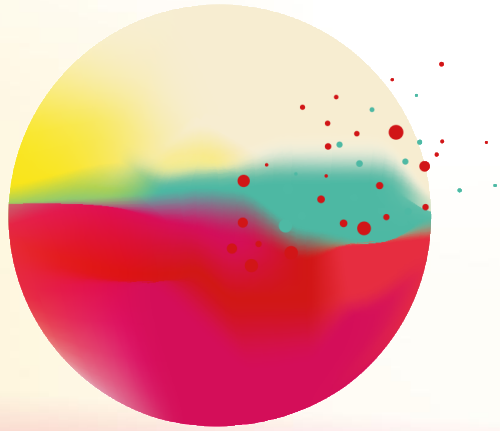
- Feedback on process
- Trust
- Facilitation

### 4 Focus groups with vulnerable groups:

- Decision making
- Insights on what matter

### Expert in inclusion

- Feedback on process
- Ensuring the Focus Groups insights were taking into account



# ENERGY **CITIES**

— Eduardo Blanco