

## National Framework

## Regional / Local Framework

### Motivation

- Climate Action Plan 2050, Paris Agreement
- Sustainability
- Clean Environment
- Reliability of Energy Supply
- Industry Policy

- Regional Value Creation
- Clean Environment
- Regional Development
- Image Building & Branding

### Instruments

- Binding Targets (CO<sub>2</sub> Emission, Share RES ...)
- Legislation ( Fees in Tariffs, Taxes, Fees , ...)
- Funding (NKI: Concepts, Masterplan)
- Regulation (Buildings, Mobility, Energy Efficiency, Priority Grid Access, ...)
- Monitoring
- Communication & Citizen's Participation

- Energy Concepts (RES, Energy Savings, ...)
- Regional Planning (Land-use, Priority Areas)
- Lighthouse Projects (Innovation, Demonstration)
- Communication & Citizen's Participation (Community Power, Municipality Utilities, ...)

### Players

- Politicians
- Administration
- Citizens
- Advocacy Groups (NGOs, Industry, Unions, ...)

- Politicians
- Administration
- Local Residents
- Companies, Craft, Agriculture, Forestry
- Citizen's Action Groups (Pro & Con)

## Regional / Local Approach

Political



- Energy transition requires a new understanding of energy use and is a task for society as a whole
- Goals, targets (national and regional) and overall economic benefit should be emphasized
- Involvement of stakeholders and local residents at a very early stage as an "open planning" process
- Target-group-specific communication, qualification and further education

Organisational



- Continuous information on planned and ongoing project (best practice) in daily press, brochures, www
- Information / qualification measures for craftsmen, house owners, tenants and specific consumers
- RES projects in schools and kindergartens
- Support of community power projects
- Build up networks (regional and national)

Emotional



- Celebrate Considerable Success
- Organize and Hold Competitions
- Award Prizes
- Marketing Strategy, Cooperate Identity
- Do Good and Talk About it