

# Energent BELGIUM

## Background on renovation in Belgium



Belgium promotes energy efficiency. There are support mechanisms such as subsidies for energy audits or other third-party funding to promote energy efficiency. Energent works with municipalities and energy houses. An energy house is owned by several municipalities with the aim of providing information (and resources) to citizens in order to promote sustainable energy practices within communities.

## Meet Energent



Energent, founded in 2013, is an energy cooperative driven by a strong dedication to renewable energy and community involvement. The organisation operates with a team of 13 employees, complemented by the contributions of 9 volunteers, and further supported by a membership of 2148 individuals. Energent is currently active in 31 towns and villages, covering 61% of the province of East Flanders, Belgium. The activities of the energy community are based on four fundamental pillars which are: a) innovation projects, b) investment projects, c) volunteer and member movement, and d) services to citizens. In the area of services to citizens, Energent provides services related to PV installation, group purchasing of technologies and renovation services.

## Support Service provided



In order to accelerate its growth, reach more citizens and further professionalise its activities, Energent has applied for a Citizen-led renovation support service. This will support Energent through communication and engagement and ecosystem building activities. Energent received support to

- Review and improve communication materials to better inform and engage citizens;
- Improving its social media presence to reach a wider audience;
- Training of technical staff to provide energy audits and analysis of refurbishment needs to homeowners to improve engagement methods;
- Market analysis to better understand the needs of citizens and the potential for improved or new services that can be offered to increase the rate of renovation and citizen engagement.

## Objectives for Citizen-led renovation



Energent aims to build a cohesive citizen-led communication community among current and potential members, to increase participation in renovation initiatives (covering the whole of East Flanders), and to improve and personalise the renovation experience for customers. The final expected outcome of the support service is to provide Energent with skills and toolkits to effectively engage different target audiences, so that Energent can address the specific questions and needs of the audiences and tailor communication accordingly.

Pilot information	Energent	Past activities
Location	Province of East Flanders, Belgium	Innovation projects
Legal form	Cooperative	Investment projects
Established in year	2013	Volunteers and members movement
Members	2148	Services to citizens

## Activities

- Workshop on project management, pilot journey, 15.09.2023
- Workshop on exploring potential personas, 6.10.2023
- Workshop on KPIs, 17.10.2023
- Validation workshop on personas, 14.11.2023
- Workshop on Google Analytics 4, 7.12.2023
- Social media workshop, 12.12.2023
- In-person meeting on setting up OSS workshop with Coopernico, 19.01.2024
- Workshop on B2B marketing, 24.01.24
- Workshop on personas, 30.01.2024
- Panel discussion at the European Sustainable Energy Week, 12.06.24