



**Zelena
Energetska
Zadruga**



**Energija
u rukama
građana**





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Zadruga

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We help citizens and the
public sector in developing,
investing and using RES.



Zelena
Energetska
Zadruga

Who is ZEZ?

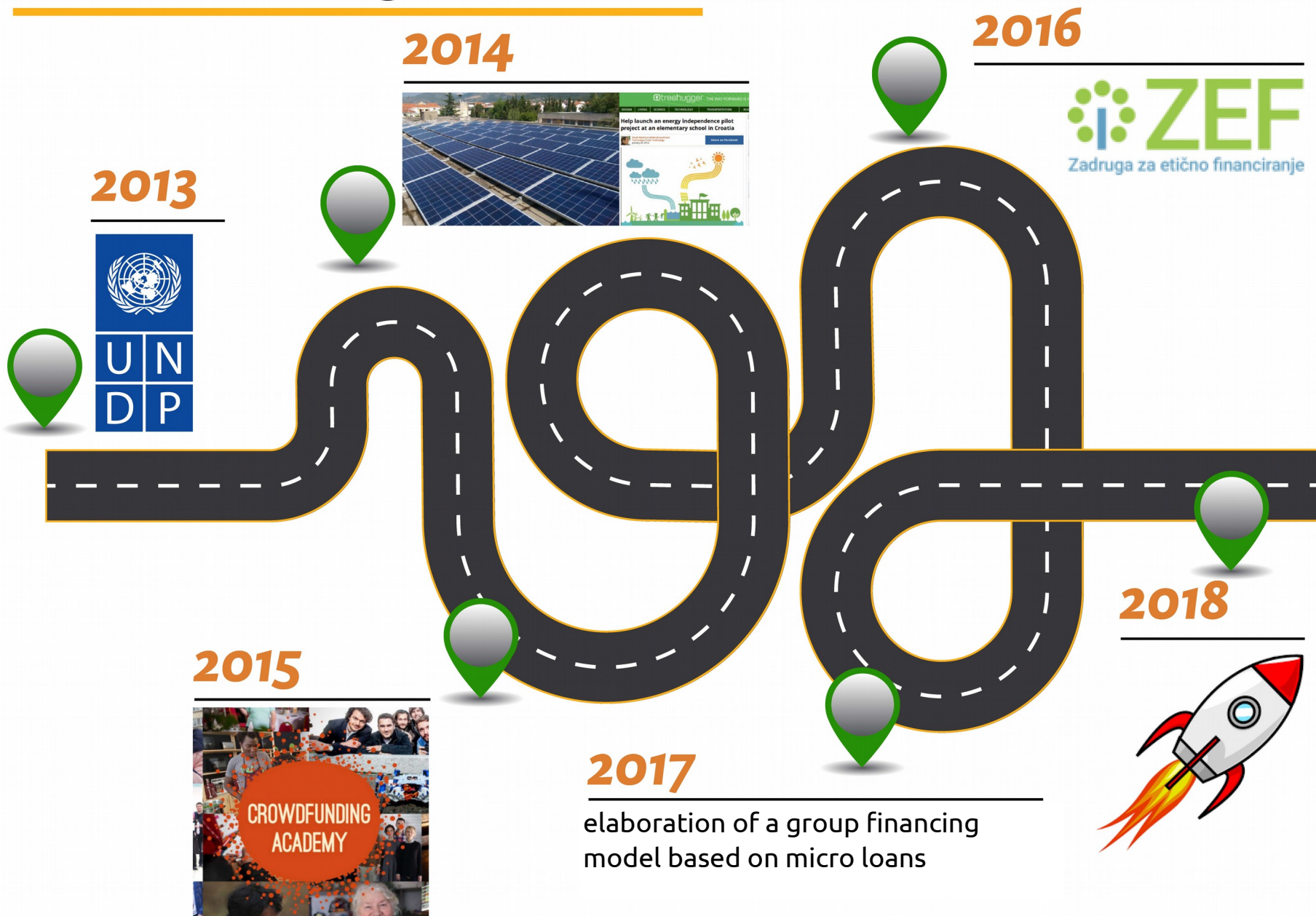
Our cooperative develops sustainable solutions that enhance the development of local communities.

- established 2013. g. (UNDP)
- 19 members

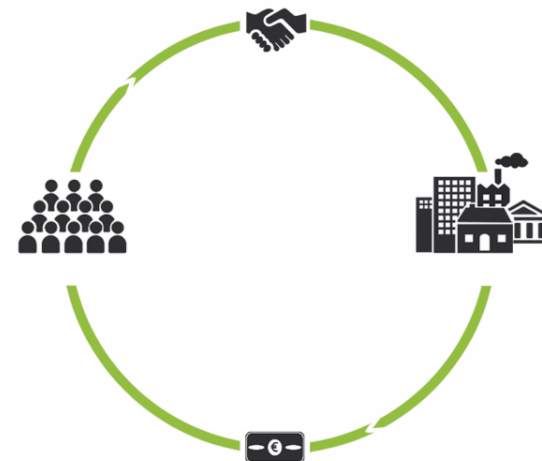
experts, activists and practitioners with years of experience in the field of **energy, economy, innovation, alternative financing, environmental protection, urban planning, rural development, etc.**



How did we get here?



Sustainable community energy system



It refers to decentralized energy production from renewable sources owned or operated by citizens, local initiatives, communities, local authorities, NGOs, farmers, co-operatives or small and medium-sized entrepreneurs, and **generating added value on the local level in a particular region.**



GREENPEACE

EREF
EUROPEAN RENEWABLE ENERGIES FEDERATION

BY 2050

1 OUT OF 2 PEOPLE

IN THE EU



COULD BE PRODUCING THEIR OWN ELECTRICITY

BY 2050

PEOPLE COULD PRODUCE

41%

OF CROATIA'S ELECTRICITY



RES investments in Croatia

RES investments in Germany

big companies

small investors

99%

1%

50%

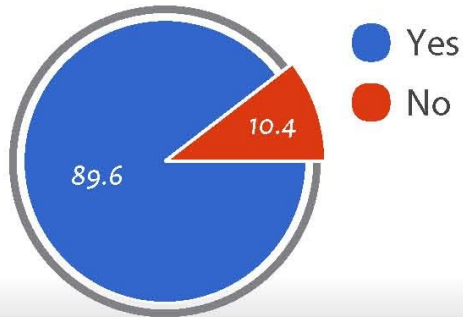
50%



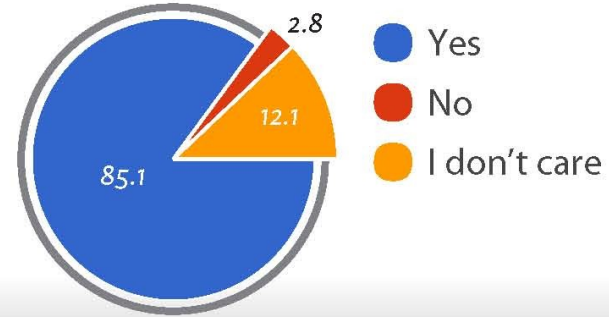
Capacities of installed photovoltaic systems in MW

Market research

Do you want to invest in renewable energy sources?



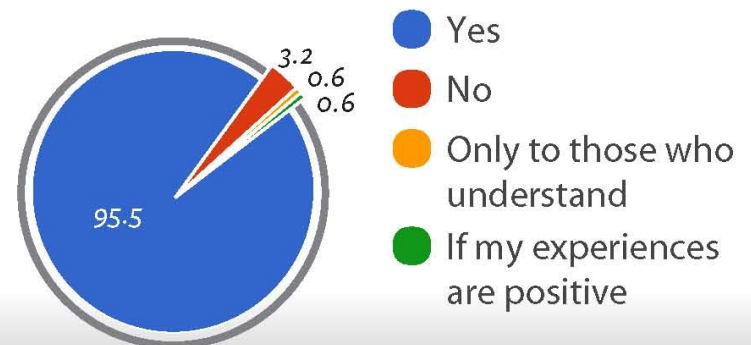
Does it matter that this project has a positive impact on community?



If the cooperative manages the project of renewables energy sources, what is your standpoint?

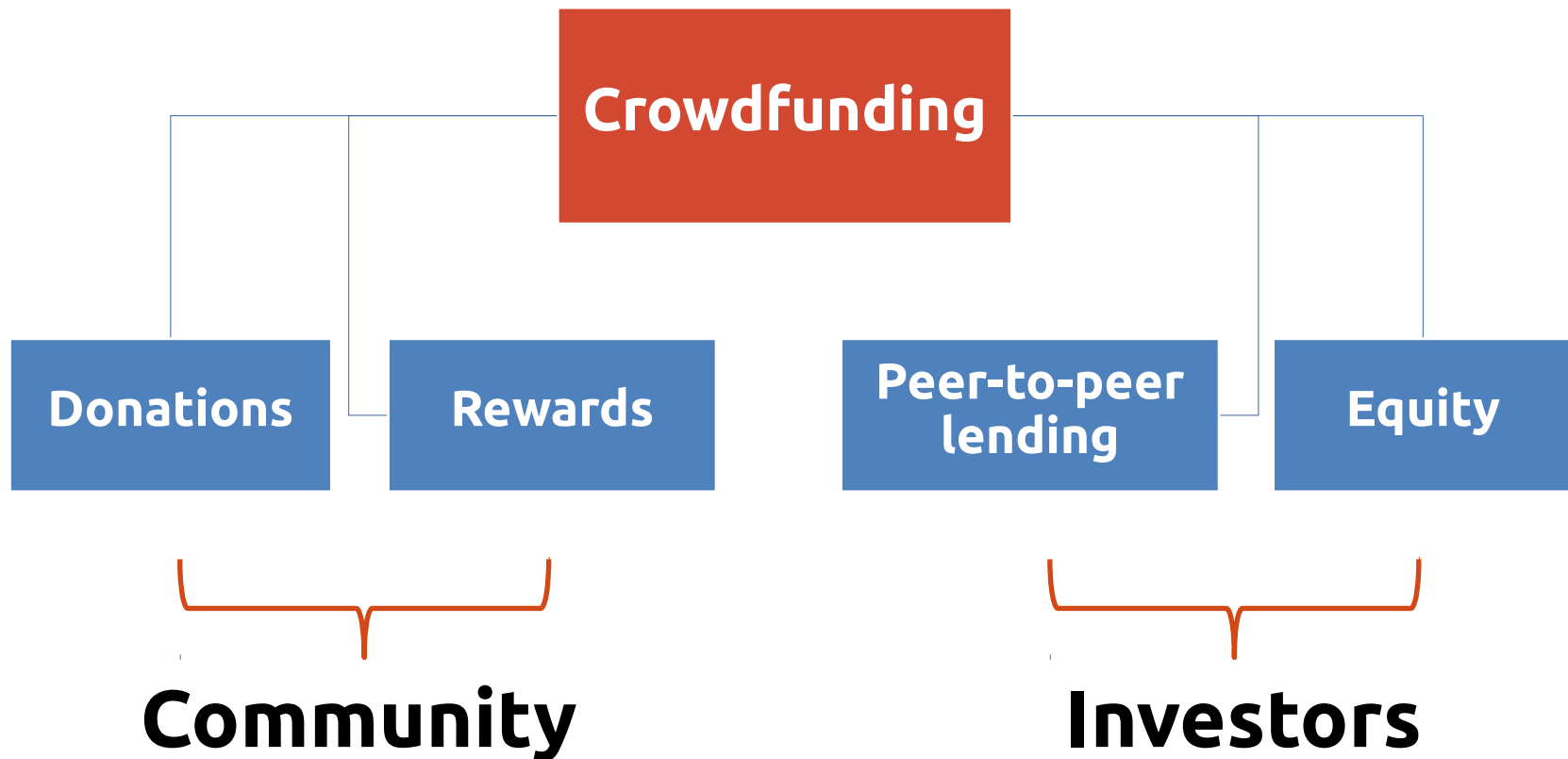


Would you recommend similar investments to your friends or business partners?



Innovative financing models

“**Crowdfunding** is an online call through an interactive web site aimed at mobilizing financial resources for a particular project”



ENERGY INDEPENDENT SCHOOL IN KAŠTEL LUKŠIĆ

80,000 USD total:

- 10.000 USD Indiegogo
- 25.000 USD through personal contact
- 45.000 USD UNDP

Innovations:

- crowdfunding
- net metering ESCO model
- cooperative model



\$10,001 USD

raised by **189** people in 1 month

100% funded

0 time left

\$10,000 USD goal
Flexible Funding

CAMPAIGN CLOSED

This campaign ended on January 30, 2014

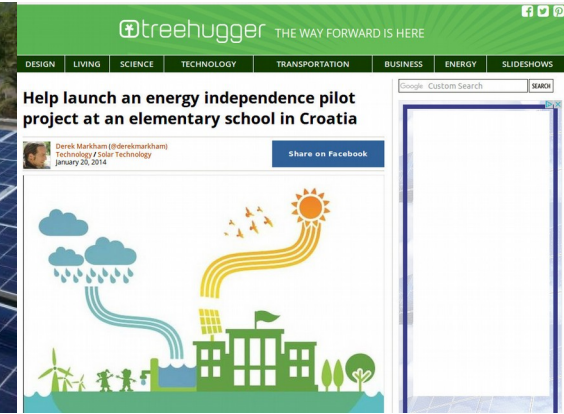
Total Project Value:

488.231,31 kn

Electricity savings:

73.224,81 kn/annually

The payback period: **6,6 years**



Innovative financing models

- 2014 we launched the **Crowdfunding Academy** program
- To date we have helped successfully finance more than **40 projects** in **10 countries** that have total collected **more than 7 million kuna.**



Photovoltaic power plant for own consumption RAZVOJNI I TEHNOLOŠKI PARK KRIŽEVCI



For the first time in Croatia, a project for investments in renewable energy sources through group financing on a loan basis

Business model

- The Green Energy Cooperative, citizen-investor representative, gives solar equipment to **lease for 10 years**.
- All investors sign a loan agreement with Zadruga for 10 years, for which **4.5% of the annual interest** on accrued funds is realized.
- The PV system (**30 kW**) would meet some of the energy needs and realize monthly savings on electricity bill.
- After 10 years required to pay for the investment, the system goes into the ownership of the City **and continues to make savings**.

Innovative financing models



KRIŽEVCI



Solarna elektrana 30 kW
- 42.000 kWh/godišnje



Grad Križevci



Zadružni ESCO model
- 10 godina
- fiksna godišnja naknada

K.P.C.

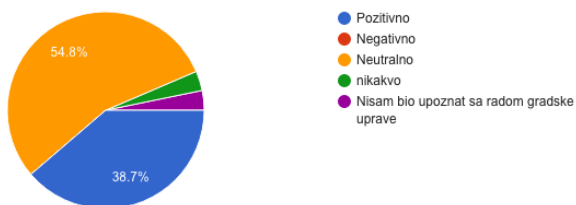


Results of the pilot project

- The sum of 230,000 kuna was collected within **10 days** by **53 investors**
- They were interested in investing by **150 citizens** in the amount of over **HRK 1,200,000**
- Research results show that **87%** of respondents have a positive opinion of city administration compared to 38% of those who had such a prior opinion before the campaign of *Križevački sunčani krovovi*.

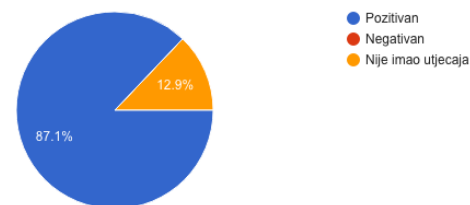
Kakvo ste mišljenje imali o gradskoj upravi grada Križevci prije kampanje Križevački sunčani krovovi?

31 responses




Kakav utjecaj je imao projekt Križevački sunčani krovovi na vaše mišljenje o trenutnoj gradskoj upravi grada Križevci?

31 responses



Social media



Zelena Energetska Zadruga

Zelena energetska zadruga
@zelenaenergetskazadruga

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 **Zelena energetska zadruga** is 🎉 celebrating this special day.
Published by Hajdana Rukavina · May 15 · Krizevci

Krenuli smo! Otvaramo mogućnost svim građanima da po prvi put ulože u sunčanu elektranu po principu mikro zajmova! I vi možete biti jedan od investitora. Klikni i ulož: <http://www.zez.coop/ulaganja/> #energijaurukamagrađana

Energy Company
Opens tomorrow
Closed Now
Suggest Edits



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'Izuzetno pozitivna' priča iz Križevaca: Građani prvi put investicijama financiraju sunčanu elektranu

28/05/2018 · Ana Gavranić

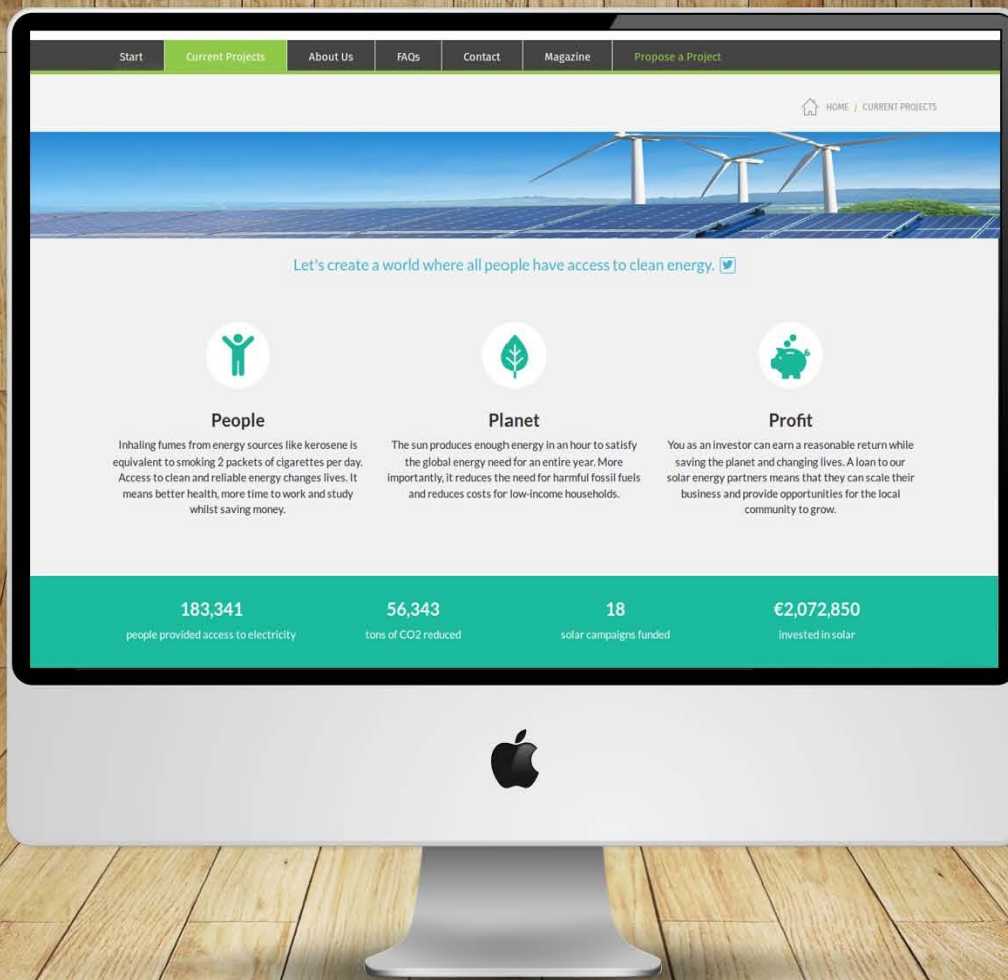
ORIGINALNA IDEJA

Križevci grade solarnu elektranu putem 'crowdfundinga': građani oduševljeni mogućnošću da zarade na svojoj investiciji

📍 22.05.2018 19:05 🧑 Željka Felbar



Online platform for local impact investment



Wind

The Converging World

by The Converging World

5.0% loan to The Converging World, a UK charity which invests in renewable energy.

Min. Investment	£50
Type	Loan
Return	5.00%
(Annual Interest Rate)	

TIPPING POINT £200,000

£50,000

0 HOURS LEFT 43 LENDERS

Hydro

Whalley Hydro

by Whalley Community Hydro

Invest in a 100kW micro hydroelectric plant on the south side of the River Calder.

Min. Investment	£250
Type	Community Share
Return	3.00%
(Up to 5% dividend)	

TIPPING POINT £750,000

£510,000

0 HOURS LEFT 285 INVESTORS

Mixed energy

Guinness EIS 5

by Guinness Asset Management

Guinness EIS 5 follows up on the success of its predecessors with this £15 million raise.

Min. Investment	£10,000
Type	Fund
Return	14.40%
(Targeted)	

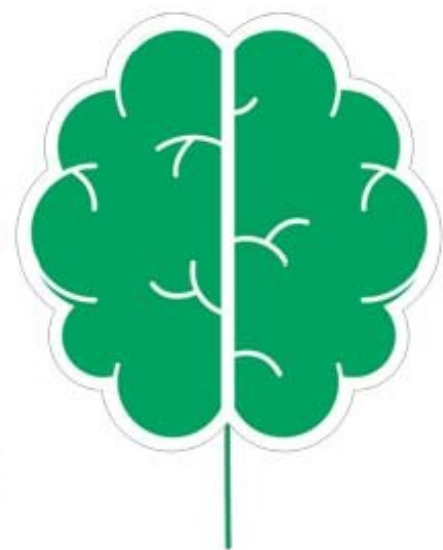
TIPPING POINT £15MIL

£12,000,000

0 HOURS LEFT

THANK YOU!

For more information about the project
please contact us at: contact@zez.coop



zez misli
ozbiljno

