

Powering Change
**Getting Started
with Rural Energy
Communities**



Powering Change Getting Started with Rural Energy Communities

This publication is part of “Powering Change: Empowering Rural Youth for Energy Communities”, an initiative by Rural Youth Europe (RYE) aimed at inspiring and supporting young people in rural areas across Europe to participate in and create energy communities. The booklet introduces and raises awareness on what energy communities are, how they fit into EU policies, and why they matter — especially for rural areas and rural youth. There are also examples of inspiring community initiatives from across Europe presented and practical insights into their benefits and challenges for rural youth.

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Series Note:
This booklet is the first in a two-part series:
Part 1: Getting Started with Rural Energy Communities
Part 2: Building Your Own Energy Community – A Step-by-Step Guide

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1. Getting started

1.1 About this booklet

This booklet has been created as part of the project “Powering Change: Empowering Rural Youth for Energy Communities”, a broader initiative led by Rural Youth Europe (RYE) that aims to empower rural youth across Europe to actively co-create and participate in energy communities. The booklet is rooted in a powerful opportunity. The European Union actively promotes energy communities as a key driver of a fair, local, and renewable energy future, as indicated by the European Commission’s target of establishing at least one energy community per municipality with more than 10,000 inhabitants [1]. Rural young people are well-positioned to lead, innovate, and benefit from the people-centric energy system that is being shaped by energy communities, but they need the right tools, knowledge, and resources to step into that role. We created this booklet to empower them to do just that. Its purpose is threefold:

- 1. To raise awareness** — helping rural youth understand what energy communities are and why they matter
- 2. To build capacity** — offering step-by-step guidance on how to join or start one
- 3. To inspire action** — showcasing real stories from young people across Europe who are already leading the way with energy communities.

In the chapters ahead, we’ll walk you through: the EU policies that protect and support your right to form an energy community (Chapter 2); the real benefits and challenges especially for rural areas and rural youth (Chapter 3); and inspiring examples from rural initiatives with youth at their hearts (Chapter 4). Once you’ve explored the ideas and examples in this booklet, continue with Part 2: Building Your Own Energy Community, where you’ll find a practical, step-by-step guide to start your own initiative.

The booklet is grounded in desk research, involving a review and thematic analysis of secondary sources, mainly EU legal texts, policy briefs from EU institutions, peer-reviewed academic articles on rural energy transitions and energy communities, and practical toolkits, case studies and other publications from energy communities, networks, and civil society organisations collecting data from all governance levels. The guide is designed as an accessible source of information, guidance, and inspiration, addressed to young people in rural areas, with the goal of strengthening their involvement in energy communities. It will serve both as an educational tool and as a self-directed learning resource that rural youth can share within their networks to catalyse local action. Most importantly, it is an invitation to take part in one of the most exciting transformations of our time: building a fairer, cleaner, and more democratic energy system, starting right where you are.

1.2 So, what is there to know about energy communities in rural areas?

An energy community is a group of people that come together to cooperate on energy issues, such as producing, managing, consuming, and selling their own energy — not for profit, but for the benefit of their community. “Energy” here is not limited to electricity — transport, heating, and cooling are equally impactful areas where communities can take collective action [2]. Communities can also engage in awareness campaigns, training, and capacity building to strengthen their impact [2]. While the idea of ordinary citizens becoming active players in the energy market may seem ambitious, it is increasingly within reach: estimates suggest that by 2050, half of Europe’s citizens could be generating up to half of the EU’s renewable energy. [3] What makes energy communities pioneering for our energy system is that ordinary people

join their powers and resources and get involved in energy activities as a team. This way, even small communities can join the energy market on equal terms with big companies — showing that together, they can be just as powerful.

Can anyone join an energy community? The answer is yes! — but always with a focus on local participation and benefits that extend beyond just financial profit. All members of the community can participate in an energy community, such as friends, family, and neighbours, but also legal entities and institutions that operate on a local level, like small businesses, and municipalities [4]. In other words, **the key difference between energy communities and other actors in the energy system is that their primary mission focuses on environmental, social, or local economic values rather than profit** [4]. They are created by the people, for the people. Think of how farmers might share a grain silo or a village might run a local shop together. The profits they make are typically either distributed directly to members or reinvested in projects that benefit the community's natural, social, or economic environment [2].



**More of a visual learner?
We've got you covered!**

This chapter includes short videos to help you explore energy communities from different angles. Start [here](#) with a quick Energy Communities 101 — the what, who, and why behind it all.



Pictured: Members of [Enercoop](#), a French energy community, that operates as an energy cooperative, erecting a small wind turbine. Source: <https://www.rescoop.eu/uploads/Community-Energy-Guide.pdf>



Around Europe, it's possible to find energy communities of various legal forms, including non-profit organisations, limited liability companies, trusts, associations, and others, depending on national laws and local needs [2]. The most common and fast-growing form for energy communities is that of an energy cooperative. Energy cooperatives stand out for their democratic structure; for example, all members often have one vote, regardless of how much they have invested, which distinguishes them from traditional businesses [2]. In fact, energy cooperatives frequently follow the seven cooperative principles set by the International Co-operative Alliance [5]. These principles are integrated into the charter of REScoop.eu, the European federation of citizen energy communities:

7 cooperative principles

1. Voluntary and open membership
2. Democratic member control
3. Member economic participation
4. Autonomy and independence
5. Education, training, and information
6. Cooperation among cooperatives
7. Concern for community

Curious about the 7 cooperative principles and what they mean for energy communities? This [short video](#) by REScoop explains all, while also connecting to real cases!



Today, energy communities in Europe are mostly seen in connection with the energy transition, especially since the EU's Clean Energy for All Europeans package of 2019, that introduced energy communities in EU legislation. **However, the spirit of energy communities goes way back — especially in rural Europe.** As early as the turn of the 20th century, private investors built out electricity in cities and towns, leaving many sparsely populated rural areas without service, so on many occasions citizens of rural areas took matters in their own hands and formed electricity cooperatives to bring power to their communities. These weren't called "energy communities" then, but they embodied the same idea: local people



Pictured: Founding members of EG Röthenbach in 1918.
Source: <https://eg-roethenbach.de/geschichte/>

The electricity cooperative Elektrizitätsgenossenschaft Röthenbach (EG Röthenbach) is a **rural energy cooperative of more than 100 years**. It was founded in 1918 in a rural area of Germany: scattered farms, small villages, and very few urban centres. The cooperative's early work focused on extending power lines, installing transformers, and ensuring that outlying farmhouses and agricultural operations had access to electricity. Today, EG Röthenbach still serves a largely rural territory, supplying households, farms, and small businesses. It operates over 100 transformer stations, runs lines spanning many kilometres, while offering tariffs catered to agriculture and rural customers. Its cooperative governance, close attention to local needs, and commitment to accessible service make the rural dimension not just part of its history, but central to its identity.

working together to control their own energy future [6].

For example, in early 20th-century Italy, remote Alpine villages formed hydroelectric cooperatives to power their homes using local rivers due to the remoteness and lack of access to the grids [2]. In Germany as many as 6,000 electricity cooperatives were founded between 1895 and 1932, mostly operating local grids in rural areas. [6] More recently, [Ecopower](#), one of Europe's pioneering energy communities, and co-founder of Rescoop.eu began not in a city, but in a rural village in Belgium, when an old watermill was revived to generate renewable electricity. Today, Ecopower is a thriving cooperative with over 58,000 members, supplying 100% green power to more than 50,000 homes with wind turbines, solar panels, and small hydro installations but still sticking to their cooperative principles — proving that when rural communities come together, they can be pioneers of community energy [7].

The point we are trying to make is this: **if you live in a village, small town, or rural area, you're actually in the perfect place to start or join an energy community.** After all, transitions in the energy system did not only start in big cities — as we just discussed, they were also initiated in fields, farms, and villages, powered by people just like you.



If you want to know more about EU legislation, how it started a new era for energy communities in Europe, and what it means for Member States, watch this [short video](#) by the European Network of Living Labs. In Chapter 2 we will discuss this more thoroughly!



Does this sound too good to be true to you? Take a break from reading to watch this [short documentary](#) about how real energy communities truly bring power back to the people all over Europe! If you are interested in success stories and lessons learned, in Chapter 4 you can read more — with a focus on rural areas and youth initiatives!



Pictured: The Rotselaar water mill in Flanders, Belgium, from where Ecopower started its journey to be a pioneer of community energy in Europe.

Source: <https://friendsoftheearth.eu/news/the-belgian-community-that-built-renewable-energy-for-the-masses/>



2. Energy communities in EU policies 101

2.1 Europe's clean energy goals explained

So, why is Europe switching to clean energy? **Europe's energy plan has three big goals: make energy clean, secure, and affordable** [8]. The energy sector produces over 75% of the EU's greenhouse gas emissions, so cutting them is key to achieving climate neutrality by 2050 and reducing emissions by at least 55% by 2030 [9] [10]. After the energy shocks caused by Russia's invasion of Ukraine, the EU is working to phase out fossil imports, diversify sources, and scale up renewables, aiming for energy security and independence [11]. At the same time, ensuring affordable, competitive energy keeps citizens and businesses resilient [12].

Renewable Energy Directive (2023):

- 42.5% of final energy consumption from renewables by 2030 (binding target)
- 43% renewables in heating & cooling
- 42.5% renewables in electricity
- 14.5% renewables in transport

Energy Efficiency Directive:

- Reduce final energy consumption by 11.7% in 2030

REPowerEU Plan:

- Increase EU solar capacity to 600 GW by 2030
- Install 60 million heat pumps by 2030



Interested to know more about where Europe's energy comes from, how much we use, and what it means for the future? Check out ["Shedding Light on Energy in Europe – 2025 edition"](#) by Eurostat, an interactive publication that makes energy easy to understand.

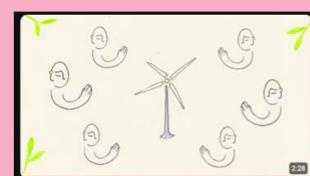


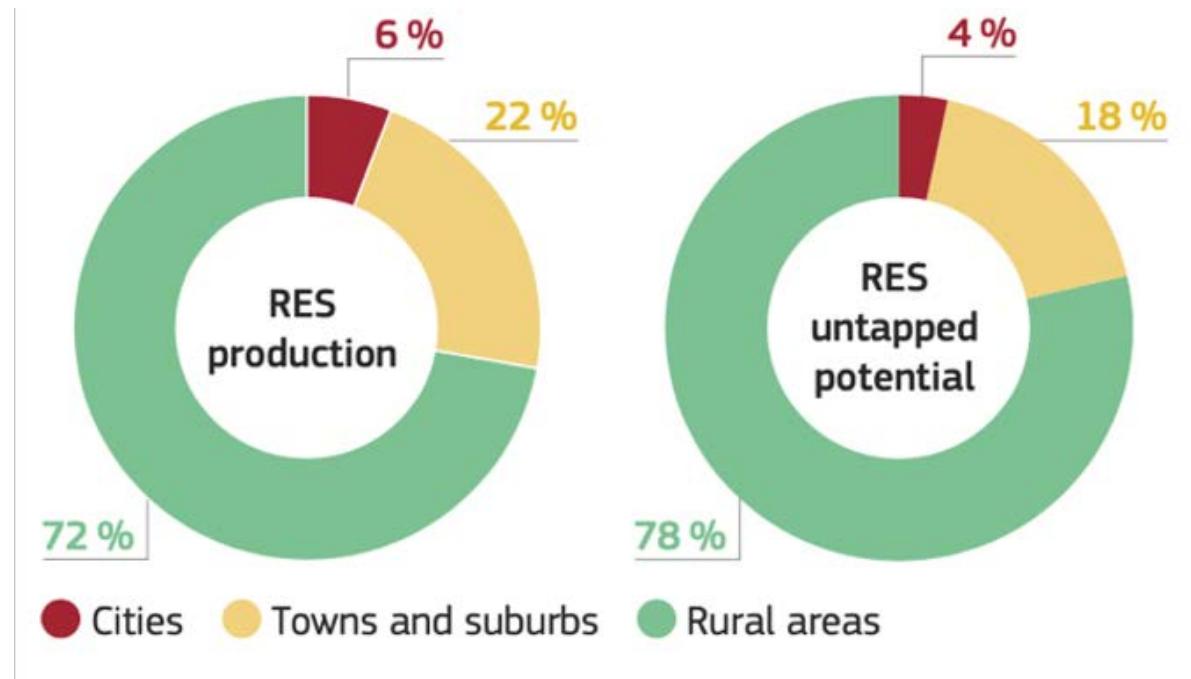
Do these energy goals affect rural areas?

Absolutely! In 2023, rural areas produced a striking 72% of the EU's renewable electricity from solar, wind, and hydropower — and with 78% of untapped clean energy potential also lying in rural areas, the future of Europe's energy transition depends on them [13]. **But the big question is: what's in it for rural communities themselves?** If done fairly, the energy transition can bring major benefits to rural areas. Think about it: new renewable projects can attract investment, create jobs close to home, and give farmers or landowners an extra source of income [13]. And when projects are designed with local people in mind, they can also help keep the economic value from the energy produced locally, cut energy bills and fight energy poverty right where you live [13].



Energy communities can unlock environmental, social, and economic gains. Curious to know more? Watch this [short video](#) created by a Greek energy cooperative to see how community energy is transforming our energy system. In Chapter 3 we will explore those benefits more thoroughly focusing on rural areas and rural youth!



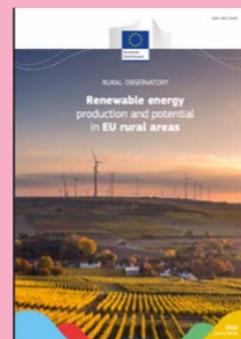


That said, the road ahead is not without obstacles. Expanding solar and wind projects can create tensions about land use, food production, biodiversity, or the character of rural landscapes [13]. That's why sustainable land-planning is crucial: new projects should go, for example, on rooftops, old industrial sites, or poor-quality farmland, not prime agricultural land or protected nature [13]. On top of that, many rural areas face weak grid connections and complex bureaucracies, while local opposition often grows if communities feel left out or ignored [13]. And let's be real — nobody wants a giant wind turbine right outside their window if they weren't part of the conversation or the benefits of its clean energy production. **This is where energy communities come in.** By allowing members and entities of rural communities to collectively own and manage renewable projects, they make sure that the needs of the local people are taken into account, and that the benefits stay where the energy is produced, boosting acceptance and participation [13]. Let's now explore more how the EU sets a rigid framework and support for energy communities through its policies and contemplate how this fits together with rural policies!

*Pictured: Production and potential electricity generation in the EU by degree of urbanisation in 2023.
Source: https://publications.jrc.ec.europa.eu/repository/bitstream/JRC138095/JRC138095_01.pdf*



If you are interested to know more about the potential of renewables in EU rural areas with a special focus on rural energy communities in Chapter 6, take a look at this 2025 [report](#) by the Rural Observatory of the European Commission.



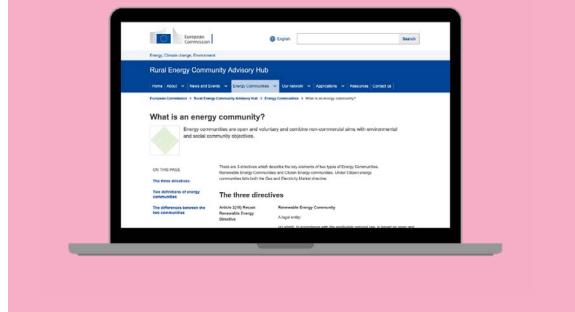
2.2 The main policies about energy communities you should know

The EU has built a strong legal framework around energy communities, based on the Clean Energy for All Europeans package (2019), which introduced two official types of energy communities: **Renewable Energy Communities (RECs)** under the recast Renewable Energy Directive and **Citizen Energy Communities (CECs)** under the Internal Electricity Market Directive [14] [15]. RECs and CECs share the same spirit: open, voluntary membership, and a focus on creating local environmental, social, and economic benefits — not profits. In both cases, control stays with citizens, local governments, and small businesses — not big energy companies [4]. The activities of both types of communities are also common: generation distribution, supply, consumption, aggregation, energy storage, energy efficiency services, charging services for electric vehicles, provision of other energy services to its members or shareholders [4]. The main differences between the two are about location, membership, and control. RECs focus exclusively on renewable energy and must be based close to their projects. Only citizens, local authorities, and small or medium-sized enterprises whose main

business isn't energy can be members. They must also stay independent from big companies or anyone trying to take control. CECs, meanwhile, are technology-neutral, meaning they can use different energy sources, including but not limited to renewables. They can include a wider range of participants, including large energy companies, but the latter can't make decisions or control the community [4].



If you want to explore the differences between the two types of energy communities, check out the section "[What is An Energy Community?](#)" in the Rural Energy Community Hub's website!



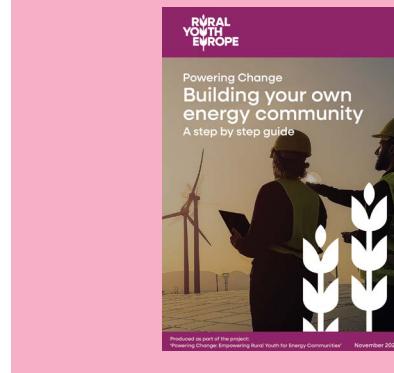
A powerful example of an EU project with rural focus is the [Rural Energy Community Advisory Hub \(RECAH\)](#) — a pilot project that ran from 2022 to 2024 specifically to support farmers, villagers, and local authorities in setting up energy communities across the EU with advice, training, and networking. RECAH produced a valuable [pool of guidance resources](#) and an archive of inspiring [best practices](#) for people in rural areas that want to start and operate their own energy communities, showing how EU policy is actively trying to bring the energy transition to the countryside.

Beyond these core rules, extra EU laws now make energy communities key players in areas like energy saving, building renovation, heating [1]. Together with the REPowerEU Plan, which aims for at least one community in every town over 10,000 people by 2025, these measures ensure energy communities can drive Europe's green transition [1]. To back this up, the EU has rolled out **several initiatives that provide financial, technical, and capacity-building support specifically for energy communities** [1]. Past projects such as the Energy Communities Repository and the Rural Energy Community Advisory Hub helped urban and rural communities establish renewable energy projects and now offer a pool of guidance and best practices resources. The Support Service for Citizen-led Renovation empowers communities to coordinate energy-saving renovations. Most recently, the Citizen Energy Advisory Hub (2025-2027) promotes citizen-led participation and will offer direct technical assistance to 120 local initiatives to help them plan, develop or scale sustainable energy projects, while the European Energy Communities Facility (2024-2028) has been launched to distribute grants and provide targeted training to at least 140 initiatives across Europe, strengthening their capacity to implement viable and replicable business plans. The Smart Rural 27 project has created a network and

knowledge cluster specifically on renewable energy communities, using "lighthouse communities" as inspiration for creating smart renewable community energy solutions.



Interested in EU opportunities?
In general, many EU funds and opportunities can be used for supporting energy community initiatives in rural areas. Take a look at the second booklet of this series **Part 2: Building Your Own Energy Community** to find tips and resources!



Heard about the European Energy Communities Facility?

It's an EU LIFE project (Sept 2024-Feb 2028) with €7 million to help at least 140 energy communities across Europe build strong business plans for renewable projects. Each gets about €45,000, plus training, mentoring and support. Local groups can use this to design clean energy ideas, get funding, and make them real. Want to power your place? This might be your chance. The next round of applications will be in 2026 so hurry up!



2.3 What do the EU rules mean for you and your country?

The EU Directives mentioned **give citizens real rights to take part in the energy system — to produce, share, store, and even sell clean energy together**. These laws make it possible for ordinary people, local groups, businesses and municipalities to legally form energy communities, decide how they work, and make sure the benefits stay local [2]. They also introduce requirements for your government to support energy communities by creating an enabling legal framework, simplifying administrative proceedings, and systematically assessing the barriers and potential of community energy [2].

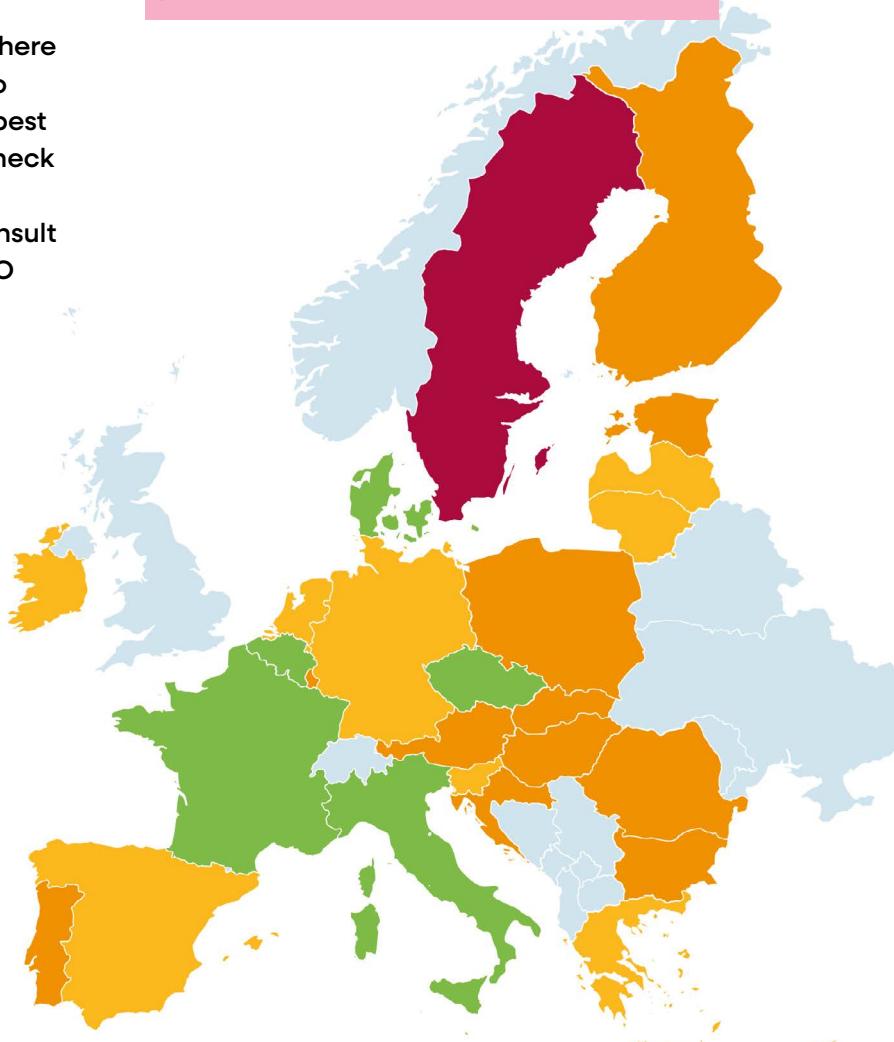
Once the EU agreed on these Directives, **every Member State had to turn them into national rules**. That means each country decides exactly how energy communities can register, operate, and access support — so the details can look quite different across Europe [16]. Still, the goal everywhere is the same: to empower communities to take charge of their energy future. The best way to know what applies to you is to check your country's latest regulations online (preferably in your own language) or consult a local cooperative, municipality, or NGO active in the field.

To make things easier, we've included **two Europe-wide tools that track how each country is doing on energy community policies**:

- The [REScoop.eu Transposition Tracker](#) REScoop.eu Transposition Tracker shows how far each EU country has gone in turning Europe's energy community laws into national rules. Using a "traffic light" system, it reveals which countries are leading and which still have work to do.
- The [Energy Communities Repository's policy database](#) gathered information on how every Member State has introduced Renewable and Citizen Energy Communities under the Clean Energy for All Europeans package.

Curious to see how your country is doing? Explore the tools above — and remember that laws change fast! Always double-check the latest updates in your own country. Searching in your local language often gives you the most current and practical information.

Pictured: The traffic-light map of definitions based on the transposition tracker of REScoop.eu.
Source: <https://www.rescoop.eu/policy/transposition-tracker>



3. Energy Communities and Rural Youth: Why It's Worth It

3.1 Social, environmental and economic benefits: spotlight on rural areas

ENVIRONMENTAL BENEFITS



Cleaner Air, Cooler Planet:

Energy communities let people power their homes with local sunshine, wind, or water, cutting CO₂ emissions and dependence on fossil fuels. By 2050, half of EU citizens could generate their own electricity, meeting nearly 45% of Europe's demand — many through energy communities [3]. For example, in Greece alone, just 20 cooperatives already cut over 4,500 tons of CO₂ each year [17] — equal to removing 2,300 cars from the road.

Rural Spotlight: Turning Land and Waste into Clean Power

Rural areas are perfect for renewables. With open land and agricultural by-products, villages can create clean power without affecting food production [18]. Agricultural photovoltaics — growing crops under solar panels — could meet EU solar goals using only 1% of farmland [18]. In Babberich, Netherlands, raspberries thrive under 10,250 panels powering 1,250 homes [18]. Biomass and biogas turn manure, crop residues, and farm waste into energy [19]. Biomass and biogas also turn manure and crop residues into energy, as in Wildpoldsried, Germany, where farms now supply the local grid and district heating [19].



Power Made Local and Efficient:

Producing energy nearby means fewer transmission losses and smarter use.

Members often share batteries, smart meters, and manage consumption collectively, while also being more sensitive about energy consumption and energy efficiency issues [2]. The cleanest energy is the energy never used as in Dalby Solby, Sweden, where community planning has reduced demand through shared design and efficiency [21].



Nature-Friendly Projects:

Energy community initiatives are smaller, adaptive, and community-led, with locals acting as stewards — protecting biodiversity, water, and soil — and using their local knowledge while generating power [22]. Rural co-ops can limit biomass use to agricultural or forest residues to safeguard ecosystems.

Rural Spotlight: Indigenous Self-Determination and Energy Sovereignty

Large wind farms have sometimes disrupted reindeer herding and sacred Sámi lands in Northern Europe, showing how projects can harm when imposed without consent [23]. Yet other models exist; in Canada, First Nations communities co-own renewable projects, keeping profits, jobs, and decisions local [24]. The same approach could empower Sámi communities to lead clean energy on their own terms — protecting both culture and climate.



SOCIAL BENEFITS



Inclusive and Affordable Energy:

Energy communities are built on the idea that clean, affordable power should be a right, not a privilege. In Messina, Italy, a “social algorithm” adjusts bills by income, so low-income families pay less [21]. In Eeklo, Belgium, 750 residents joined a co-op without upfront costs thanks to pre-financed €250 shares [2].

Rural Spotlight: Tackling Rural Energy Poverty

Rural households often face higher energy costs [25]. Local renewable generation helps cut bills and protect from price spikes [26]. In Valencia, Spain, an agricultural photovoltaic project expects 20–30% savings and reserves energy for struggling neighbours [27]. By keeping energy local and fair, rural communities turn vulnerability into resilience.



Empowered People, Stronger Communities:

Owning your energy means gaining agency, skills, and trust. Energy communities act as “schools of democracy,” teaching cooperation and shared decision-making. In Thessaloniki, Greece, WEnCoop – a women-led cooperative – shows how clean energy can also empower women [29].

Rural Spotlight: Rebuilding Community Fabric

In rapidly depopulated rural areas, energy communities reconnect people. Working together on shared energy projects boosts participation and belonging [27]. In Chamole, France, 600 citizens co-own a wind turbine via 40 local clubs, while open meetings foster trust and local democracy [27].



Local Growth: New Jobs, Different Skills, and Innovation:

Community energy creates up to 3x more jobs than centralized plants [2]. Locals gain new skills — from microgrid tech to energy auditing — while profits stay in the community, funding local projects, such as schools, clinics, enterprises. In Odenwald, Germany, wind farm profits turned an old brewery into the “House of Energy” with a kindergarten, lab, and event space [30].

Rural Spotlight: Local Ownership = Local Acceptance

When people co-own renewable projects, they support them. Rural energy communities replace top-down models with cooperation and trust [27]. In Wildpoldsried, Germany, every household gets a vote and a fair profit share — turning turbines into symbols of pride, not protest [27].

ECONOMIC BENEFITS



Lower Bills, Fairer Prices:

Joining an energy community is one of the smartest financial moves a household can make to ensure its energy security. Across Europe, members save between €500–€1,100 per year and are protected from fossil fuel price spikes [31]. During Europe’s energy crisis, Belgian co-ops like Ecopower and Cociter kept rates below market prices thanks to their own renewables [32].

Rural Spotlight: Boosting Rural Incomes

For rural areas relying on unstable sectors like farming, energy communities mean stability and new income. Farmers can sell power back to the grid [18]. In Belgium, Hubert Verbeke and neighbors built a biomethane plant, earning a €600,000 EU grant and steady returns [18]. In Schönaу, Germany, the EWS coop owns the local grid and hires local firms, keeping jobs and profits in town [26].



Powering the Local Economy:

When communities own their energy, profits stay local instead of flowing to big investors. Local ownership creates 2–8× more regional revenue than commercial projects [2]. In Germany, community wind farms generate eight times more local value than private ones [30]. In Güssing, Austria, community energy turned the town into a clean-tech hub, attracting solar manufacturers and creating at least 140 jobs [6].



Smarter Investments, Faster Payback:

Pooling resources makes renewable projects more efficient and profitable. In Reggio Calabria, Italy, community solar increased returns by €3,798 per member (16%) and cut payback time from 14 to 8 years. When a local business joined, benefits rose by €24,918, proving that collaboration literally pays off [20].

3.2 Challenges and solutions in rural areas

1

Challenge: Rural energy projects often struggle to get funding.

Banks and investors see small village projects as risky, making money hard to secure. Research lists financial constraints as a top barrier in rural areas [33].

Solution: Rural projects can tap special grants and funds—especially when local farmers are involved—through the European Agricultural Fund for Rural Development, which supports renewable energy. National recovery plans also help; Italy's plan set aside €2.2 billion (up to 100% grants) for communities in towns under 5,000 people [34]. Crowdfunding, green loans, and cooperative financing can also break the funding barrier.

Worried about funding? In our Part 2 guide we are discussing practical ways communities have used to fund their start-up, growth, and expansion. Stay tuned!

2

Challenge: Another big challenge is people and skills [35].

Small villages may lack trained organizers or electricians, leaving only a few volunteers to manage projects. Youth migration to cities adds to the gap.

Solution: The answer lies in training and support networks. In Italy, the É Nostra network provides studies, legal guidance, and training to small towns starting energy communities [35]. In Grevena, Greece, the University of Western Macedonia helped set up a local energy coop by offering free studies and awareness campaigns [36]. Training workshops, hackathons, or peer groups — even simple coffee meetups — can spark new ideas.

3

Missing expertise? Don't stress! Online tools, such as this one, can help, and connecting with other energy communities and networks is a great way to gain know-how.

3

Challenge: A related issue is the digital gap.

Not everyone in rural areas is confident online, yet many forms and data tools are web-only. Only about 48% of EU rural residents have basic digital skills, with older people most affected [37]. This slows progress if locals can't access online platforms or apps.

Solution: Offer simple digital training. Run small workshops or one-on-one sessions for tasks like reading smart meters or applying for grants. Combine online tools with printed handouts or community boards and pair tech-savvy youth with older residents.

Connect young and old people together through activities and encourage them to work together. Intergenerational cooperation can be key to digitalising your efforts!



4

Challenge: Infrastructure and technology can also hold projects back.

Many remote villages have weak grids, slow internet, or poor roads, making installation tough [33]. Even if solar panels work, connecting to the main grid can be tricky.

Solution: Small-scale solutions help: off-grid solar+storage kits, microgrids, or local battery systems can keep power flowing. Pushing local authorities and utility companies for upgrades is key.

Talk to your local government about improving grid connections — EU policy now urges simpler permits for energy co-ops!

5

Challenge: Community engagement and trust matter too.

Some rural residents distrust outsiders promoting renewables. If people feel excluded, they may resist change [35].

Solution: The key is openness: hold early meetings in familiar spaces — like cafes, clubs, or halls — and clearly show how projects benefit locals through lower bills or community funds.

Make it social! Plan visits to successful energy projects, run local contests (like logo design), or hold fun town-hall Q&As to build excitement!

6

Challenge: Policy and bureaucracy can slow things down.

Complicated permits, unclear grants, or extra fees can discourage communities [35].

Solution: To cut through red tape, lean on national guides that walk you through the process and search for local one-stop shops — helpdesks, that are usually run by public authorities and NGOs and guide you through permits, funding, and legal steps. The EU is simplifying registration and permit rules for small projects, and local authorities can be allies.

Stuck in paperwork? Reach out to your local energy hub, one-stop-shop or municipal officer — they often know the shortcuts and funding programs that can keep your project moving!

3.3 The role of rural young people

So, what's your role as young people in all this? Across Europe, youth are recognized as drivers of change in rural areas [38]. Your energy, ideas, and innovation are key to building a sustainable rural future. When it comes to energy communities, here's how you can make a difference:



You bring fresh ideas and creative thinking. Your openness to new projects and rethinking of the energy system can transform rural energy projects.

Technology and Innovation Leaders



You're the digital generation — fluent in data and tools. From smart energy apps to catchy social media engagement, your skills power local innovation.

Awareness and advocacy Champions



You know how to communicate. Through social media, school events, or workshops, you can inspire others and influence local action.

Community Mobilizers



You have the energy to unite people — organizing cooperatives, community projects, or events that strengthen community spirit.

Sustainability advocates



You're shaping the future you'll live in. By getting involved, you keep energy communities strong and relevant for yours and the next generations.

You might fit one role or all of them — and that's the point. Whether you want to innovate, organize, or simply learn, energy communities give you a real way to lead change right where you are. Across Europe, young people are already stepping up.

One powerful way to engage is by **joining or co-owning an energy cooperative**.

In Belgium's Allons en Vent, the average member is just 26, and many joined as teens with parental support [39]. Membership is often affordable, with small annual fees — and some co-ops even pay dividends.

Quick Tip: Ask your local town hall or school if there's an energy cooperative nearby. Even if the answer's "no", that question could start one!

Energy communities also create rural jobs. In Croatia, the Novi Otok coop was launched to stop youth outmigration by creating renewable energy jobs [40]. For young farmers, energy ownership cuts costs and supports sustainable businesses [41]. Volunteering in planning, outreach, or installation builds real-world experience too. **Quick Tip:** You might be thinking: "I'm not an engineer —what can I do?" Plenty! Communities need communicators, organisers, designers, and problem-solvers. Your skills matter.

Rural energy communities are also dynamic learning spaces. Through workshops, training, and hands-on work, you'll gain technical, financial, and social skills for the green transition. **Quick tip:** Join local energy events, even if you're new — most start from zero, and every question helps!

Let's be honest: it's not always easy. Sure, challenges exist. Youth migration, limited resources, or lack of awareness. But these can be overcome. Across Europe, young people are proving that rural communities can lead the clean energy transition.

Interested? Keep reading! In the next Chapter, you'll meet young changemakers in the energy field and get to know how they have helped their communities!



4. Real Stories from Across Europe

4.1 Guzmán Renovable (Spain)



Leading the way!

Location: Guzmán, Castile and León, Spain (100 inhabitants)

Founded: 2022

Membership: 25 members

Key Technology: Solar

Guzmán Renovable was founded by seven young people committed to their town and eager to change the world, starting with the energy they use [42]. They faced early skepticism within their village and had to convince residents to understand and trust the concept of a community solar project. The group organized meetings and information sessions on climate change, energy bills, and collective self-consumption to build local support [42]. Their persistence paid off: in early 2022, they formally established a non-profit energy community, launching a 30 kWp solar installation with backing from the city council, local residents, and the University of the Basque Country [42]

Pictured: Discussions organised by Guzmán Renovable with their local community.
Source <https://guzmanrenovable.org/>



[43]. They also secured funding through Spain's CE IMPLEMENTA program, part of the national Recovery and Resilience Plan financed by NextGenerationEU [43].

The community now provides renewable, affordable power to local members, reducing monthly energy bills while fostering solidarity and participation [43]. Guzmán Renovable operates democratically – one member, one vote – and offers energy efficiency advice and workshops, including initiatives for women to strengthen inclusion [42] [44].

Key Takeaways for Rural Youth

- Lead where you live.** Seven young villagers proved that local youth can launch big ideas, starting change right in their community.
- Educate and build trust.** Community projects grow through meetings, open discussions, and patience, thus helping everyone understand how collective energy works and why it saves money.
- Put people before profit.** By staying non-profit and community-focused, Guzmán Renovable built local pride and lasting commitment.
- Work with allies.** Partnering with municipalities, universities, and EU programs made their ambitious solar project possible.

4.2 IZGREI (Bulgaria)

Going Against All Odds



Location: Belozem, Bulgaria (3.826 inhabitants)

Founded: 2022

Membership: 3

Key Technology: Solar

IZGREI BG is Bulgaria's first energy community, founded by two young brothers determined to act despite the absence of a legal framework [45]. Guided by the seven cooperative principles, they launched a pilot project in the village of Belozem to tackle frequent power outages that disrupted water supply for many households [45]. The initiative also aims to fight energy poverty, which, in Bulgaria, remains among the highest in the EU [46].

The cooperative is developing a 4 kW solar installation with battery storage to provide reliable local power and sell surplus electricity to the grid [45]. Profits are reinvested in new projects or village

improvements like road repairs [47]. Beyond energy generation, IZGREI BG promotes building renovation, energy poverty relief, and public awareness through events and online sessions [46]. The founders also published a citizens' guide to energy-efficient renovation, showing that cooperative energy can thrive, even where it's never existed before [47].

Key Takeaways for Rural Youth

- Be creative when rules are missing.** When laws don't yet support energy communities, imagination and persistence can move projects forward.
- Live by cooperative values.** Even without official cooperative status, IZGREI BG operates democratically and inclusively, gaining visibility for its cooperative efforts.
- Look beyond borders for help.** The team sought technical and legal guidance from partners in Greece, Romania, and REScoop.eu to overcome institutional hurdles.
- Share what you learn.** By documenting every step, IZGREI BG turned its bureaucratic struggle into a guide that helps others start their own communities.



Pictured: The two young brothers, Tsvetan and Mihail, who founded of Izgrei BG.
Source: <https://www.rescoop.eu/news-and-events/stories/june-success-story-pioneering-community-energy-in-bulgaria>



4.3 Our Power (Austria)



Bringing people together

Location: Austria-wide

Founded: 2018

Membership: 975 cooperative members, 405 electricity producers

Key Technology: Solar panels, Wind, Hydro, and Biomass

OurPower was founded in 2018 by 19 citizens who wanted to create a democratic alternative to big utility companies [48]. Their idea was simple but powerful: build an online marketplace where people can buy renewable electricity directly from local producers [48]. While based in Vienna, the cooperative connects urban consumers with rural producers; small installations like rooftop solar, wind, hydro, and biomass across Austria's villages and towns [49]. Producers register their installations on the platform, set prices or join standard tariffs, and sell their electricity directly to customers. OurPower handles the billing, grid compliance, and payments,

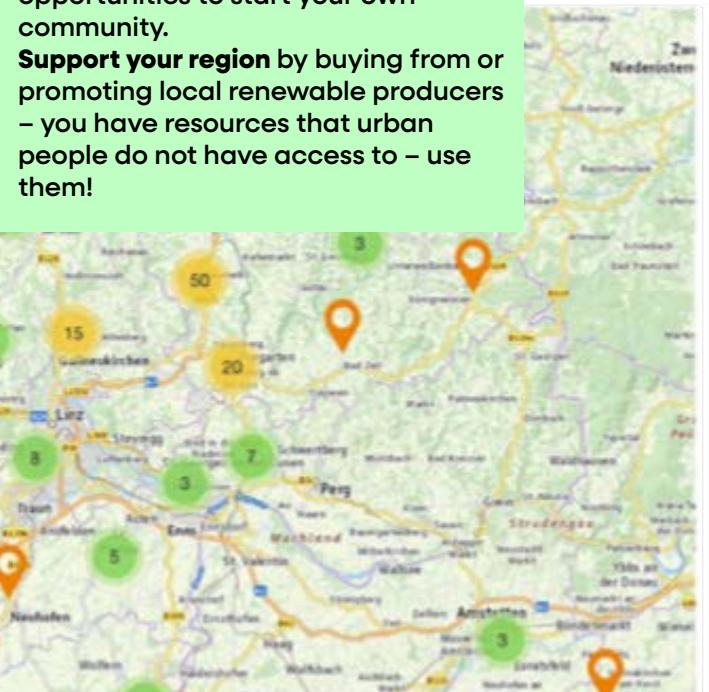
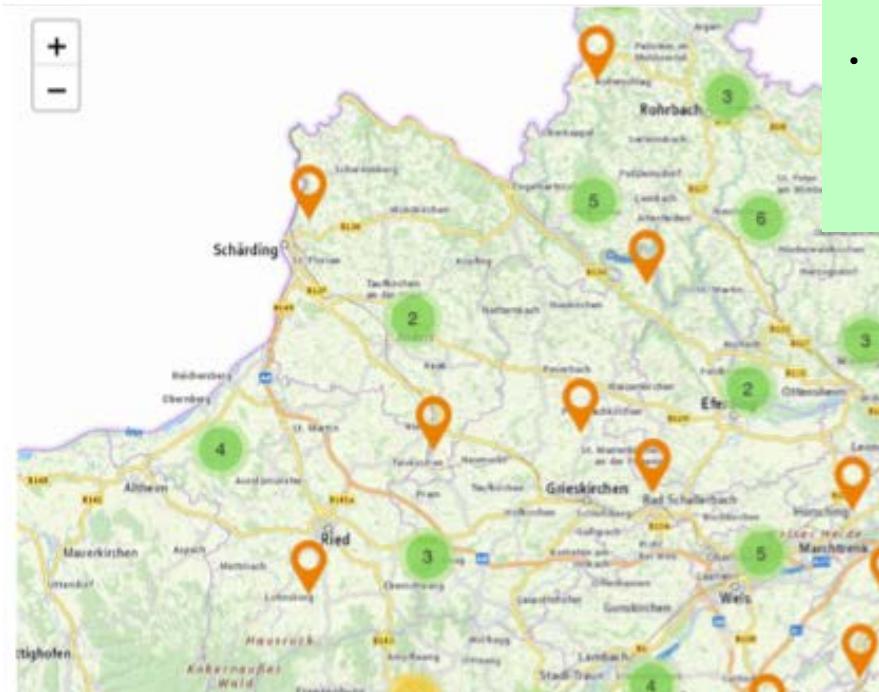
allowing even the smallest renewable projects to access the market [50].

OurPower also believes that the energy transition needs young voices. Through the POWERYOUTH EU-funded project (launched in 2024), the cooperative helps young people gain skills and support to start or join energy communities [51]. Many of its own staff are young professionals – developers, data analysts, and community managers [52].

Key Takeaways for Rural Youth

- **Digital tools unlock immense potential** for people in rural areas, especially young people who are comfortable with technology – distance is less of a barrier when realising an energy community project.
- **Get involved through youth initiatives.** Projects like POWERYOUTH offer training, mentoring, and pilot opportunities to start your own community.
- **Support your region** by buying from or promoting local renewable producers – you have resources that urban people do not have access to – use them!

Pictured: The interactive map of electricity sellers of OurPower.
Source: <https://www.ourpower.coop/page/powerplantmap>



4.4 Ilmtal eG (Germany)



Making the region greener

Location: Weimar Region, Thüringen, Germany

Founded: 2013

Membership: 480+ members

Key Technology: Solar

The [Energiegenossenschaft Ilmtal eG](#) is a citizen-owned cooperative that develops, finances, and operates local renewable energy projects. It installs solar systems on spaces such as schools, kindergartens, farms, and open-field sites, and also invests in regional wind parks and supports charging stations for e-mobility [53] [54]. All the energy it supplies is 100% renewable. Residents can take part either by becoming cooperative shareholders — with a minimum investment of about €500, one vote per member, and 3–4% annual

Key Takeaways for Rural Youth

- **Start small and grow.** Start with what's around you! – a solar panel on a rooftop first – then expand to bigger efforts like a community solar park or a wind turbine.
- **Keep it local and visible.** Invest in projects that benefit your own community, like powering schools or sports halls.

returns – or simply by switching to the cooperative's green electricity tariff [55]. In both cases, members help keep profits and jobs in the region while supporting local climate action [53].

Ilmtal eG makes decisions independently and democratically, ensuring the energy transition happens “with people from the region, for the region” [53]. The cooperative is putting effort in engaging and inspiring young people to join the movement – for example through the “CoopCamp Energy Transition” they are organising in Weimar [56]. The core team includes youth in key roles such as leadership, project planning, and public relations [57].



Pictured: Members of the Ilmtal energy cooperative.

Source: <https://ilmtal-eg.de/>



4.5 Allons en Vent (Belgium)



Growing Up in a Renewable Energy Community

Location: Houyet, Wallonia, Belgium (4,876 inhabitants)

Founded: 2001

Membership: 914

Key Technology: Wind

Allons en Vent didn't just invite young people to join an energy project – it built one in their name. In 2001, 19 local citizens launched a cooperative with a bold idea: parents and relatives would buy €100 shares on behalf of their children, making them co-owners of a future wind turbine [58]. Since future generations are the ones benefitting from green and decentralised energy production, they should be the owners of it today – they thought [58]. By 2006, after raising 200,000 euro from shares (with 850 children as shareholders) and getting 600,000 euro in bank loans, “l’Éolienne des Enfants” (the Children’s Wind Turbine) was established [58].

Fast-forward to today: many of those children are now young adults that are running the cooperative [59]. They've inherited not only shares but also voting rights, active membership, financial returns, and a deep sense of ownership over their community's energy future [59]. They work, along other members of the community, as volunteers, who donate their time, skills and capacity to the energy community. Currently the cooperative is participating in or owning parts of several other renewable energy projects, and is using its profits apart from distributing dividend and investing further, to financially support projects with added societal value for the community and offer in-kind social benefits to its young shareholders. [58] [60].



Key Takeaways for Rural Youth

- **Support the inclusion of younger generations** in energy communities even with symbolic shareholding.
- **Ensure low entry cost.** Only €100 per share made it easier for everyone to take part and feel included.
- **Help people see the project as a source of community pride**, connecting generations and strengthening long-term commitment.
- **Remember that your skills are your capital.** If you can't invest money, offer time, ideas, or expertise instead; passion and teamwork keep projects alive.

Pictured: One of the Childrens's Wind Turbines established by the energy community Allons en Vent.

Source: <https://www.altercampagne.net/?p=1879>

5. Wrapping up

By now, you've explored what energy communities are, how EU policies empower them, and what are their potential for rural areas and rural youth. You've seen how they can clean the air, cut energy costs, strengthen community relations, and open new paths for local engagement and innovation. You've also met inspiring young people from across Europe who are already showing that rural areas can be protagonists of community energy.

But understanding the “why” and “what” is just the beginning. The next step is about how. How do you go from an idea to a real community energy project? How do

you form a team, find funding, plan your first installation, and make it work? That's exactly what Part 2 of this series *Building Your Own Energy Community: A Step-by-Step Guide* is here for. It turns inspiration into action with clear checklists, practical tips, and useful resources to guide you every step of the way. It tells you what to do and what to avoid. Check it out!



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Powering Change Getting Started with Rural Energy Communities



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