



B.1 Forming an Energy Working Group

Short description	You form a core group of persons who can support you in the development of ambition and activities of the collective.
Tools provided	—

Setting up a local SME energy collective could take quite some time and effort. It will therefore be helpful to form a team with enthusiastic stakeholders from your own network. This working group can motivate each other in the process, support you in all activities, and contribute to all the decisions that need to be made. Let's call this team the Energy Working Group. Note that you can re-use the efforts and analysis from this step for the local stakeholder analysis in Section B.5.

The Energy Working Group can be made up of various types of stakeholders. To identify the potential members, you can start by making a list of potential stakeholders active in the local area based on your own experiences, discussions with people from your network and possibly a quick internet search. You can think of enthusiastic SMEs, existing sector or energy associations, non-commercial agencies, municipalities and other governmental agencies, grid operators, financial service providers, etc. After completing the list, you plot these stakeholders in a circle diagram (see example in Figure 1). You put the stakeholders that you know best and collaborate most closely with in the central circle and the ones you know less, further out.

From this overview, you want to invite stakeholders for your Energy Working Group. The most important criteria are that they are enthusiastic and that you think they would be willing to work on developing the collective with you. Ideally, these team members have also complementary skills and knowledge, e.g. a broader network, knowledge of a specific sector or knowledge of SMEs.¹ Approach your selected stakeholders (potential members for the Energy Working Group) personally and invite them to be part of the team. Make sure to focus on the benefits: 'what's in it for them'.

Together with these stakeholders, you can start the process of developing the local SME energy collective.

¹ The other stakeholders in these circles, who you did not select as members of the Energy Working Group, can be people that could be helpful for other or next steps of forming and shaping your collective.



Figure 1. Example of a stakeholder overview².

² Adapted from: TNO, IVAM, ENGIE, ECWF, Klapwijk Parkmanagement, and Markus Makelaardij. (2016). STEM Snelstartgids duurzame energiemaatregelen op bedrijventerreinen.