



# Community Solar and Gamification

Introduction and Workshop Application

St. Gallen, 12<sup>th</sup> of May 2017

Forum for Management of Renewable Energies



**Energy Turnaround**  
National Research Programme

Good Energies Chair for  
Management of Renewable Energies

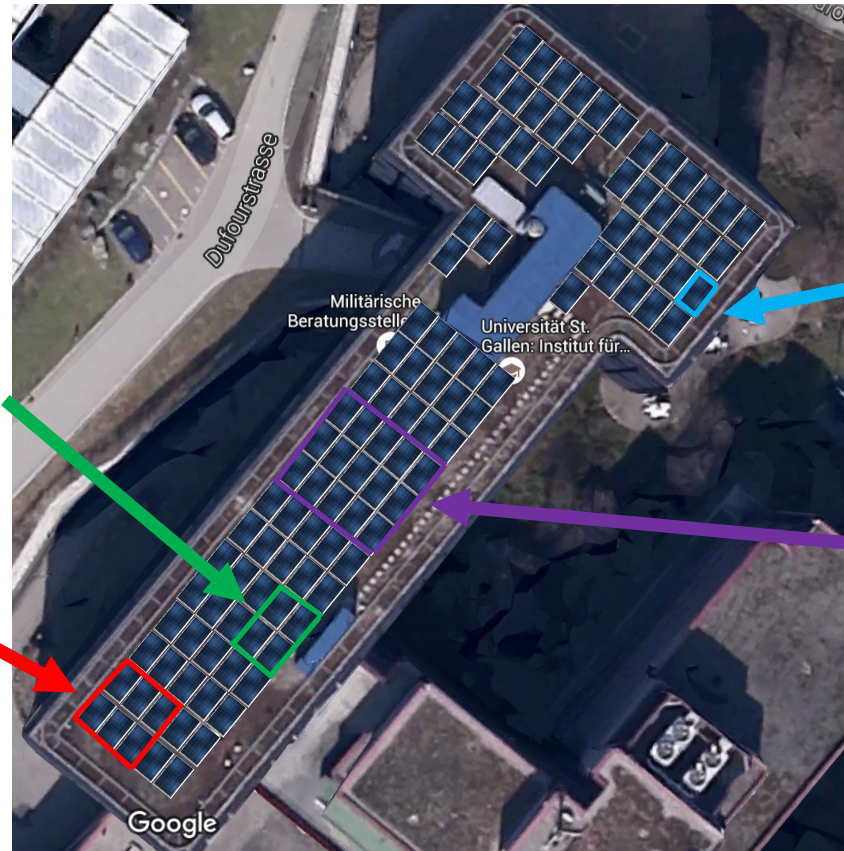




## 1. Introduction to Community Solar

# Introducing the idea of community solar

Community members support the growth of solar power by **buying a solar panel** from their local utility. Customers will be **compensated for 20 years** in form of an electricity bill discount or in form of free solar power from their panel (220 kWh per panel/year)



Mister Newman

Smith Family

Ms. Taylor

Randy's Bakery

Picture: Dufourstrasse 40a, St. Gallen (google maps)





## 2. A Real Municipal Utility Case



# A case for a local Swiss municipal utility

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## 3 different solar projects, realized by the local municipal



Central School Building  
318 Panels available



Logistic Center Building  
436 Panels available



Local Church Building  
260 Panels available

**Price** per Solar Panel: 499 CHF

**Compensation:** 220 kWh solar power per Year (directly from the panel)

**Duration:** 20 Years

Customer **Advantages:**

- Support of local renewable energy; be part of solar even without own roof
- Support of local community and energy transition goals
- Convenience for participation
- Covers a part of the electricity bill/consumption with free solar power



Identifying Opportunities

### 3. Identifying Opportunities for a Gamification Approach Workshop



# Workshop: Group-Task



## Develop a gamification approach to sell solar panels from community solar

The gamification concept should cover the following questions:

- Who is the **target group**?
- What is the **value proposition** for customers (why will customers buy panels through gamification)?
- What kind of **tools** (online and/or offline) should be used?



15 – 20 minutes preparation (use flip chart sheets)



3 min for each group to present



Evaluation: creativity and feasibility (separately)





## 4. Evaluation and Discussion of the Workshop



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# Evaluation of developed gamification approaches

## Creativity & Feasibility

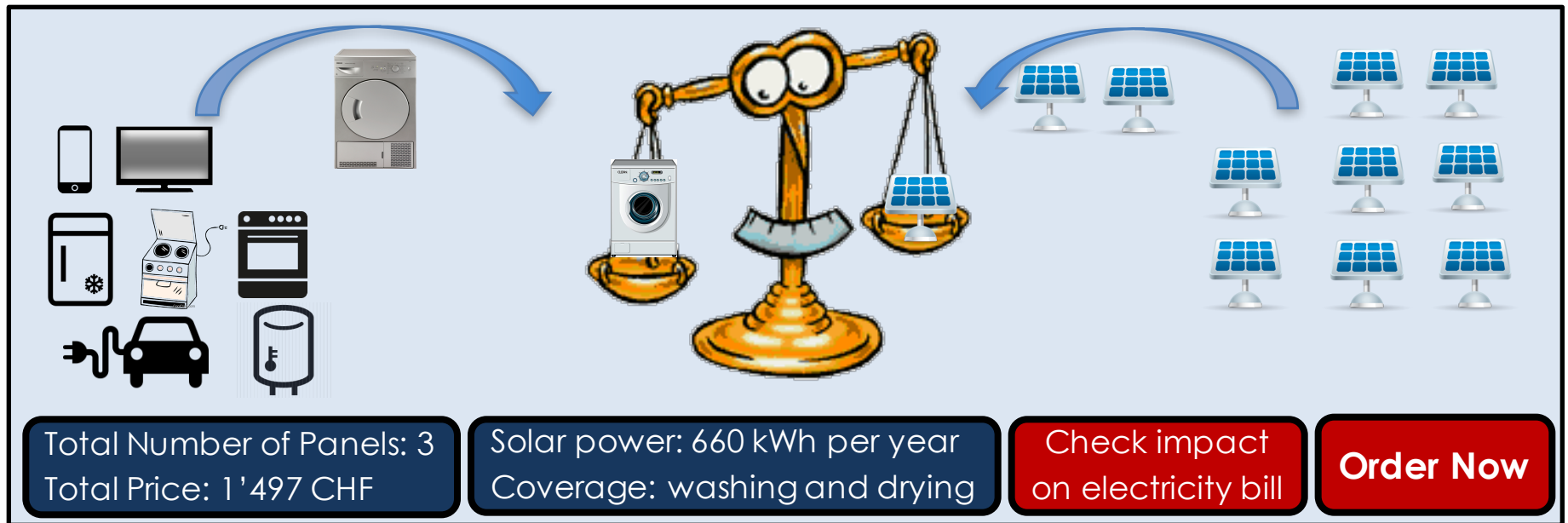
# Example for a Gamification Approach

**Target group:** pro-environmental people between 20 and 45 years who own a smart phone

**Value Proposition:** Give customers a convenient and entertaining possibility to

- Directly link the electricity consumption of their electric home devices to the solar power production of panels (raises awareness and educates about electricity use of devices)
- Order solar panels from community solar with just a few clicks (intuitive and simple)

**Tools:** Mobile APP and Homepage or real balance to play with (





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Thank you for your participation!