



GIVE PEOPLE **CHOICES™**.

THE **NEED.**

Are you a decision maker in your city, determining the energy transition objectives for your constituents? They are the ones who will make it happen. The technology itself won't be enough. We are proposing a dedicated program to engage your citizens to make your city's transition happen faster.

THE **SOLUTION.**

As individuals, we "think, feel, and behave". The "energy transition" is in most people's minds nowadays, yet less in their daily actions. Your citizens awareness and understanding of how the energy transition is affecting your city can bring them together both as individuals and as a collective. It is their action and behaviour which will help your program grow.

KEY **FEATURES.**

InnoEnergy's Societal Appropriation program is founded on advanced behavioral sciences and proprietary methodology Give People Choices by InnoEnergy®, developed and tested in three European countries to help cities and countries bring their citizens to the required maturity for them to engage actively in the energy transition.

The program helps you engage your citizens to change their behaviors for the better. The program covers 6 dimensions of the transition your city is about to make:



Dimension 1.
Individual and
Collectives Behaviors:

As the core content of the program, this dimension helps you define the targeted early adopters in your population, set a proper communication campaign strategy, design modern tools to accelerate people's engagement as well as to monitor behavioral changes and impact at a larger scale.



Dimension 4.
Supply Chain:

In order to assure the medium to long term success of your city's transition, it is equally important to question whether and how to adapt the supply chains (markets, actors, standards) that are key to support the industrialization and scaling up of your citizens' engagement.



Dimension 2.
Technology:

The transition in your city is certainly about technologies, both existing and new. They are structural to the success of your transition, yet the program will help you look at them from the eyes of the users-consumers-investors-citizens perspective, to define the key criteria, thresholds and evolution that qualify a citizen and define whether and how she/he is willing to engage in the proposed transition.



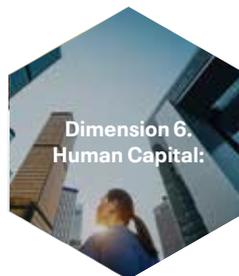
Dimension 5.
Regulation:

Regulation is a necessary condition for transition. The program will address whether and how to adapt the existing regulatory framework to enable, foster, and boost the real potential of behavioral changes.



Dimension 3.
Business Models:

A thorough analysis of the current commercial offers to the citizen (as is) and necessary evolution (to be), is key to achieve operationally and economically your energy transition objectives. This dimension is also about the identification of InnoEnergy innovations "fit for purpose" that also may accelerate achieving your objectives.



Dimension 6.
Human Capital:

Last but not least, looking forward to the success of your city, it is of the utmost importance to invest in/influence the long term evolution of the forthcoming generations, to engage the population as a whole, raising the general level of awareness and understanding, and prepare the workforce for the future.

In addition, the program will help identify you as an early mover, demonstrating that societal appropriation accelerates the energy transition.

InnoEnergy offers full management of the program, using its expertise in the domain of innovation as well as in the new and disruptive domain of behavioral change.

VALUE **PROPOSITION**

- Accelerate the pace of the energy transition.
- Create inspiring local energy transition experiences.
- Create individual and collective impact.
- Lead by example.