

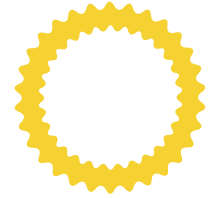


COMMUNITY
OWNE
RENEWABLE
ENERGY

AUSTRALIA'S FIRST COMMUNITY OWNED ENERGY RETAILER

Community Energy Congress

ENOVA COMMUNITY ENERGY -THE DIFFERENCE



- Social Enterprise – Purpose and Profits
- Community based not Community washed
- Background and structure
- What Enova does
- Why it matters
- How your community can participate

WHY ENOVA EXISTS?

Established as a **Social Enterprise** to:

- Assist the community to reduce carbon emissions
- Benefit the community



WHAT IS A SOCIAL ENTERPRISE?

- An organisation created to further a social purpose in a financially sustainable way
- Organisations with a **social equity focus**, changing the world for the better
- They make their money from selling goods and services in the open market but reinvest profits back into the organisation or the local community. When they profit, community benefits.

COMMUNITY BACKGROUND

- Developed in response to regional community concerns
 - Climate change
 - Coal seam gas mining
 - Community demand for more renewable generation
 - Interest in locally owned and controlled models
- The gap – a community retailer needed
 - 2015 Feasibility Study > Business plan
 - Retail Licence application + Prospectus
 - Capital raising



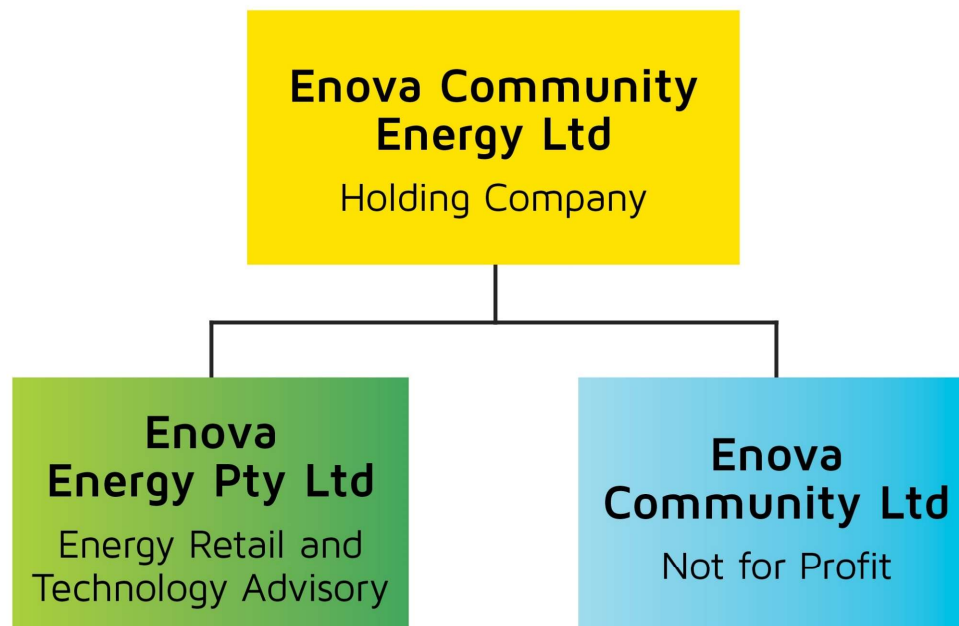


- Capital raise: Late August to December 2015
- 30+ events in region plus Sydney Brisbane and Newcastle
- Story is one of community
- 1100 investors, 75% from region
- \$4m raised

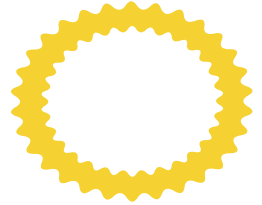
2016 set up systems > June first customers
2017 Feb > closing on 2000 customers



COMMUNITY
OWNED
RENEWABLE
ENERGY



HOW DO WE REDUCE CARBON EMISSIONS?



- ✓ Focus on sale of renewable energy
- ✓ Support and facilitate community generation projects
- ✓ Best FIT offer available, encourages more renewable tech on houses, businesses

AND EDUCATION!



EDUCATION

- Volunteers recruited, trained and carrying out energy audits: Enova Energy Coaches
- Provide information at stalls and events
- 2017 offering presentations to organisations, clubs and schools
- Other regions seeking training for Enova Energy Coaches
- Exciting projects in planning with COREM and Z-Net Uralla

**GET INVOLVED!
MAKE A DIFFERENCE!!**





HOW DO WE BENEFIT THE COMMUNITY?

- ✓ Retain OPEX and profits and over time energy production in the region
- ✓ Create direct and indirect employment
- ✓ Majority community-owned = majority returns to community
- ✓ Half returns to social benefit projects to assist all to access renewable energy
- ✓ A model and hub for other communities

COMMUNITY BENEFIT PROJECTS

- Charitable status achieved, seeking DGR
- Obtained DGR project partnership status with FRRR
- RED Inc Project
- OEH – NCCH project
- \$500K revolving fund for renewable on community and other organisations



COMMUNITY PARTNERSHIPS

- Our licence allows us to sell across NEM (Vic aside)
- Our back-office systems are scalable
- We can shape relationships /partnerships to meet the needs of other regional communities
- Partnership offer to community groups

VISION

- Communities powering themselves across Australia

A yellow decorative graphic consisting of a series of overlapping, irregular shapes that resemble a stylized staircase or a jagged line, located in the top left corner of the slide.

THE OFFER

HOW IT WORKS

- Community groups with own generation/retail projects partner with Enova to bring customers
- Enova shares profits for those customers after costs on open book basis
- Enova purchases energy from community generation
- Continuing profit stream for regional community energy groups/generation projects
- If sufficient customers to warrant costs, co-branding
- Participate in development of educational programs



ENOVA'S DIFFERENCE

Energy Education,
creating energy aware
communities and
working with
volunteers is integral
to Enova

Community ownership builds
culture of transparency and
feedback

Greenest
customer
base in
Australia

**Social Enterprise Objectives and
Structure embedded in
constitution ensures social equity
focus and community benefit**

Our shareholders and customers have an appetite for
supporting community renewables and thirst for a
shared purpose: a new energy model

LET'S CREATE CHANGE TOGETHER!



WHY DOES SOCIAL ENTERPRISE MATTER?

- Growing dissatisfaction with political leadership
- Growing disillusion with operation of present market system
- Difficult times for next generations
- Unless we all step up

WHY IT MATTERS

- Driven by people who are committed to social benefit
- Keeping money circulating within communities and people supporting each other
- Opportunity to live life with purpose: live life on purpose
- Enhances motivation
- Social equity - paying fair
- What consumers want

WHY IT MATTERS: THE DIFFERENCE

- More likely to innovate and experiment
- More likely to reach socially excluded people
- Contribute to a sense of local identity and pride
- Generally set up to retain and invest profits into the local community

THE TASK AHEAD

- **Gain 4k customers over next 18 months and provide them good service**
- **Demonstrate success of community model in:**
 - ✓ **acquiring and retaining customers**
 - ✓ **facilitating community generation**
 - ✓ **facilitating community benefit projects**

January to June – The boring bit!

- Issued retail license
- Find suitable premises
- Build scalable and compliant retail systems
 - Settlements
 - Billing
 - Customer management
- Establish IT and telephony for call centre
- Prepare all marketing and contract collateral
- Establish retail pricing
- Rigorous testing



January to June – Operations begin!

- Commenced market transfers
- Completed design and issue of first bill
- Commenced collecting cash
- No regulatory breaches or complaints
- Granted AFSL





HOW DO WE BENEFIT THE COMMUNITY?

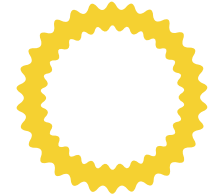
Regional Development

- Retain operating expenses, profits and progressively, energy production in region
- Through direct and indirect employment

Enabling whole of community participation

- Community Education
- Community Benefit Projects

Social Enterprises - Criteria



Are organisations that:

- Are led by an economic, cultural or environmental mission consistent with a public or community benefit
- Trade to fulfil their mission
- Derive a substantial portion of their income from trade
- Re-invest the majority of their profits/surplus in the fulfilment of their mission

UK additional criteria

- Are autonomous of the state
- Are majority controlled in the interests of their social mission
- Are accountable and transparent