

Press release VNR –25.04.2023

Consumers - the crucial factor In times of upheaval, the disruption of an entire industry, a vital resource, and a decisive success factor is criminally neglected.

The influence of the consumer on the energy transition. Most energy companies certainly focus on the end customer, but on closer inspection, this usually means nothing other than not losing the paying customer. The consumer can and will massively reshape the energy sector. Smart technologies, a new awareness, and the numerous regulatory options resulting in completely new business models are leading the way for a new role of the end consumer. One model that is already proving where we are headed is the local energy community.

The so-called decentralization of production and distribution enables real autonomies. An association that can connect all members of the community into a social energy network. Whether consumers or producers or even prosumers, you know each other, you exchange ideas and you use the energy where it is generated.

In Gallese and its community, the people in charge are doing just that. Bio Distretto Amerina is a flourishing, sustainable, and ecological agricultural community in the Italian district of Viterbo, which has decided to expand its initiative by offering an energy community. Get to know Andrea Ferrante (responsible for the initiative and agricultural economist) from Viterbo and his team, the active farmers from the region who participate in the initiative and are also part of the European Research project ReDREAM. The EU project empowers consumers to sustainably influence the use of energy-provided monitoring equipment for electricity consumption and developed an app which can now be used by the members of the energy community. Next to this Marine Cornelis (EU Climate Pack Ambassador and CEO of Next Energy Consumer) talks about the situation across the EU. Get an inside of energy communities, and how they are changing the future of global energy.



Links to VNR and all extra footage:

MASTER

<https://vimeo.com/819057331> (PW: VrRjRiaVRRDm75d)

https://www.dropbox.com/s/iyfy29xj08gm6pf/230330_ReDream_VNR_Gallese%20MASTER.mp4?dl=0

MASTER & B-ROLL MATERIAL

https://www.dropbox.com/s/8kae32vld7i7dfw/230330_ReDream_VNR_PLUS%20BROLL%20Gallese%20MASTER.mp4?dl=0

MASTER & B-ROLL MATERIAL (with TimeCode)

https://www.dropbox.com/s/g4nhq2j655z5ku6/230420_ReDream_VNR_BROLL%20Gallese%20MASTER_burntTC.mp4?dl=0

B-ROLL MATERIAL

https://www.dropbox.com/s/i4v5j7ri1ht6ab9/230420_ReDream_VNR_BROLL%20Gallese%20MASTER.mp4?dl=0

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Credit: [j.diegoph](#) / unsplash (please use this picture for communication)



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