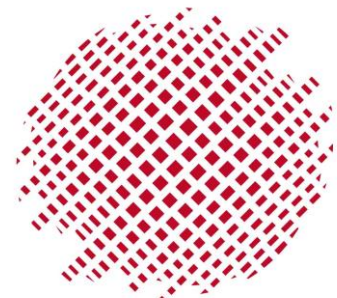


Social Value Matters!

The SROI Network Annual Conference 2014

**Social value of
consumer empowerment
in energy cooperative**

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avanzi
SOSTENIBILITÀ PER AZIONI



Avanzi. Sustainability in Action

Avanzi is a “change-maker”

It promotes systemic change through:

- Research and Development on social innovation
- Social business incubation
- Consulting services (CSR and share value)
- Hosting a community of start ups in a co-working



Public utility service design

Social Innovation

Social need:
energy transition, RES energy, shared energy

Citizens awareness and engagement

Innovative practice and innovative business model

Social value generation

Social Enterprise

Avanzi is launching a social start-up for renewable energy supply (rescoop)

REScoop value proposition

- REScoop is a democratic organisation *owned by citizens* to consume renewable energy
- Consumers become *prosumers* responsible not only for their energy consumption but also for energy supply
- RES energy is purchased from small and cooperative producers
- REScoop is the first *shared energy* supplier in Italy
- Rescoop is a *not for profit* energy operator



Social impacts

Which are the REScoop impacts on service users (consumers) and social context?

Environmental impacts:

- RES production
- energy saving
- CO2 reduction
- land consumption reduced

Impacts on consumers:

- cost of energy decreases if the number of users increase
- trust on supplier
- consumer empowerment
- community ownership social capital
- social cohesion

Social value-added for consumers

How we measure the social value of these impacts?

The challenge is to give an economic value (financial proxy) to benefits strictly related to individual wellbeing and behavior

How we measure the real “change” for consumers?

Consumer empowerment and community ownership are pillars of the sharing economy but which metrics could catch the economic dimension?

Conclusion

Social value matters?

Yes absolutely!

But in this case the social value is:

more important to frame the *theory of change* and the business model

than to give an account of social impacts in financial terms