



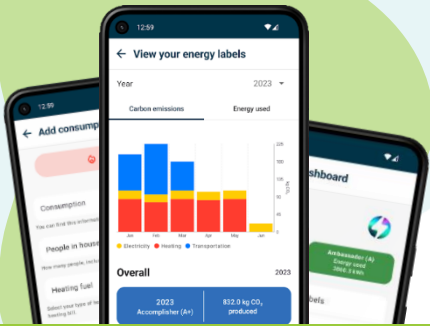
GREEN DEAL PROJECTS SUCCESS STORIES



KNOWLEDGE AND CITIZENS WORKING GROUP

EMPOWERING SUSTAINABLE ENERGY PRACTICES

May 2024



AURORA project

The AURORA project has successfully developed an energy tracker mobile app and established a solar cooperative association to empower individuals and communities across Europe to actively engage in the green transition.

These have made a substantial impact to empower individuals, enabling them to monitor and manage their energy consumption and providing a successful model for community-led renewable energy projects.

#EUGreenDeal



ABOUT THE AURORA PROJECT

The AURORA project, funded by the EU, harnesses the collective power of technology and community engagement to address climate change and promote sustainable energy use. With two pivotal initiatives (the AURORA Energy Tracker App and the Aarhus Energy Community), AURORA is setting new standards in environmental stewardship and citizen science.



DESCRIPTION OF SUCCESS

AURORA Energy Tracker app: The app's successful development and launch across Android and iOS platforms exemplify AURORA's mission to empower individuals with tools to track and reduce their carbon footprint. By integrating features such as an energy labelling system and facilitating user engagement through co-creation workshops, the app has played a crucial role in promoting sustainable energy consumption patterns.

Aarhus Energy Community: The establishment of the energy community in Aarhus, Denmark as a solar cooperative association marks a significant milestone. The swift uptake of shares by the community within weeks of crowdfunding demonstrates the robust support and enthusiasm for community-led renewable energy projects. This initiative facilitates local investment in green energy, while also serving as a replicable model for sustainable community engagement in the green transition.



HIGHLIGHTS

- The AURORA Energy Tracker app is a testament to AURORA's commitment to leveraging technology for environmental sustainability. Its features, including an energy labelling system and tools for tracking energy consumption, represent a significant step forward in enabling individuals to monitor and reduce their carbon footprint.
- The Aarhus Energy Community initiative exemplifies AURORA's approach to fostering sustainable energy solutions through community engagement. The establishment of a solar cooperative association and the successful crowdfunding campaign for solar installations highlight the potential of collective action to contribute to the green transition.
- AURORA's emphasis on involving citizens in the development process, through methods such as innovation cafés and co-creation workshops, has been instrumental in ensuring the project's tools and initiatives are well-received and effective in promoting sustainable behaviours.
- The development of the AURORA app for both major mobile platforms (Android and iOS) ensures an inclusive user experience, broadening the project's reach and impact.



IMPACT

The impact made by the AURORA project has been substantial. In particular, the AURORA Energy Tracker app has greatly contributed to empowering individuals, enabling them to actively monitor and manage their energy consumption and carbon footprint. This initiative aims to support at least 7,000 citizens in achieving near net-zero energy consumption, significantly contributing to sustainable living practices. Moreover, the Aarhus Energy Community initiative exemplifies a successful model for community-led renewable energy projects, offering a sustainable investment model and promoting the adoption of solar energy.

These efforts are complemented by AURORA's commitment to making its business models and technological solutions open-source and adaptable, facilitating the replication of its approach in various contexts and regions.

Read more about this success story online

[Empowering sustainable energy practices](#)

Visit the project website

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